

Project Solution Fit

Date	January 30 2026
TEAM ID	LTVIP2026TMIDS36490
PROJECT NAME	irevolution: a data-driven exploration of apple's iPhone impact in India using
MAXIMUM MARKS	4 marks

Project Solution Fit

The project solution perfectly fits the problem of understanding the growth and impact of the iPhone in India. Since raw sales data is difficult to interpret, this project uses Tableau to transform complex data into clear and interactive visualizations.

It helps analyze sales trends, revenue growth, market share, and regional performance in an easy-to-understand format. The solution provides structured insights for students and stakeholders to understand how Apple's iPhone is influencing the Indian smartphone market.

3. TRIGGERS TR Rapid growth of iPhone sales in India News about Apple manufacturing expansion in India Reports on increasing premium smartphone demand	10. YOUR SOLUTION Large amounts of raw iPhone sales data are difficult to interpret No clear visualization of growth trends in India Hard to understand revenue, market share, and regional performance Students lack structured insights for academic presentation	8. CHANNELS OF BEHAVIOUR CH 8.1 ONLINE <ul style="list-style-type: none">- Use Tableau software Upload and analyze datasets Create dashboards Share dashboards digitally (PDF / PPT / Screenshot) 8.2 OFFLINE Download datasets from online sources Read market research reports Refer to Apple India sales statistics Access academic journals & articles
4. EMOTIONS: BEFORE / AFTER EM How do customers feel when they face a problem or a job and afterwards? Confused about large raw datasets Overwhelmed by unorganized sales data Unsure how to identify meaningful trends Lack of clarity about iPhone's real impact in India Nervous about presenting insights to faculty Worried about time-consuming data cleaning		

Project Design Phase-I Proposed Solution Template

S.No	Parameter	Description
1.	Problem Statement (Problem to be solved)	There is no centralized and interactive system to analyze Apple's iPhone revenue, market share, and model performance in India, making decision-making slow and complex.
2.	Idea / Solution description	Develop an interactive Tableau dashboard that visualizes annual revenue, quarterly share, model-wise

		performance, and global market share with dynamic filters and storytelling features.
3.	Novelty / Uniqueness	The project integrates multiple datasets into a single structured dashboard and combines visualization, storytelling, and web integration using Flask for real-time accessibility.
4.	Social Impact / Customer Satisfaction	The solution simplifies complex smartphone market data, improves transparency, and enables students, analysts, and businesses to make informed decisions quickly and efficiently.
5.	Business Model (Revenue Model)	The dashboard can be monetized through subscription-based analytics services, consulting solutions, or premium market insight reports for businesses.
6.	Scalability of the Solution	The solution can be expanded by adding competitor analysis (Samsung, Xiaomi), real-time data integration, predictive analytics, and deployment on cloud platforms for wider access

Solution Architecture:

The solution architecture of this project bridges the gap between business needs and technology by using Tableau to transform complex iPhone market data into interactive dashboards.

The architecture follows a structured flow: Dataset (Excel/Google Sheets) → Data Preparation & Calculated Fields → Tableau Visualizations → Dashboard & Story → Web Integration using Flask → End Users.

It defines key features such as KPI tracking, revenue trends, market share analysis, filter interaction, and performance optimization.

This structured approach ensures the solution is clearly designed, properly managed, scalable, and effectively delivered to stakeholders.

APPLE'S IPHONE IMPACT IN INDIA: DATA-DRIVEN SOLUTION ARCHITECTURE

