

Project Design Phase-I
Proposed Solution Template

Date	08 February 2026
Team ID	LTVIP2026TMIDS82607
Project Name	iRevolution - Apple's iPhone Impact in India
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	The Indian smartphone market lacks a comprehensive, interactive platform that consolidates Apple iPhone market data (penetration, revenue, demographics, competitive landscape) from 7 different datasets into a unified analytical view. Market analysts currently rely on fragmented spreadsheets and static reports, making data-driven decision making slow and error-prone.
2.	Idea / Solution description	iRevolution is a Flask-based web application integrated with Tableau Public that consolidates 7 datasets into 9 interactive visualizations. It features an interactive dashboard, a 5-scene data story, live KPI counters via REST APIs, and a searchable product specification table — all within a premium glassmorphism UI.
3.	Novelty / Uniqueness	Unlike static reports, iRevolution combines Flask backend APIs (real-time KPI computation using pandas) with Tableau Public embedded visualizations via the Embedding API v3. The single-page app features animated counters, intersection-observer-based scroll animations, and an Arsha-inspired dark theme with glassmorphism — making it both analytically powerful and visually stunning.
4.	Social Impact / Customer Satisfaction	Enables market analysts, researchers, and stakeholders to make informed decisions about Apple's India strategy. Provides transparency on competitive landscape (Samsung 20%, Xiaomi 18%, vivo 18%), price positioning (avg ₹62K), and

		growth trajectory (\$19.1B to \$394.3B revenue). Accessible via any browser.
5.	Business Model (Revenue Model)	Open-source educational project demonstrating Tableau + Flask integration. Can be extended for commercial use as a market intelligence SaaS platform with subscription-based access to real-time data feeds, premium visualization templates, and custom analytics dashboards.
6.	Scalability of the Solution	Highly scalable: Flask backend can be deployed on cloud (AWS/GCP/Heroku), datasets can be updated via the <code>data_loader.py</code> pipeline (Google Sheets → XLSX → CSV), Tableau Public supports unlimited viewers, and the modular architecture allows adding new datasets, visualizations, and API endpoints without restructuring.