

Project Design Phase Proposed Solution Template

Date	27 June 2025
Team ID	LTVIP2025TMID49167
Project Name	iRevolution _ A Data-driven Exploration of Apple's iPhone Impact in India
Maximum Marks	2 Marks

Proposed Solution Template:

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

S.No.	Parameter	Description
	Problem Statement (Problem to be solved)	Indian smartphone consumers and analysts face difficulty in accessing structured, region-specific, and visual data to evaluate Apple's iPhone performance in India. This leads to confusion in decision-making, both for purchases and business strategies.
	Idea / Solution description	<p>Our solution is a Tableau-based interactive dashboard that provides visual insights into Apple's iPhone performance across India. It covers:</p> <ul style="list-style-type: none">• Sales trends by state• Market share vs competitors• Demographic-based preferences• Feature vs pricing heatmaps• Retail expansion footprint <p>This will empower consumers, data analysts, and strategists to make informed, data-driven decisions.</p>
	Novelty / Uniqueness	<p>Unlike generic blogs or static market reports, our solution is:</p> <ul style="list-style-type: none">• Interactive and filterable• Visualized with Tableau, making insights easy to understand• Localized, with region-wise and demographic-specific insights• Data-driven, enabling decisions based on actual trends, not assumptions
	Social Impact / Customer Satisfaction	<p>This project supports:</p> <ul style="list-style-type: none">• Informed consumer decisions, especially in a price-sensitive market

		<ul style="list-style-type: none"> • Skill development for students learning Tableau and data analytics • Greater transparency in understanding tech product influence • Potential use in academic and industry research to understand tech adoption in India
	Business Model (Revenue Model)	<p>Potential monetization avenues include:</p> <ul style="list-style-type: none"> • Freemium access to dashboard (basic vs advanced filters) • Custom reports for market analysts or smartphone brands • Licensing to retailers or market researchers • Collaboration with educational institutions for analytics learning modules
	Scalability of the Solution	<ul style="list-style-type: none"> • Can be scaled to include other smartphone brands or product categories • Adaptable for international markets beyond India • Can evolve with live data integration and automated dashboards • Expandable for use in retail decision support, academic research, and product marketing