**Project Design Phase**

**Proposed Solution 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 | 2 Marks |

**Proposed Solution Template:**

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

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| **S.No.** | **Parameter** | **Description** |
|  | Problem Statement (Problem to be solved) | Indian stakeholders lack clear insights into iPhone adoption trends, user demographics, and its socio-cultural influence. The absence of centralized, data-driven visualization tools limits strategic planning for marketers, competitors, and Apple itself. |
|  | Idea / Solution description | This project leverages Tableau to build interactive dashboards and visual stories that uncover iPhone sales trends, user demographics, and cultural impact using real and simulated data sources. It also integrates the solution into a Flask-based web application for accessible insights. |
|  | Novelty / Uniqueness | Unlike traditional sales reports, this project combines quantitative sales/demographic data with qualitative sentiment analysis from social media. The cultural dimension, along with full-stack integration using Python-Flask, makes the solution holistic and unique |
|  | Social Impact / Customer Satisfaction | The project highlights how iPhone adoption influences Indian society, aspirations, and digital lifestyle. This can help businesses tailor culturally sensitive marketing and improve consumer alignment. It also supports data literacy through visualization |
|  | Business Model (Revenue Model) | The solution can be monetized as a market insight tool for tech companies, smartphone retailers, and digital marketers. It may also be extended into a SaaS dashboard or consulting analytics service for tech adoption analysis. |
|  | Scalability of the Solution | The framework is easily extendable to analyze other tech products or regional markets. By integrating more live data sources (Twitter API, retail APIs), it can evolve into a real-time analytics platform |