Project Design Phase
Proposed Solution Template

Date	31 January 2026
Team ID	LTVIP2026TMIDS61214
Project Name	iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India using Tableau
Maximum Marks	2 Marks

Proposed Solution:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Apple and its stakeholders lack a centralized, interactive, and story-driven way to understand iPhone's feature-wise, region-wise, and price-wise impact in India. This limits confident, data-backed decisions.
2.	Idea / Solution description	Creation of intuitive visual analytics with Dark UI for great User experience with the use of eye comfort ond eye feast color palette Interactive drag-and-drop filters
3.	Novelty / Uniqueness	Instead of traditional static reports, this solution uses story-driven dashboards with real-time interactivity. The dark UI is thoughtfully chosen to reduce eye strain and improve focus. KPIs are dynamically aligned to user-selected filters — not just fixed charts.
4.	Social Impact / Customer Satisfaction	Helps product and marketing teams make better decisions that align with consumer needs, especially in varied Indian markets. Encourages a data-first mindset, improves visibility, and cuts analysis time
5.	Business Model (Revenue Model)	This solution can be packaged as a subscription-based 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.