**Project Design Phase-II**

**Solution Requirements (Functional & Non-functional)**

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| Date | 28 June 2025 |
| Team ID | LTVIP2025TMID50619 |
| Project Name | iRevolution: A Data -driven Exploration of Apple’s iPhone Impact in India using Tableau |
| Maximum Marks | 4 Marks |

**Functional Requirements:**

Following are the functional requirements of the proposed solution.

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| --- | --- | --- |
| **FR No.** | **Functional Requirement (Epic)** | **Sub Requirement (Story / Sub-Task)** |
| FR-1 | Interactive KPI Dashboard | Display revenue, units sold, active users, and discount percentage filtered by year and region. |
| FR-2 | Model & Spec Analysis | Allows users to compare iPhone models based on features like display size, battery type, RAM, and camera. |
| FR-3 | Quarterly Market Share Visualization | Displays brand-wise share in India across four quarters using donut and bar charts. |
| FR-4 | Pricing Pattern Insights | Visualizes average price distribution and discount trends by feature and battery type. |
| FR-5 | Geo-Map Representation | Shows Apple’s regional performance across Indian states. |
| FR-6 | Story-Based Dashboard Navigation | Sequential story view explaining Apple’s performance journey with narrative captions. |

**Non-functional Requirements:**

Following are the non-functional requirements of the proposed solution.

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| --- | --- | --- |
| **FR No.** | **Non-Functional Requirement** | **Description** |
| NFR-1 | **Usability** | Use a dark theme with eye-comfort colours and clear legends to reduce user-fatigue. |
| NFR-2 | **Security** | Ensure calculations (KPIs, averages, comparisons) are correctly validated against source files. |
| NFR-3 | **Responsiveness** | Dashboard layout should be usable on laptops and projectors during presentations. |
| NFR-4 | **Performance** | The interface must be simple, readable, and require no technical background to explore. |
| NFR-5 | **Availability** | Dashboards must load within 3-5 seconds even with filters applied. |
| NFR-6 | **Scalability** | The framework should future data addition. |