

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

Tableau Data Preparation Steps (Project Documentation)

1. Introduction

This project analyzes the impact of Apple's iPhone in the Indian smartphone market using Tableau. The study focuses on trends in sales growth, market share, regional adoption, and consumer behavior.

2. Data Sources

- Smartphone sales dataset (India)
- Brand-wise market share data
- Regional sales distribution
- Time period: 2015–2024

- Smartphone sales dataset (India)
- Brand-wise market share data
- Regional sales distribution
- Time period: 2015–2024
- File formats: CSU, Excel

3. Tools Used

- Tableau Prep Builder
- Tableau Desktop
- Microsoft Excel

4. Data Preparation Steps (Tableau Prep)

Step 1: Connect Data

Open Tableau Prep Builder → Connect to CSU/Excel files

Step 4: Transform Data

- Create calculated fields
- Convert data types
- Group regions

Step 5: Join & Union

- Join multiple datasets using Year, Region
- Union multiple yearly files

Step 6: Output File

- Export cleaned data as .hyper file

5. Visualizations in Tableau

- Sales Growth (Line Chart)

5. Visualizations in Tableau

- Sales Growth (Line Chart)
- Market Share (Bar Chart)
- Regional Sales (Map)
- KPI Dashboard

6. Findings

- iPhone market share increased in metro cities
- Premium segment growth is strong
- Regional variation exists in adoption

7. Conclusion

Tableau Prep simplifies data cleaning and transformation, enabling accurate visualization of complex data sets.

Step 1: Connect Data

Open Tableau Prep Builder → Connect to CSU/Excel files

Step 2: Clean Data

- Remove null values
- Rename columns
- Remove duplicates

Step 3: Filter Data

- Country = India
- Brand = Apple / iPhone

Step 4: Transform Data

- Create calculated fields
- Convert data types