Ideation Phase
Brainstorm & Idea Prioritization Template

Date	18 June 2025
Team ID	LTVIP2025TMID51628
Project Name	iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India using Tableau
Maximum Marks	4 Marks

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Step-2: Brainstorm, Idea Listing and Grouping

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Brainstorm

Write down any ideas that come to mind that address your problem statement.

⏱ 10 minutes

Koushik

Compare iPhone sales and usage trends across different Indian states to identify regions with the highest market penetration.

Moulika

Analyze income group vs iPhone ownership ratio using publicly available datasets to understand affordability impact.

Sravya

Tableau to track how Apple's market share changes with each new iPhone launch over the last 5 years.

Anunay

Compare consumer sentiment before and after price drops or festive season offers using social media or review data.

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Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

⏱ 20 minutes

Cluster 1: Understanding Market Penetration & Regional Trends

Compare iPhone sales across different Indian states or cities highest adoption rates and detect patternto identify regions with the
s over time. Use Tableau to visualize regional disparities.

Cluster 2: Analyzing Impact of External Factors on iPhone Sales

Examine how events like pricing changes, new iPhone launches, import taxes, or COVID-19 affected iPhone sales and consumer behavior across time periods. Use Tableau to highlight these shifts.
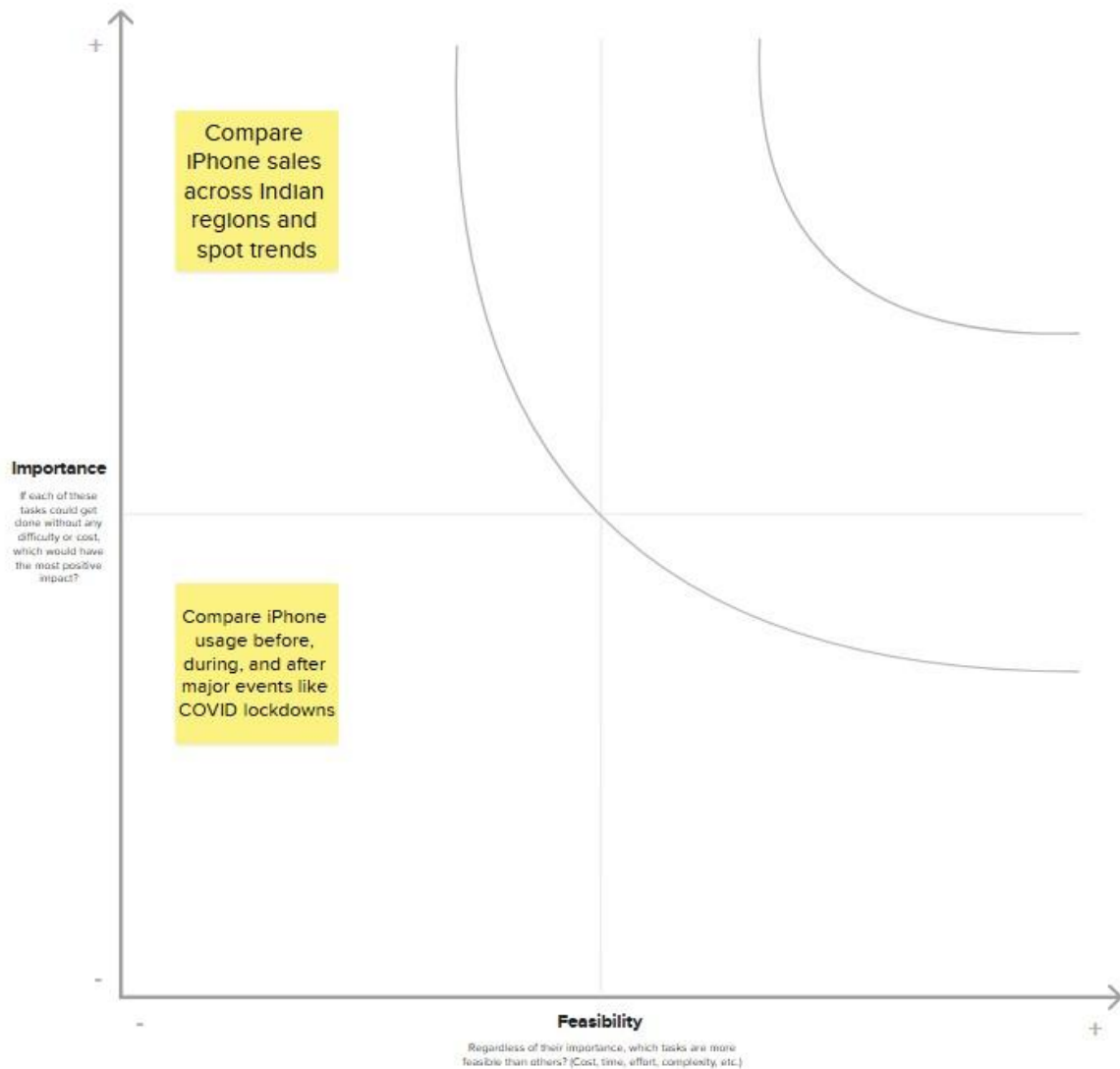
Step-3: Idea Prioritization

Submitted Template link:
https://app.mural.co/t/da9640/m/da9640/1750069641517/0f044a20c64822d02c0f812d34
60c24477a5a6fa?sender=u47cabad28f7fc43c7e754820

Conclusion (for Brainstorming & Prioritization Section)
Through a structured brainstorming process, I explored multiple creative ideas related to analyzing the impact of Apple's iPhone in India using Tableau.

The ideas were then grouped into two meaningful clusters:

- **Understanding Regional iPhone Usage Patterns**

- **Analyzing Economic Influence on Ownership**

- **Studying Market Dynamics Over Time**

- **Impact of Offers and Sentiment Shifts**

Each idea was carefully prioritized based on its alignment with the project goals and feasibility, considering available data sources and Tableau's capabilities.

As a solo contributor, this process helped me gain clarity on which aspects to emphasize during development. The top-priority ideas will directly influence the structure and content of the dashboards, visual stories, and analytical insights built in Tableau.

Moving forward, these brainstormed insights will guide the next phases: data collection, dashboard creation, and integration into the final presentation.