

Ideation Phase

Define the Problem Statements

Date	01 February 2026
Team ID	LTVIP2026TMIDS82607
Project Name	iRevolution:A Data-driven Exploration of Apple's iPhone Impact in India using Tableau
Maximum Marks	2 Marks

Customer Problem Statement :

I am <div style="background-color: #FFD700; padding: 10px; margin: 5px; text-align: center;">market analyst</div>	I'm trying to <div style="background-color: #9370DB; padding: 10px; margin: 5px; text-align: center;">understand apple's performance in India</div>	But <div style="background-color: #6495ED; padding: 10px; margin: 5px; text-align: center;">i don't have a visualization to analyze</div>	Because <div style="background-color: #90EE90; padding: 10px; margin: 5px; text-align: center;">available data is scattered</div>	Which makes me feel <div style="background-color: #FF8C00; padding: 10px; margin: 5px; text-align: center;">unsure and inefficient</div>
I am <div style="background-color: #FFD700; padding: 10px; margin: 5px; text-align: center;">marketing manager</div>	I'm trying to <div style="background-color: #9370DB; padding: 10px; margin: 5px; text-align: center;">identify customer preferences</div>	But <div style="background-color: #6495ED; padding: 10px; margin: 5px; text-align: center;">i lack visual insights</div>	Because <div style="background-color: #90EE90; padding: 10px; margin: 5px; text-align: center;">improper traditional data</div>	Which makes me feel <div style="background-color: #FF8C00; padding: 10px; margin: 5px; text-align: center;">uncertain</div>

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a market analyst working for a smartphone company.	understand how Apple's iPhone is performing in the Indian market across different regions, time periods, and models.	I do not have a centralized and visual way to analyze sales trends, market penetration, and model-wise performance.	the available data is scattered across multiple sources and presented in raw tabular formats.	inefficient and unsure about making data-driven strategic decisions.

PS-2	a marketing manager responsible for planning campaigns for premium smartphones in India.	identify customer preferences, high-performing regions, and popular iPhone models.	I lack clear visual insights into user trends, quarterly performance, and brand perception.	traditional reports do not provide interactive or comparative visual analysis.	uncertain about targeting the right audience and optimizing marketing strategies.
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