Project Design Phase-II
Data Flow Diagram & User Stories

Date	05 February 2026
Team ID	LTVIP2026TMIDS82607
Project Name	iRevolution:A Data-driven Exploration of Apple's iPhone Impact in India using Tableau
Maximum Marks	4 Marks

Data Flow Diagram:

DFD Level 0 – iRevolution: iPhone Impact Analysis System
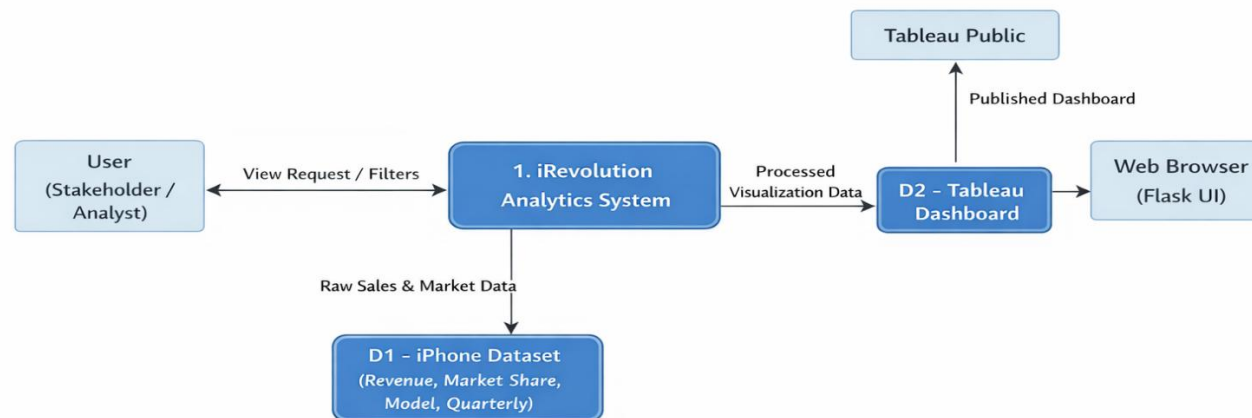
User Stories:

User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance criteria	Priority	Release
Market Analyst	Revenue Analysis	USN-1	As a market analyst, I can view annual iPhone revenue trends so that I can analyze growth performance over time.	I can see a year-wise revenue line chart with proper labels and filter options.	High	Sprint-1
Marketing Manager	Market Penetration	USN-2	As a marketing manager, I can analyze iPhone market penetration trends so that I can identify growth opportunities in India.	I can view market penetration percentage by year with clear visualization.	High	Sprint-1
Business StakeHolder	Model Comparison	USN-3	As a stakeholder, I can compare model-wise market share so that I can identify best-performing iPhone models.	I can view model names with their respective market share in a chart format.	High	Sprint-2
Regional Analyst	Country Analysis	USN-4	As a regional analyst, I can view country-wise smartphone market share so that I can understand global positioning.	I can see a map visualization displaying country-wise market share.	Medium	Sprint-2
Dashboard User	Data Filtering	USN-5	As a dashboard user, I can apply filters such as Year, Model, and Region so that I can dynamically explore the data.	When I select a filter, all related charts update automatically.	High	Sprint-1
Web User	Web Integration	USN-6	As a user, I can access the Tableau dashboard through a web interface so that I can view insights from a browser.	The dashboard loads successfully within the Flask web application.	Medium	Sprint-3
Executive Manager	KPI Monitoring	USN-7	As an executive manager, I can view key performance indicators like Total Revenue and Market Share so that I can quickly assess overall performance.	KPI values are displayed clearly at the top of the dashboard.	High	Sprint-1