**iRevolution: Brainstorm & Idea Prioritization Template**

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| Date | 30 June 2025 |
| Team ID | LTVIP2025TMID47516 |
| Project Name | iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India using Tableau |
| Maximum Marks | 4 Marks |

**Step 1: Team Gathering, Collaboration, and Select the Problem Statement**

Problem Statement:  
How has the introduction and growing adoption of Apple's iPhone impacted the Indian smartphone market in terms of sales, demographics, and cultural influence?

Business Requirements:

* Understand iPhone's market penetration trends.
* Analyze sales data across regions and time.
* Identify user demographics and their preferences.
* Evaluate the cultural and social media impact of the iPhone in India.

Social or Business Impact:

* Informs Apple's strategy for product localization.
* Provides market insights for competitors and analysts.
* Reflects socio-economic shifts driven by technology adoption.

**Step 2: Brainstorm, Idea Listing and Grouping**

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| --- | --- |
| **Ideas Generated** | **Grouped Under** |
| Visualize iPhone sales trends across Indian states | Market Penetration & Sales |
| Analyze age and income distribution of iPhone users | Demographics |
| Explore urban vs rural adoption patterns | Geographic Trends |
| Use Twitter/Instagram data to assess brand sentiment | Social Media Impact |
| Compare iPhone vs competitors (Samsung, Xiaomi) in India | Market Competition |
| Identify top-performing models (e.g., iPhone 13, 14) | Product-level Insights |
| Track festive season sales spikes | Temporal Trends |
| Embed dashboard on a web page using Flask | Web Integration |
| Analyze influencer trends and hashtags | Cultural Impact |
| Include filters for interactive visualizations | Dashboard Design |

**Step 3: Idea Prioritization**

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| --- | --- | --- | --- |
| Idea | Feasibility | Impact | Priority |
| iPhone Sales Visualization in Tableau | High | High | Top |
| Demographic Breakdown | Medium | High | Top |
| Social Media Sentiment using Twitter API | Medium | Medium | Medium |
| Flask Integration for Dashboard Access | High | Medium | Top |
| Festival Season Sales Highlight | High | Medium | High |
| Competitor Market Share Comparison | Low | High | Medium |
| Product-wise Performance (13/14 Pro etc.) | High | Medium | High |
| Hashtag and Influencer Cultural Trend Analysis | Medium | Medium | Medium |

**Conclusion**

The brainstorming process helped identify key analysis areas for understanding Apple iPhone's role in shaping India’s smartphone ecosystem. Prioritized ideas were implemented using Tableau and Flask, focusing on impactful visual storytelling and accessible web integration.