Final Report: Best Value-for-Money iPhones Dashboard

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

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1. INTRODUCTION

1.1 Project Overview

This project, titled “iRevolution: A Data-driven Exploration of Apple’s iPhone Impact in India,” aims to identify the iPhone model that offers the best value for money using data visualization and analysis. By leveraging Tableau and a dataset of iPhone models, ratings, discounts, and prices, we deliver an interactive dashboard that simplifies user decision-making.

1.2 Purpose

The purpose is to help potential buyers determine which iPhone model provides the most balanced value based on customer ratings, sale price, and discounts. The dashboard enhances transparency and improves the user’s buying experience.

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2. IDEATION PHASE

2.1 Problem Statement

Customers find it difficult to decide which iPhone model provides the best value for money because of inconsistent pricing, varying discounts, and lack of comparison tools.

2.2 Empathy Map Canvas

- **Says:** Wants best value iPhone; Confused by options; Seeks deals.
- **Thinks:** Worried about wasting money; Unsure of what matters more—rating or price.
- **Feels:** Frustrated; Overwhelmed.
- **Does:** Compares prices online; Watches reviews; Looks for discounts.

2.3 Brainstorming

- **Idea 1:** Create a bar chart comparing value scores.
- **Idea 2:** Rank iPhones by a calculated value metric.
- **Idea 3:** Add filters for model year, rating, and price.

Conclusion: Priority given to visual clarity, a calculated value score, and interactive filters.

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3. REQUIREMENT ANALYSIS

3.1 Customer Journey Map

Stages: Entice, Enter, Engage, Exit, Extend — including user expectations, actions, and opportunities for improvement.

3.2 Solution Requirement

- Functional: KPI cards, Filter options, Dashboard interactivity.
- Non-Functional: Simplicity, fast loading, responsive layout.

3.3 Data Flow Diagram

Flow from data source (CSV) → Tableau Logic Layer → Dashboard → User Interaction.

3.4 Technology Stack

- **Data Source:** CSV file
- **Processing & Visualization:** Tableau
- **User Access:** Tableau Desktop or Public Viewer

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4. PROJECT DESIGN

4.1 Problem Solution Fit

Value-for-money confusion is resolved via a visual, data-backed comparison tool that ranks models using a value score.

4.2 Proposed Solution

An interactive dashboard featuring: - Value Score KPIs - Top 5 iPhones chart - Price vs Rating scatter - Discount vs Value graph

4.3 Solution Architecture

Four layers: Data source, processing (Tableau), visualization (Dashboard), and end-user interaction.

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5. PROJECT PLANNING & SCHEDULING

5.1 Project Planning

- 1-day iteration
- 3 core user stories
- Simple Gantt layout with tasks like data cleaning, sheet creation, dashboard layout, and testing.

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6. FUNCTIONAL AND PERFORMANCE TESTING

6.1 Performance Testing

- Tested on Tableau Desktop
- Responsive interactions and filters
- Light file size for quick loading

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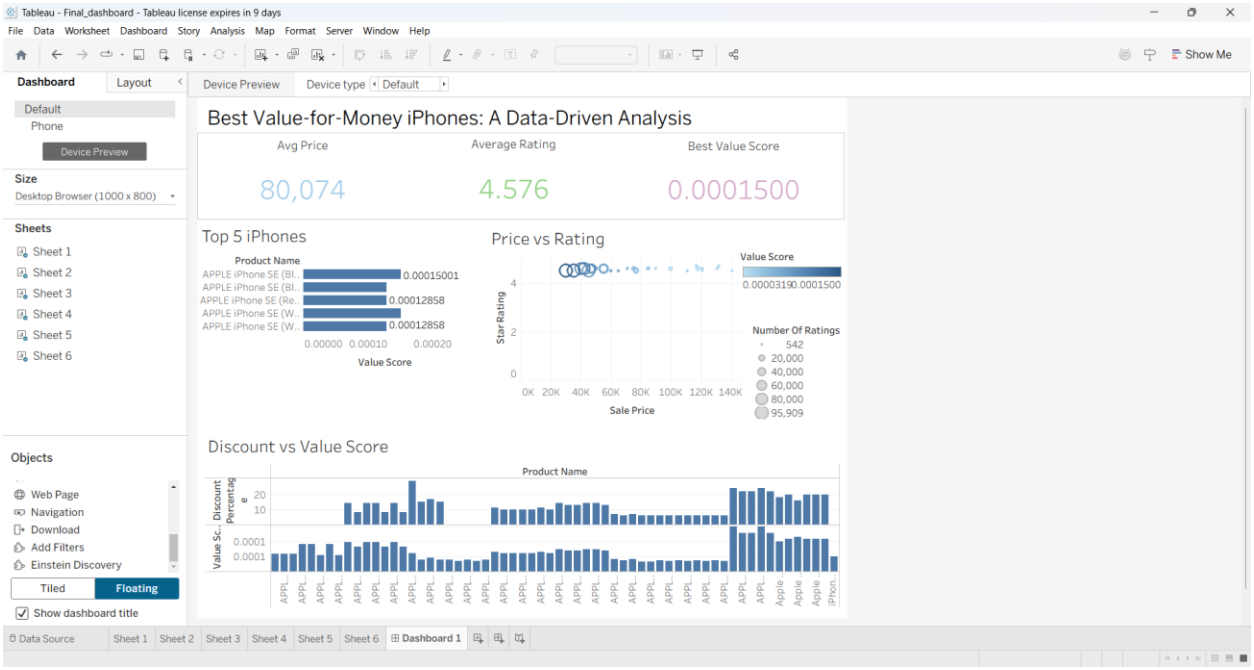
7. RESULTS

7.1 Output Screenshots



Includes KPI cards, Top 5 bar chart, scatter plot, and final dashboard with applied filters.

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8. ADVANTAGES & DISADVANTAGES

Advantages: - Clear comparison of iPhone models - Interactive filtering - Simple and visually appealing

Disadvantages: - Limited dataset scope - Static data (manual updates)

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9. CONCLUSION

The dashboard provides a compact, intuitive platform for identifying the best value iPhones in the market. It empowers users with data-driven decision-making capabilities.

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10. FUTURE SCOPE

- Add live pricing APIs
- Include user reviews and feature-based scoring
- Mobile-friendly version for wider access

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11. APPENDIX

- **Dataset Link:** https://docs.google.com/spreadsheets/d/1p1ZWaYcEuFl5UNFcmNvpkXi3JnoHamut/edit?gid=1877446487#gid=1877446487
- **Project Demo:** https://drive.google.com/file/d/11rraPX1flDFypgDj6FVxn0mMY4McMELi/view?usp=sharing
- **GitHub (if applicable):**
- **Tableau link:** https://1drv.ms/u/c/3d26aa9ba0b81b22/Ec62KZHAJiNCj_GZLrcoFz8BPKJvmRanAQZXJL5YRZgIQA?e=Xm4MGG