

# Project Design Phase

## Proposed Solution Template

---

Date: 25 July 2025

Team ID: \_\_\_\_\_

Project Name: iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India

Maximum Marks: 2 Marks

S.No.	Parameter	Description
1	Problem Statement (Problem to be solved)	Consumers often struggle to determine which iPhone model offers the best value for money due to variations in sale price, discount percentage, and customer ratings across platforms. Existing approaches—manual comparisons, scattered online reviews, or generic price comparison sites—are time-consuming and do not provide a unified metric to objectively rank models by value.
2	Idea / Solution description	Build a data-driven Tableau dashboard that computes a Value Score for every iPhone model using key fields such as Sale Price, Discount Percentage, Star Rating, Number of Reviews, and RAM. The dashboard will: <ul style="list-style-type: none"><li>• Show KPI cards (Average Price, Average Rating, Average Discount, Total Reviews)</li><li>• Rank the Top-N iPhones by Value Score</li><li>• Provide interactive filters (Price Range, RAM, Star Rating, Discount %)</li></ul>

		<ul style="list-style-type: none"> <li>• Visualize relationships (e.g., Price vs Rating scatter plot, Discount distribution)</li> </ul>
3	Novelty / Uniqueness	<ul style="list-style-type: none"> <li>• A single, transparent Value Score metric that combines rating, discount, and price for objective comparison</li> <li>• Interactive, visual decision support instead of static comparison lists</li> <li>• Extensible to multiple brands / categories with minimal changes</li> </ul>
4	Social Impact / Customer Satisfaction	<ul style="list-style-type: none"> <li>• Empowers consumers to make informed, data-backed purchase decisions</li> <li>• Improves pricing transparency and trust</li> <li>• Helps retailers optimize pricing and promotions aligned with perceived value</li> </ul>
5	Business Model (Revenue Model)	<ul style="list-style-type: none"> <li>• B2B subscription for retailers/analysts to access advanced pricing &amp; perception analytics</li> <li>• Affiliate revenue via links to e-commerce platforms</li> <li>• Freemium model: free basic dashboard for consumers, premium insights &amp; alerts for paid users</li> </ul>
6	Scalability of the Solution	<ul style="list-style-type: none"> <li>• Easily generalizable to other smartphones (Samsung, OnePlus) or consumer electronics</li> <li>• Can plug into live e-commerce APIs for real-time updates</li> <li>• Future scope: AI-powered personalized recommendations, automated alerts on price drops/value spikes</li> </ul>