Project Design Phase-I
Proposed Solution Template

Date	19 February 2026
Team ID	LTVIP2026TMIDS90481
Project Name	iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India using Tableau
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)	How can we help smartphone companies and analysts understand premium smartphone performance in India by analyzing sales trends, pricing patterns, and customer preferences to support better strategic decisions?
2.	Idea / Solution description	We propose developing an interactive Tableau dashboard that integrates sales data, pricing trends, customer ratings, and brand comparisons for premium smartphones in India. The dashboard will allow users to filter by brand, region, time period, and price segment to gain meaningful insights quickly.
3.	Novelty / Uniqueness	• Unified visual platform for premium smartphone analysis in India • Combines multi-brand comparison in a single dashboard • Interactive filtering and dynamic visual storytelling • User-friendly design suitable for both technical and non-technical users
4.	Social Impact / Customer Satisfaction	• Helps consumers make data-driven purchasing decisions • Increases transparency in smartphone pricing and value • Supports students and researchers with accessible data insights • Reduces confusion through simplified visual representation
5.	Business Model (Revenue Model)	• Free access to basic dashboard features • Premium subscription for advanced analytics and downloadable reports • Affiliate partnerships with e-commerce platforms • Data licensing opportunities for retailers and research firms
6.	Scalability of the Solution	• Can expand to include mid-range and budget smartphone segments • Can integrate additional datasets like customer sentiment analysis • Potential to evolve into a web or mobile analytics application • Can scale globally with international smartphone market data