Project Design Phase
Proposed Solution Template

Date	22 July 2025
Team ID	PNT2025TMID10592
Project Name	I Revolution: 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)	There is a lack of accessible, data-driven insights for Indian consumers to make informed decisions about iPhones compared to other brands. Additionally, brands lack a clear understanding of user behaviour, market trends, and regional preferences, limiting their ability to serve customers effectively.
2.	Idea / Solution description	iRevolution is a website-based platform featuring dashboards and interactive visualizations built using Tableau. It analyzes iPhone impact in India based on price, specifications, reviews, and ratings. The site also includes user login/signup, iPhone comparisons with other brands, and smart tools for customer exploration and decision-making.
3.	Novelty / Uniqueness	This project is unique because it brings together real data, easy-to-understand visuals, and user-friendly tools to help people explore and compare iPhones in India. It shows things like prices, reviews, and usage trends in a clear way using Tableau. Unlike scattered blogs or biased videos, our platform gives one place to see everything with Indian context.
4.	Social Impact / Customer Satisfaction	Helps consumers—especially in tier-2/3 cities—make better buying decisions. Improves transparency, digital literacy, and financial awareness. Enables smartphone companies to better tailor products and marketing strategies for Indian users.
5.	Business Model (Revenue Model)	We can earn money through ads, affiliate marketing with online stores like Amazon or Flipkart, and premium features for users who want detailed comparisons or trend reports. We can also offer data insights to mobile companies or retailers to help them understand what users want.
6.	Scalability of the Solution	Our website can easily be expanded to include more mobile brands, new features, and support for regional languages. As more users visit, we can handle the growth using cloud services and make updates without much cost.