

IRevolution: A Data-Driven Exploration of Apple's iPhone Impact in India

Solution Architecture

1. Architecture Overview

Data Sources → Data Storage → Data Processing → Analytics & Visualization → Business Insights

2. Data Sources

iPhone Sales Data, Market Share Reports, Pricing Trends, Consumer Demographics, GDP & Economic Indicators, Import/Manufacturing Data.

3. Data Storage Layer

Raw Data (CSV/Excel) → SQL Database → Tableau Data Extract (.hyper).

4. Data Processing & Transformation

Data Cleaning, Handling Missing Values, Currency Conversion, CAGR Calculation, Market Share %, ASP, Revenue Contribution.

5. Analytics & Visualization

Interactive Dashboards, Story Points, Filters, Trend Lines, Forecasting.

6. Key Dashboards

Sales Growth, Market Share Analysis, Pricing & Revenue Insights, Consumer Insights, Manufacturing Impact.

7. Deployment Architecture

Tableau Desktop → Tableau Server / Tableau Public → Web & Mobile Access.

8. Security & Governance

Role-Based Access Control, Data Encryption, Scheduled Refresh, User Authentication.

9. Expected Outcomes

Growth Analysis, Market Share Trends, Pricing Impact, Manufacturing Contribution, Future Forecast.