

Project Design Phase-I Problem – Solution Fit Template

Date	07 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

Problem – Solution Fit :

Template:

Define CS, fit into CS	1. CUSTOMER SEGMENT(S)	CS	6. CUSTOMER CONSTRAINTS	CC	5. AVAILABLE SOLUTIONS	AS	Explore AS, differentiate
	<ul style="list-style-type: none"> Market analysts Marketing managers Business stakeholders/executives Strategy & sales teams focusing on the Indian smartphone market 		<ul style="list-style-type: none"> Scattered data sources Time constraints Limited interactivity in reports Need web access Data freshness limits (Tableau Public) 		<ul style="list-style-type: none"> Excel reports Static PDF/PowerPoint Isolated dashboards Manual analysis tools (pros: familiar) Cons: static, slow, fragmented 		
Plan J&P, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS	J&P	6. PROBLEM ROOT CAUSE	RC	7. BEHAVIOUR	BE	Focus on AC, ultimamente
	<ul style="list-style-type: none"> Understand iPhone sales & revenue trends Compare model-wise and region-wise performance Track market penetration over time Prepare insights for decisions 		<ul style="list-style-type: none"> Disparate datasets and static reporting prevent quick, comparative insights Lack of centralized interactive analytics 		<ul style="list-style-type: none"> Seeks KPIs, for model-wise performance using interactive dashboards Applies filters by Year/Region/Model Compare trends Shares dashboard links with stakeholders 		
Reveals TR & EM	3. TRIGGERS	TR	9. PROBLEM ROOT CAUSE	RC	8. CHANNELS OF BEHAVIOUR	CH	Data on SMT: Office, online, CH, of all DE
	<ul style="list-style-type: none"> Management requests performance reports Quarterly reviews New model launches Market share changes in news 		<ul style="list-style-type: none"> Disparate datasets and static reporting prevent quick, comparative insights Lack of centralized interactive analytics 		<p>8.1 ONLINE</p> <ul style="list-style-type: none"> Web browser, 1 Tableau Public links Email/Slack sharing <p>8.2 OFFLINE</p> <ul style="list-style-type: none"> Review meetings Presentations 		
METHODS	4. EMOTIONS: BEFORE / AFTER	EM	10. YOUR SOLUTION	SL			
	<ul style="list-style-type: none"> BEFORE: overwhelmed, uncertain AFTER: confident, informed, in control 		<ul style="list-style-type: none"> Interactive Tableau Public dashboards & stories for iPhone impact in India, embedded in a Flask web app with HTML/CSS UI; Centralized KPIs, Filters, maps and trends 				