

Project Development Phase

Dashboard & Story Screenshots with Tableau Public Links

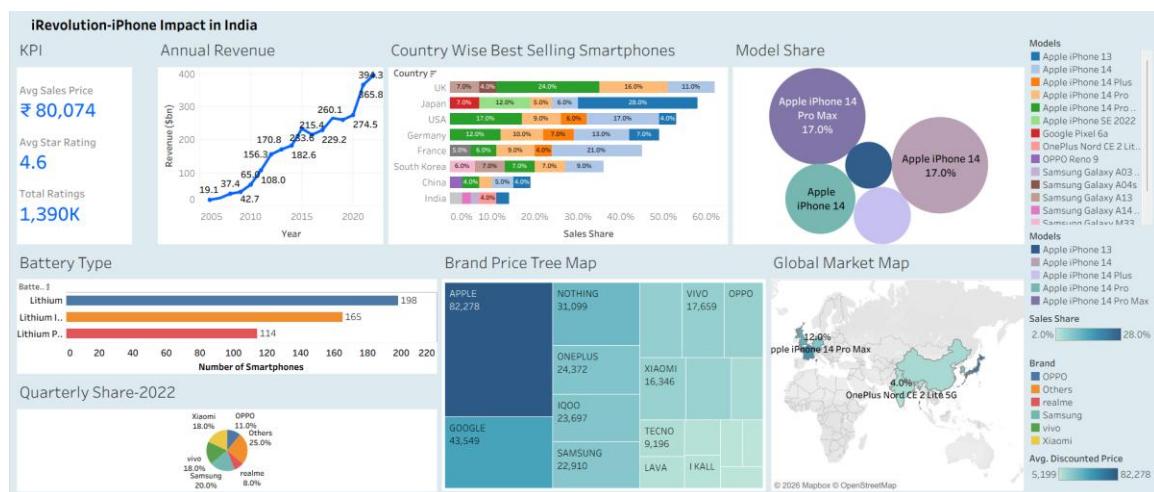
Team ID: LTVIP2026TMIDS82607 | Team Members: Manohar, Manoj | Date: 17 February 2026

Dashboard

Dashboard Name: iRevolution

Tableau Public Link:

https://public.tableau.com/views/iRevolution_17710788040970/iRevolution



The dashboard consolidates all 7 key visualizations into a single interactive view with filters for region, time period, and product category.

Story

Story Name: iRevolution - iPhone Impact in India

Tableau Public Link:

https://public.tableau.com/views/iRevolution_17710788040970/iRevolution-iPhoneImpactinIndia

[Insert Story screenshot here]

The story consists of 5 scenes:

- Scene 1: Market Entry & Penetration — From 11.6M units (2008) to 232M (2022)

- Scene 2: Sales Trends & Revenue Growth — \$19.1B (2006) to \$394.3B (2022)
- Scene 3: User Demographics & Preferences — ₹40K–₹80K price bracket, 190K+ ratings
- Scene 4: Competitive Landscape — Samsung 20%, Xiaomi 18%, vivo 18%
- Scene 5: Cultural & Social Media Impact — 4.5+ star ratings, 17% US market share

Dataset

Google Sheets Source:

<https://docs.google.com/spreadsheets/d/1p1ZWaYcEuFl5UNFcNvpkXi3JnoHamut>

Dataset	Records	Description
apple_products.csv	62	Apple product catalog with specs, prices, ratings
Flipkart_Smartphone.csv	836	Flipkart smartphone listings with 16 features
Annual_Revenue.csv	17	Apple annual revenue 2006-2022
Market_Penetrationiphone.csv	15	iPhone units sold & active users 2008-2022
Country-wise_share.csv	8+	Best-selling smartphones by country
Quarterly-share.csv	20+	Quarterly market share 2017-2022
Model_share.csv	5	iPhone model-wise market share