

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	02 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

Brainstorm & Idea Prioritization :

Step-1: Team Gathering, Collaboration and Select the Problem Statement



Brainstorm & idea prioritization

A Team gathering
Manohar Jatla
Manoj Miryabelli

B Set the goal
To Design and develop an interactive, data driven tableau dashboard that analyzes Apple's iPhone impact in India

PROBLEM

Lack of a centralized, interactive analytics due to understand iphone sales trends, market penetration.

Step-2: Brainstorm, Idea Listing and Grouping

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Brainstorm

Manohar

Interactive
Dashboard

Visualizations
using data

Manoj

Story making

Web
Integration

Step-3: Idea Prioritization

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Prioritize

