"iRevolution: A Data-Driven Exploration of Apple Inc.'s iPhone Impact in India using Tableau"

🎯 Market & Growth Questions

1. How has iPhone market share changed in India over the last 5–10 years?

2. What is the year-on-year growth rate of iPhone sales in India?

3. How does iPhone growth compare with major competitors in India?

4. Which iPhone models contribute most to total sales?

👥 Customer & Demographics

5. Which age group buys iPhones the most in India?

6. What is the income segment distribution of iPhone users?

7. Which cities/states have the highest iPhone adoption?

8. Is iPhone adoption higher in metro cities vs tier-2/tier-3 cities?

💰 Pricing & Revenue

9. How do price changes impact iPhone sales volume in India?

10. What is the average selling price (ASP) trend of iPhones in India?

11. Which price segment generates the highest revenue?

12. How do discounts and festive offers affect sales performance?

🏪 Distribution & Sales Channels

13. Which sales channel performs best: online vs offline retail?

14. How do e-commerce sales compare during festival seasons?

15. Which platforms contribute the most to iPhone sales in India?

✅ Trends & Seasonality

16. What seasonal patterns exist in iPhone sales?

17. Do new iPhone launches create noticeable sales spikes?

18. How do festival periods (Diwali, Big Billion Days, etc.) impact demand?

🔄 Customer Loyalty & Switching

19. What percentage of users upgrade from older iPhones vs switching from Android?

20. Which competitors lose the most customers to iPhone?

21. How does customer retention change across different price segments?

🌍 Regional Performance

22. Which states show the fastest iPhone adoption growth?

23. Are urban regions growing faster than rural?

24. How does per-capita income correlate with iPhone sales?