Ideation Phase
Define the Problem Statements
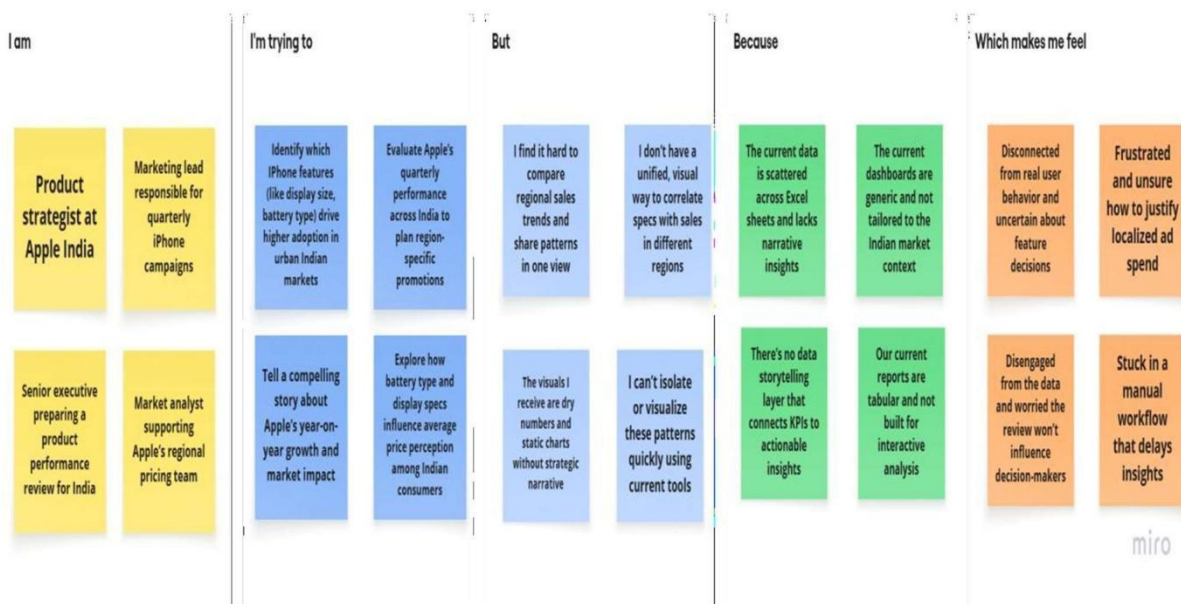
Date	31 January 2026
Team ID	LTVIP2026TMIDS24384
Project Name	iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India using Tableau
Maximum Marks	2 Marks

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

Customer Problem Statement

I am	I'm trying to	But	Because	Which makes me feel
Product strategist at Apple India	Identify which iPhone features (like display size, battery type) drive higher adoption in urban Indian markets	I find it hard to compare regional sales trends and share patterns in one view	The current data is scattered across Excel sheets and lacks narrative insights	Disconnected from real user behavior and uncertain about feature decisions
Marketing lead responsible for quarterly iPhone campaigns	Evaluate Apple's quarterly performance across India to plan region-specific promotions	I don't have a unified, visual way to correlate specs with sales in different regions	The current dashboards are generic and not tailored to the Indian market context	Frustrated and unsure how to justify localized ad spend
Senior executive preparing a product performance review for India	Tell a compelling story about Apple's year-on-year growth and market impact	The visuals I receive are dry numbers and static charts without strategic narrative	There's no data storytelling layer that connects KPIs to actionable insights	Disengaged from the data and worried the review won't influence decision-makers
Market analyst supporting Apple's regional pricing team	Explore how battery type and display specs influence average price perception among Indian consumers	I can't isolate or visualize these patterns quickly using current tools	Our current reports are tabular and not built for interactive analysis	Stuck in a manual workflow that delays insights

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Problem Statement (PS)	I am	I'm trying to	But	Because	Which makes me feel
PS-1	a product strategist	find which iPhone features drive adoption in urban India	data is scattered and not visual	there's no unified dashboard	unsure about feature decisions
PS-2	a marketing lead	track regional performance for iPhone campaigns	I can't compare trends across quarters and states	dashboards aren't India-specific	frustrated and uncertain on promotions
PS-3	Senior executive	present iPhone growth in India clearly	reports lack storytelling and visual appeal	there's no narrative-driven dashboard	disenga ged and ineffecti ve
PS-4	market analyst	link features like battery/display to price	I can't visualize patterns easily	tools are static and not interactive	slowed down and stuck