

Project Documentation

Step-by-Step Project Development: iRevolution - A Data-driven Exploration of Apple's iPhone Impact

1. Define the Objective:

- Analyze the impact and market position of Apple iPhones in India using data visualizations.
- Compare Apple with other smartphone brands across various metrics.

2. Data Collection:

- Collect smartphone sales, brand share, and feature comparison data relevant to India.
- Format the data in Excel or CSV files for compatibility with Tableau.

3. Data Preparation:

- Clean and structure the data (e.g., handle missing values, unify column names).
- Ensure the year-wise and brand-wise sales and market share are clearly defined.

4. Load Data into Tableau:

- Open Tableau Public/Desktop.
- Import the cleaned dataset into Tableau.

5. Create Visualizations:

- Develop key charts like bar graphs, line charts, and pie charts.
- Include filters for Year, Brand, Price Segment, Battery Type, etc.

6. Add Key Analysis Elements:

- Market Share Analysis: Top brands including Apple in the Indian market.
- Battery Type Trends: Differences among premium vs budget smartphones.

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- Pricing Strategies: Comparison of Apples price tier vs competitors.

7. Add New Insight (2024 Comparison):

- Create a pie chart comparing Apple and other competitors for 2024.
- Use color-coding to distinguish Apple from other brands.

8. Build Dashboard:

- Combine key charts into a comprehensive dashboard.
- Optimize layout, add interactive filters, and apply consistent formatting.

9. Create Story:

- Build a Tableau story to narrate findings across multiple visualizations.
- Include captions and context for each story point.

10. Review and Publish:

- Validate the insights, check for clarity, and ensure usability.
- Export or share the workbook via Tableau Public or as PDF/Images.

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