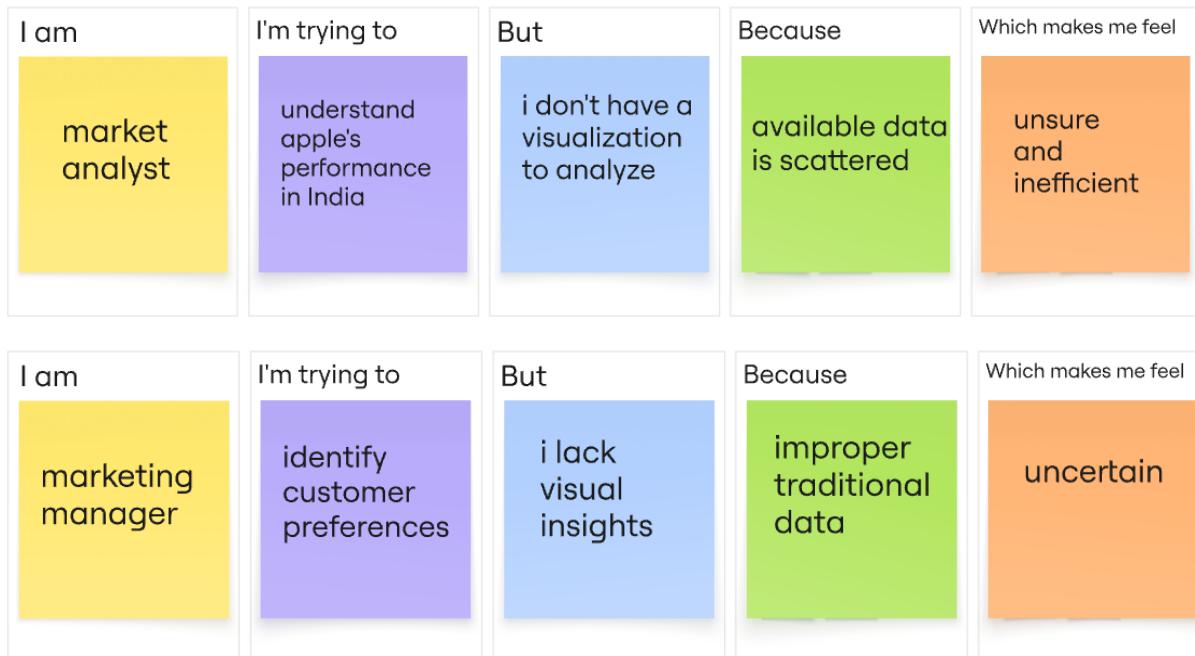


## Ideation Phase

### 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 :



| 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. |
|------|--|--|---|--|---|