**Project Design Phase**

**Proposed Solution Template**

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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 | 2 Marks |

**Proposed Solution Template:**

Project team shall fill the following information in the proposed solution template.

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| **S.No.** | **Parameter** | **Description** |
| 1. | Problem Statement (Problem to be solved) | Apple and its stakeholder lack a centralized, interactive, and story-driven way to understand iPhone’s feature-wise, region-wise, and pricewise impact in India. |
| 2. | Idea / Solution description | Creation of intuitive visual analytics with Dark UI for great User experience with the use of eye comfort and eye feast colour palette. |
| 3. | Novelty / Uniqueness | Instead of traditional static reports, this solution uses story-driven dashboard with realtime interactivity. The dark UI is thoughtfully chosen reduce eye strain and improve focus. |
| 4. | Social Impact / Customer Satisfaction | Helps product and marketing teams make better decisions that align with consumer needs, especially in varied Indian markets. |
| 5. | Business Model (Revenue Model) | This solution can be packaged as a subscriptionbased internal tool or consultancy model where other OEMS or market agencies can adopt the dashboard framework tailored to their brand data. |
| 6. | Scalability of the Solution | The dashboard framework is scalable to other countries, brands, or product categories. Only the dataset and labels need to be updated-the core logic and layout remain reusable across contexts. |