

iRevolution - A Data-driven Exploration of Apple's iPhone Impact in India

1. Define the Objective

The primary objective of this project is to analyze the impact and market position of Apple iPhones in India using data visualizations. The project compares Apple with other smartphone brands across various metrics to understand its influence in the Indian smartphone market.

2. Data Collection

Data was collected regarding smartphone sales, brand share, and feature comparisons relevant to India. The dataset was formatted in Excel/CSV files to ensure compatibility with Tableau.

3. Data Preparation

The data was cleaned and structured to handle missing values and unify column names. Year-wise and brand-wise sales and market share were clearly defined for analysis.

4. Load Data into Tableau

The cleaned dataset was imported into Tableau Public/Desktop for visualization.

5. Create Visualizations

Key charts such as bar graphs, line charts, and pie charts were created. Filters were included for Year, Brand, Price Segment, and Battery Type.

6. Add Key Analysis Elements

Market Share Analysis: Highlighted the top brands including Apple in the Indian market. Battery Type Trends: Showcased differences between premium and budget smartphones. Pricing Strategies: Compared Apple's premium pricing tier against competitors.

7. Add New Insight (2024 Comparison)

A pie chart was created to compare Apple and other competitors for 2024. Color-coding was used to distinguish Apple from other brands.

8. Build Dashboard

All key charts were combined into a comprehensive dashboard. The layout was optimized, interactive filters were added, and consistent formatting was applied.

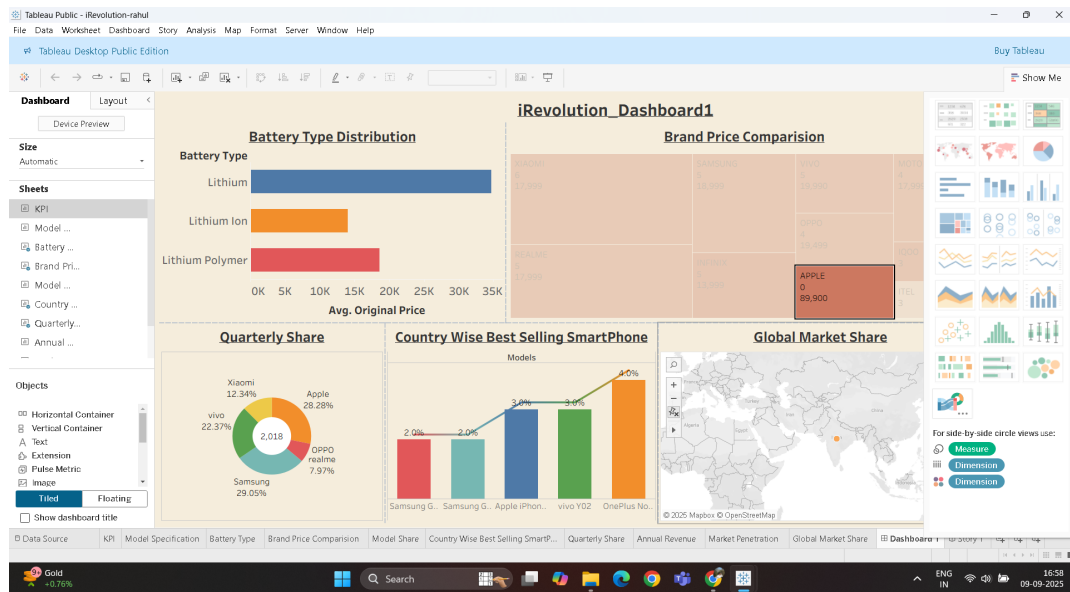
9. Create Story

A Tableau story was built to narrate findings across multiple visualizations. Captions and context were included for each story point.

10. Review and Publish

The insights were validated for clarity and usability. The project was shared through Tableau Public and exported as images/PDF.

Reference Dashboard Screenshot:



Submitted by: Rahul Patel