

# Apple iPhone Market Analysis using Tableau

**Domain:** Business Analytics & Data Visualization Tools Used: Tableau Public, Microsoft

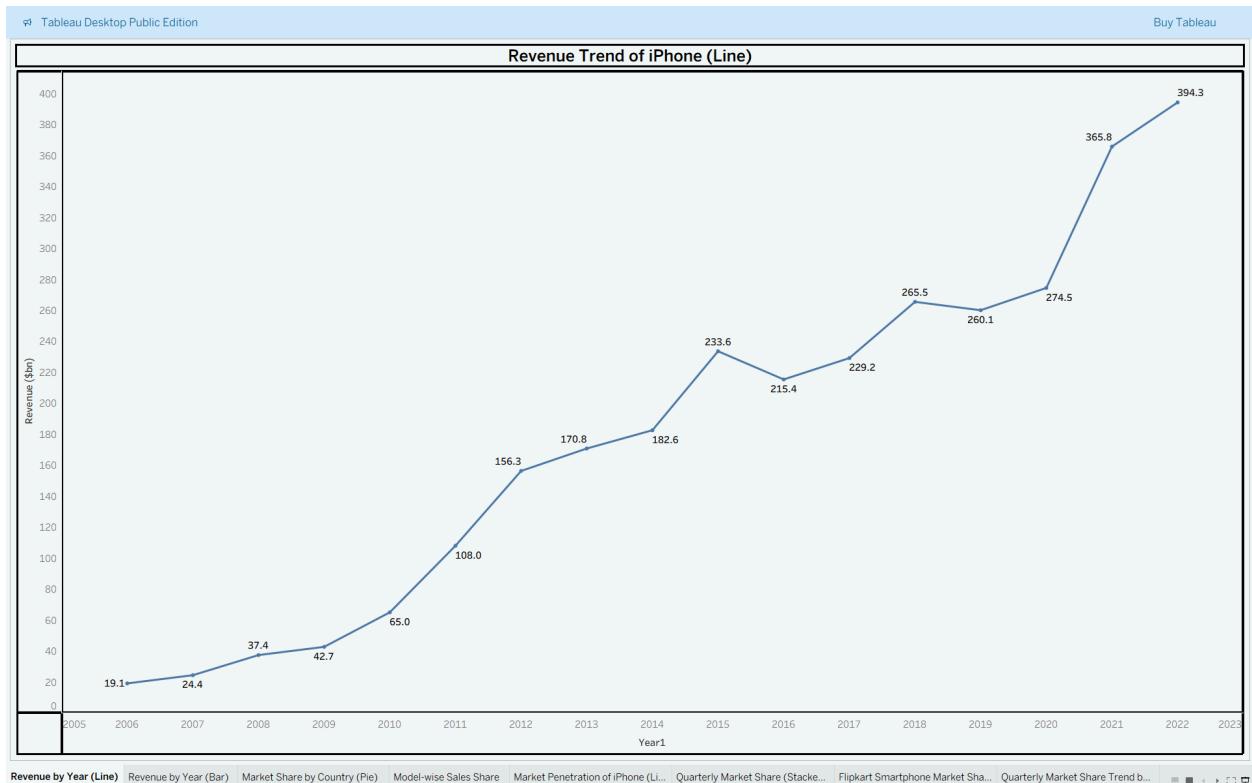
**Excel Dataset:** Apple Products & Smartphone Market Data

## Project Objective

The objective of this project is to analyze Apple iPhone revenue growth, market penetration, and smartphone market share using interactive Tableau dashboards. The insights aim to support data-driven business decisions.

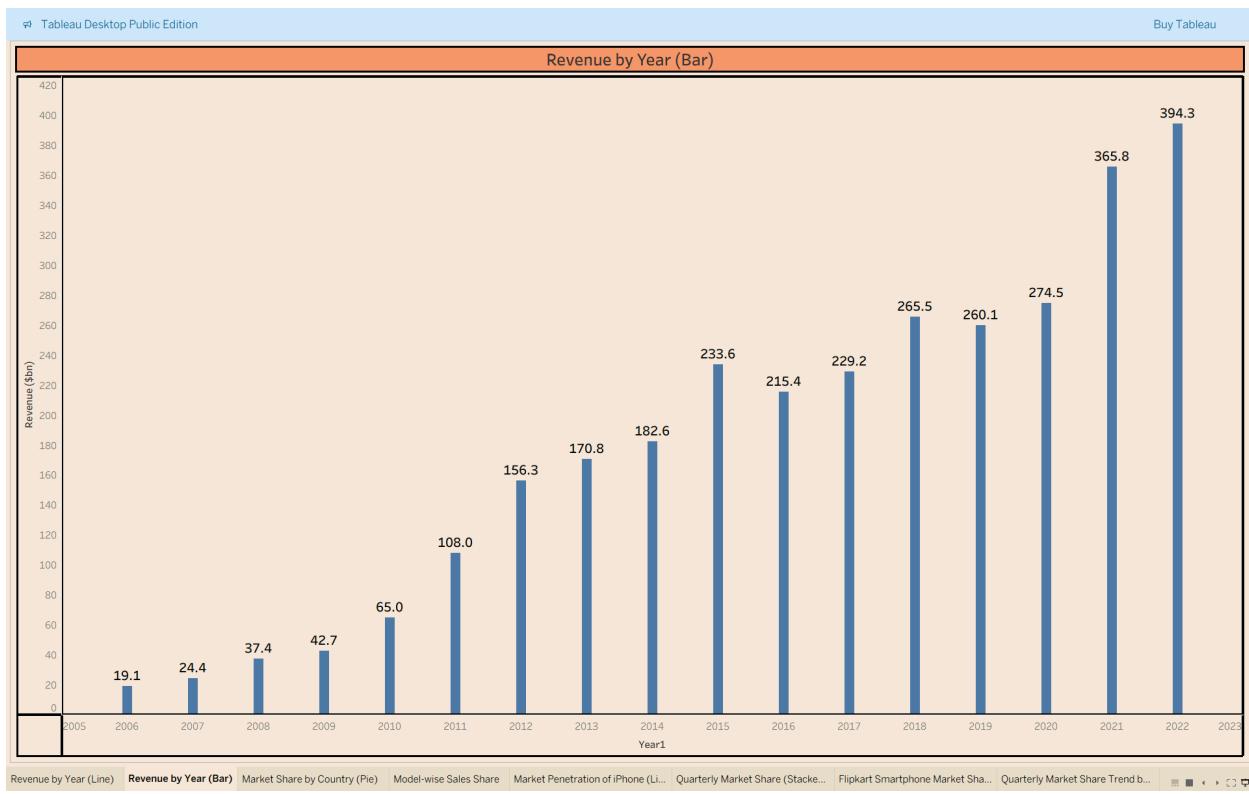
## Dashboard Analysis & Business Insights

### Revenue Trend of iPhone (Line Chart)



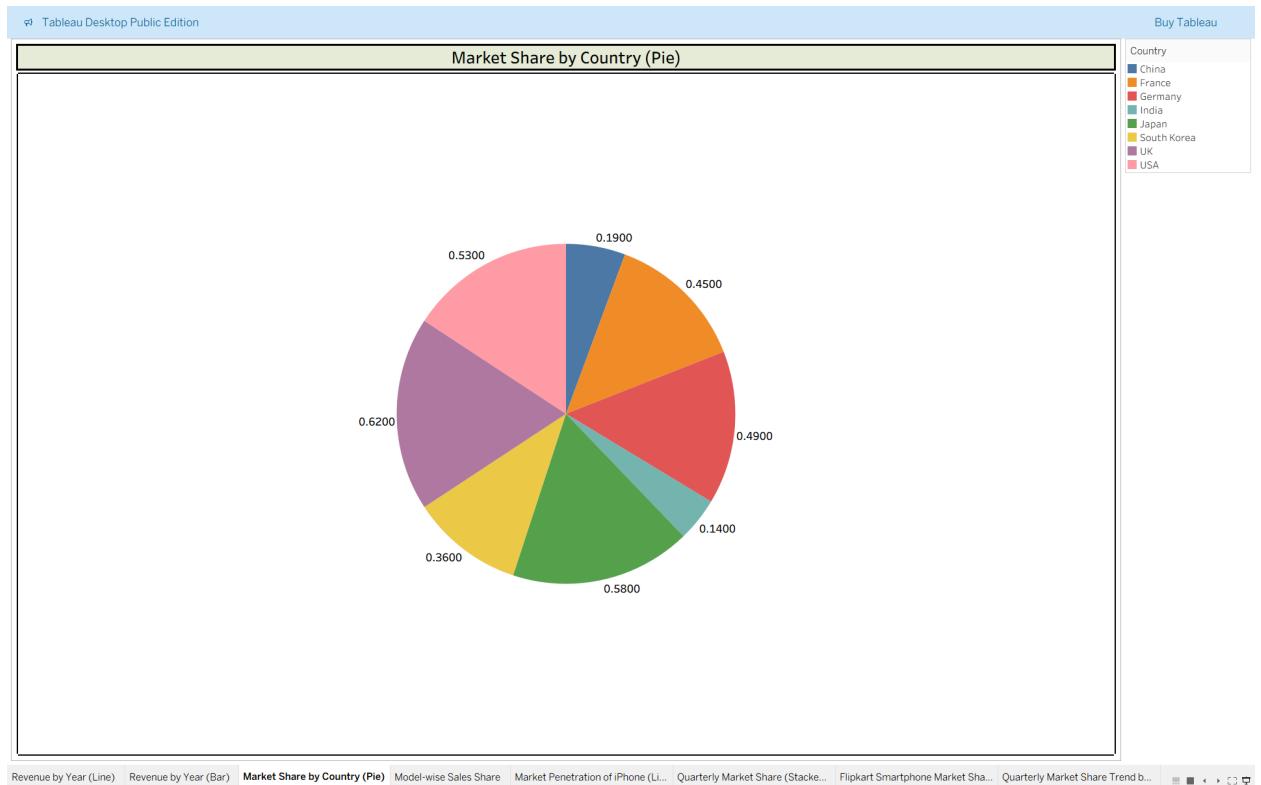
Insight: iPhone revenue shows strong long-term growth with noticeable acceleration after 2020, indicating increased premium device adoption and strong global demand.

## Revenue by Year (Bar Chart)



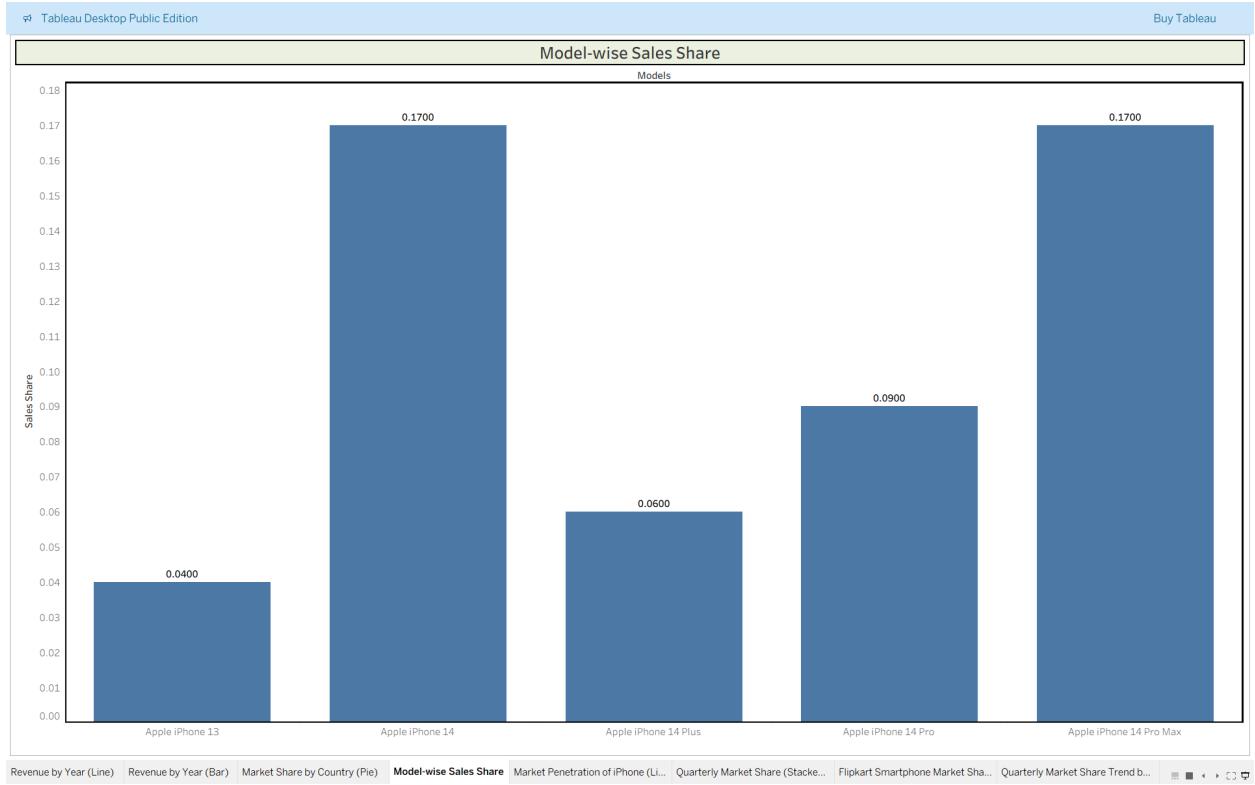
**Insight:** Year-over-year revenue growth highlights Apple's consistent financial performance, with peak revenues in recent years reflecting successful product launches.

## Market Share by Country (Pie Chart)



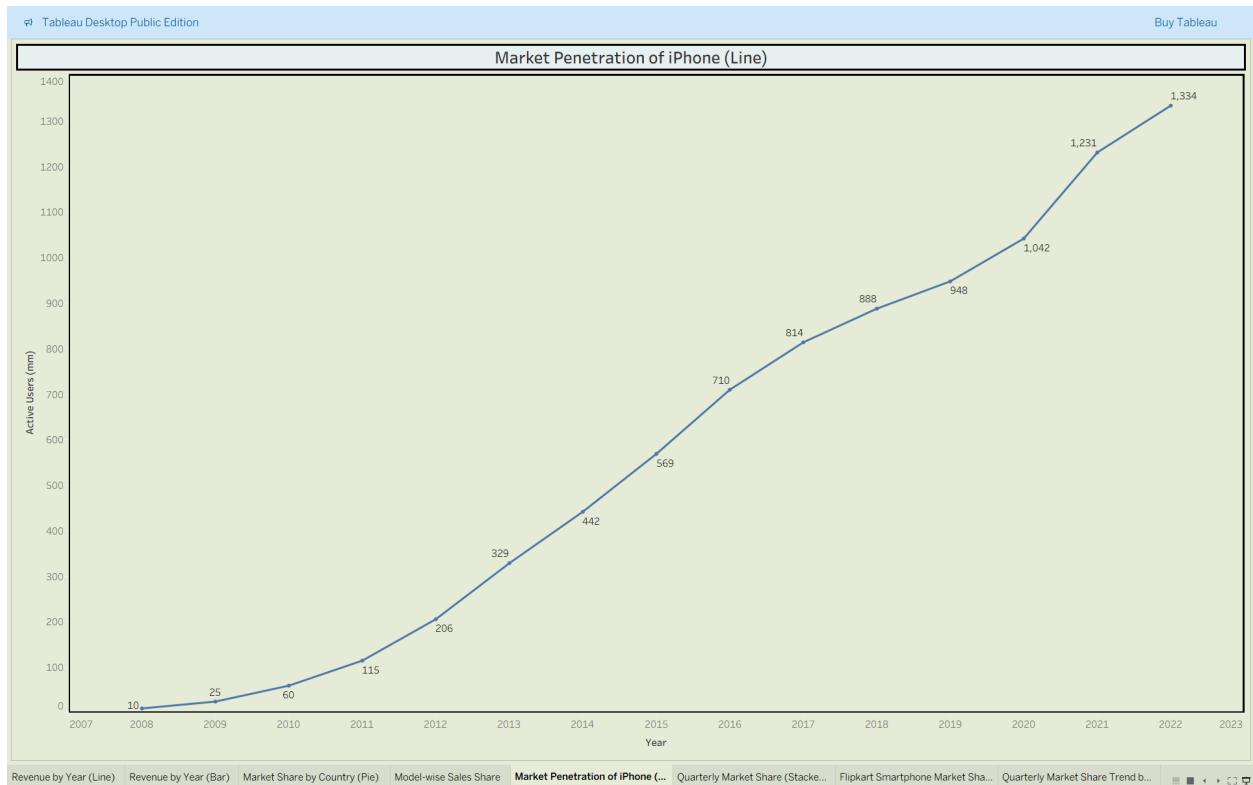
**Insight:** The USA and China contribute the largest market shares, suggesting Apple's dominance in developed and high-consumption markets.

## Model-wise Sales Share



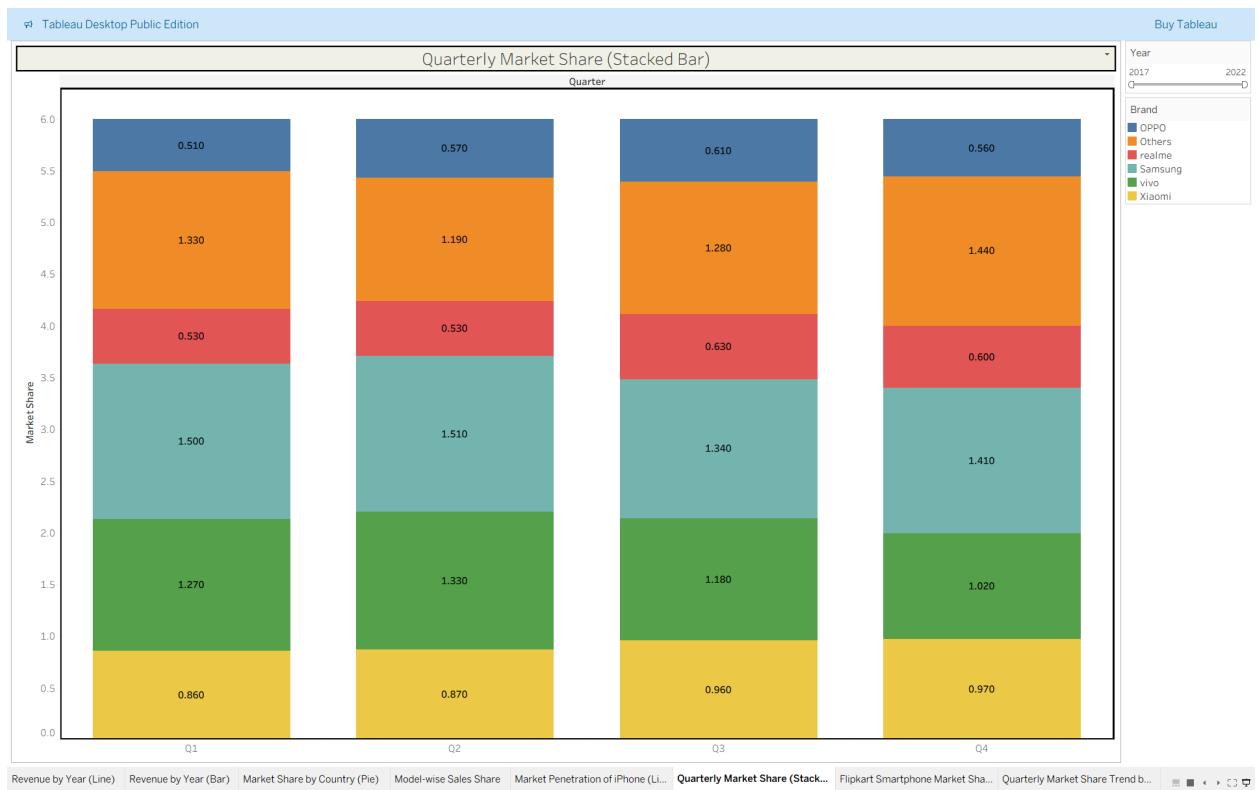
**Insight:** Pro and Pro Max models hold higher sales share, indicating customer preference for premium and high-performance variants.

## Market Penetration of iPhone (Line Chart)



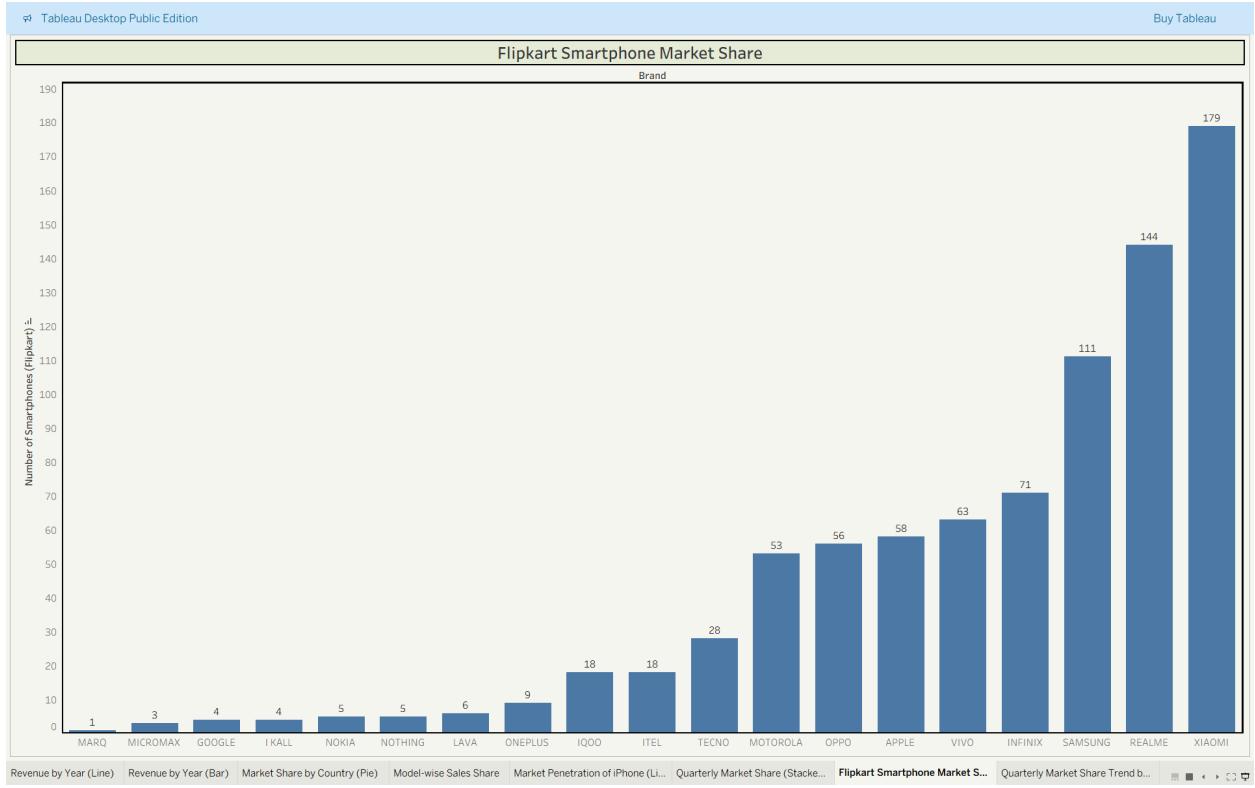
**Insight:** Active iPhone users have increased steadily, demonstrating strong customer retention and ecosystem lock-in.

## Quarterly Market Share (Stacked Bar Chart)



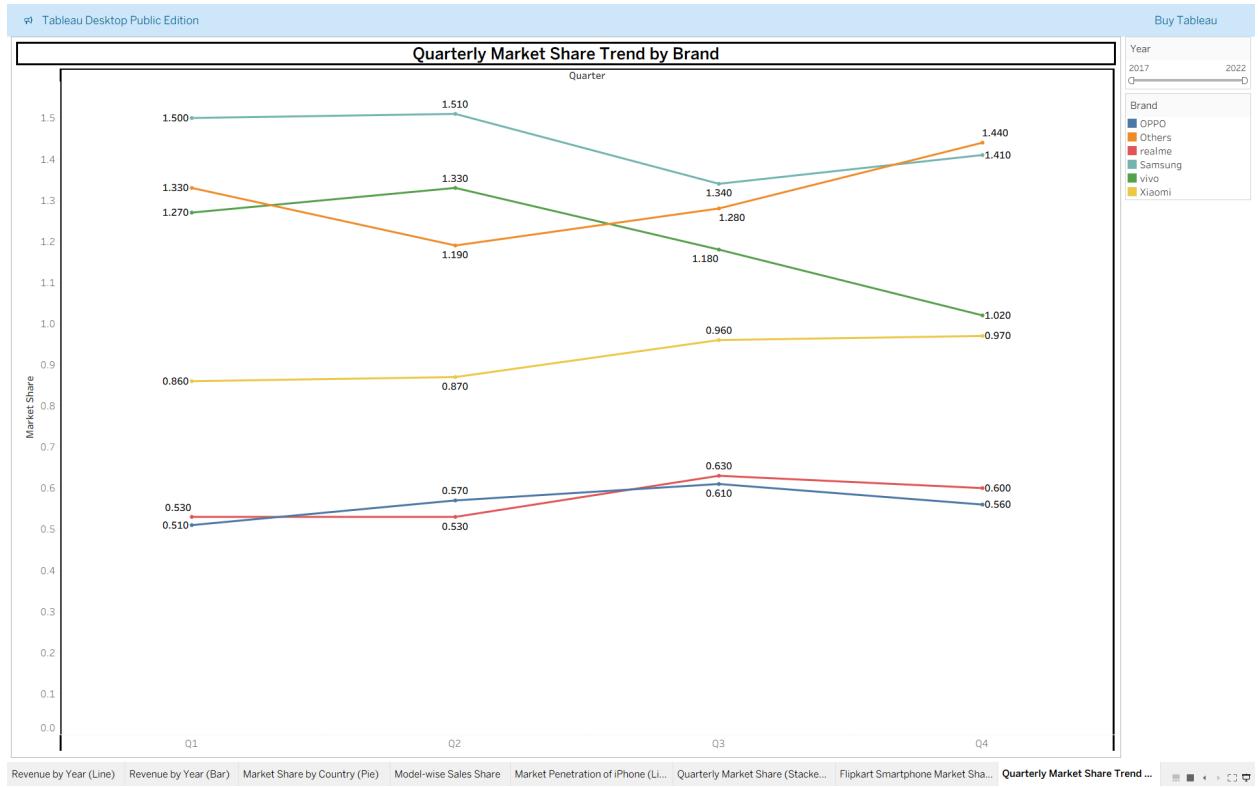
**Insight:** Market share distribution across quarters remains stable, reflecting balanced sales cycles throughout the year.

## Flipkart Smartphone Market Share



**Insight:** Xiaomi and Realme dominate unit availability on Flipkart, highlighting price-sensitive market dynamics in India.

## Quarterly Market Share Trend by Brand (Line Chart)



**Insight:** Samsung and Vivo show fluctuating trends, while Xiaomi maintains relatively steady quarterly performance.

## Conclusion

This project demonstrates the effective use of Tableau for business intelligence and data-driven decision-making. The analysis highlights Apple's strong revenue growth, global market presence, and increasing user base. The dashboards can be further enhanced with real-time data and advanced KPIs.