

**Project Design Phase**  
**Proposed Solution Template**

Date	29 june 2025
Team ID	LTVIP2025TMID50169
Project Name	iRevolution A Data-driven Exploration of Apple's iPhone Impact in India using Tableau
Maximum Marks	2 Marks

**Proposed Solution Template:**

Project team shall fill the following information in the proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Many Indian consumers are interested in purchasing iPhones but are confused by pricing, lack of clear comparisons, and limited affordability options. Despite strong demand, there's a gap in data-driven insights to guide customer decisions and help businesses optimize marketing and pricing strategies.
2.	Idea / Solution description	Develop an interactive <b>Tableau dashboard</b> that visualizes pricing trends, ratings, reviews, and model-wise popularity using real-time data. The solution will help customers make informed decisions and help businesses understand buyer behavior and market penetration.
3.	Novelty / Uniqueness	This is one of the first attempts to <b>visualize the iPhone market in India</b> using public product listing data, regional preferences, and customer sentiment analytics. It bridges the data gap between premium product marketing and price-sensitive Indian customers.
4.	Social Impact / Customer Satisfaction	Enables informed buying decisions for middle-income customers. Promotes transparency in pricing, value for money, and educates users through comparative visuals, leading to <b>higher satisfaction</b> and reduced buyer regret.
5.	Business Model (Revenue Model)	Potential monetization models include: premium dashboard access for resellers, affiliate integration with e-commerce platforms, or partnerships with retailers for pricing strategy insights. Also supports consulting for pricing & regional marketing strategies.
6.	Scalability of the Solution	Highly scalable across other tech product categories (e.g., Android phones, laptops). Can be replicated for other regions or brands. More data sources (Amazon, Croma, etc.) can be integrated for deeper insights and nationwide product trend tracking.