| Date | 22/06/2025 |
| --- | --- |
| Team ID | **LTVIP2025TMID48146** |
| Project Name | iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India using Tableau |
| Maximum Marks | 2 Marks |

**Proposed Solution Template:**

| **S.No.** | **Parameter** | **Description** |
| --- | --- | --- |
| **1** | **Problem Statement (Problem to be**  **solved)** | **Young Indian smartphone buyers are confused by too many iPhone options, unclear specs, and scattered information. They lack a simple, visual, and data-driven tool to compare models and make confident purchase decisions.** |
| **2** | **Idea / Solution description** | **We propose an interactive Tableau dashboard that visualizes iPhone model comparisons, sales trends, KPIs (active users, revenue, units sold), and filters by model, battery type, brand, and country. It helps users make smarter, data-backed purchasing decisions.** |
| **3** | **Novelty / Uniqueness** | **Unlike static review platforms or biased videos, our dashboard offers a clean, unbiased, and visual comparison tool. It combines real data with interactive elements to simplify complex buying decisions — all in one place.** |
| **4** | **Social Impact / Customer Satisfaction** | **The solution empowers users with clear insights, reducing confusion, regret, and reliance on marketing. It supports smarter buying habits, digital awareness, and improves overall satisfaction for tech consumers.** |
| **5** | **Business Model (Revenue Model)** | **The dashboard can be integrated into e-commerce platforms or tech blogs and monetized via:**   * **Affiliate links to iPhone listings** * **Sponsored model placements** * **Premium dashboard access for in-depth analytics** |
| **6** | **Scalability of the Solution** | **The solution is scalable to:**   * **Other smartphone brands (Samsung, OnePlus, etc.)** * **Other product categories (laptops, tablets)** * **Regional languages for wider accessibility** * **Integration into mobile apps or product recommendation engines** |