

Project Design Phase
Proposed Solution Template

Date	26 July 2025
Team ID	PNT2025TMID09535
Project Name	iRevolution : A data driven exploration of Apple 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
1.	Problem Statement (Problem to be solved)	In India, a vast population aspires to own premium smartphones like the iPhone, but affordability, brand perception, and economic practicality create a dilemma. This project aims to explore and understand the socio-economic impact of iPhones in India through data analytics.
2.	Idea / Solution description	We propose a data-driven dashboard using surveys, market data, and consumer feedback to analyze how iPhones influence purchasing behavior, brand loyalty, peer pressure (FOMO), and technology adoption in India. The goal is to visualize patterns and identify gaps.
3.	Novelty / Uniqueness	Unlike typical tech reports, our project combines sentiment analysis, financial metrics, and behavioral mapping. It also includes regional comparison (urban vs rural) and age-based digital aspiration tracking, presented through an interactive Tableau dashboard.
4.	Social Impact / Customer Satisfaction	This solution can help companies understand consumer psychology better and design more inclusive pricing or financing options. It also helps aspirational buyers make more informed decisions.
5.	Business Model (Revenue Model)	While primarily academic, the project can evolve into a consumer insight tool for brands, retailers, or market researchers on subscription or consulting basis.
6.	Scalability of the Solution	The model can scale to other tech products (e.g. Samsung, OnePlus) or regions across India. It can also integrate real-time social media data for evolving insights.