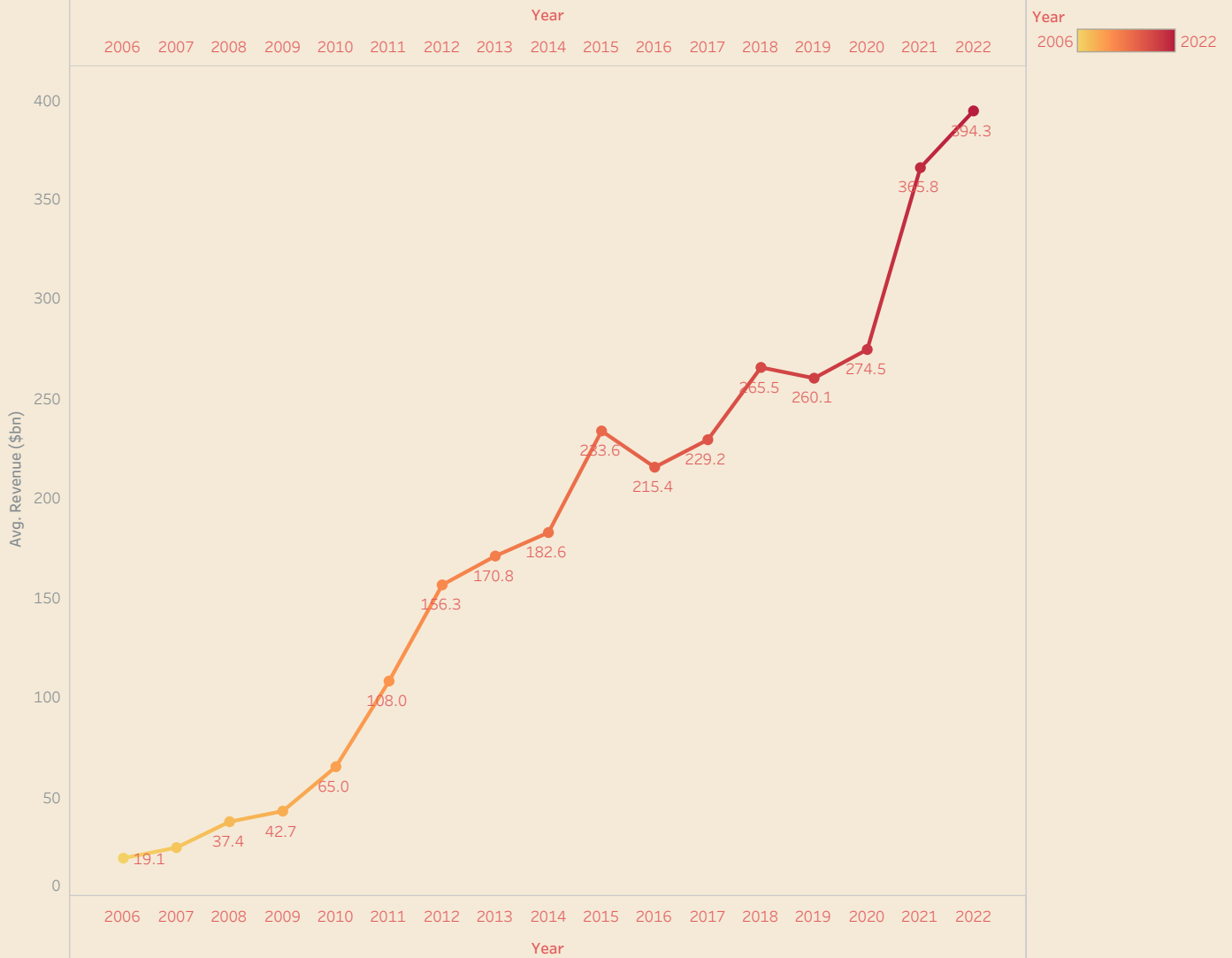


## Story 1

since its initiation in 2006 it has seen the tremendous increase in sales and revenue generation over the years, though a slight bump is being observed 2016 but ever since it has increased to \$394.3bn in 2022.

Apple continues to strengthen its standing in the smart phone market. The brand has risen to a position of particular dominance in the US. 6 of the top 10 most sold smartphone models in January 2021 were designed by Apple.

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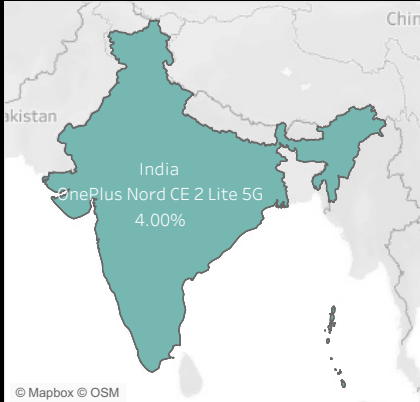
More than 1 billion consumers currently use iPhones. Since its initial launch, more than 1.9 billion iPhones have been sold. iPhone sales in 2021 surpassed the 2015 peak, but declined in 2020.

Country  
India

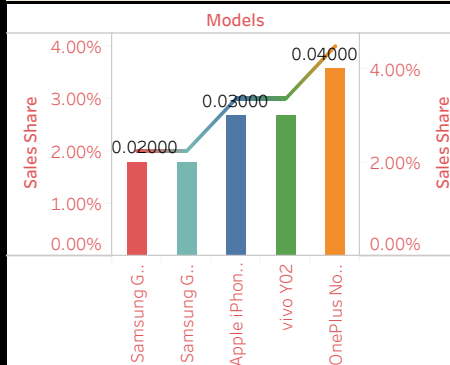
Brand  
OPPO

Year  
2018

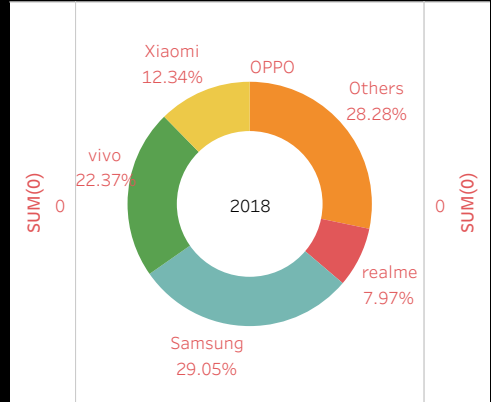
## Global Market Share



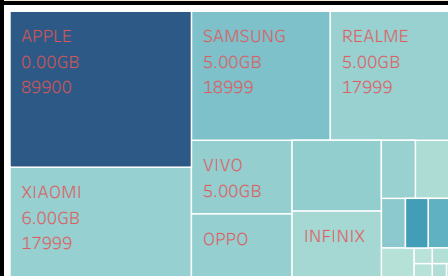
## country wise best selling smartphone



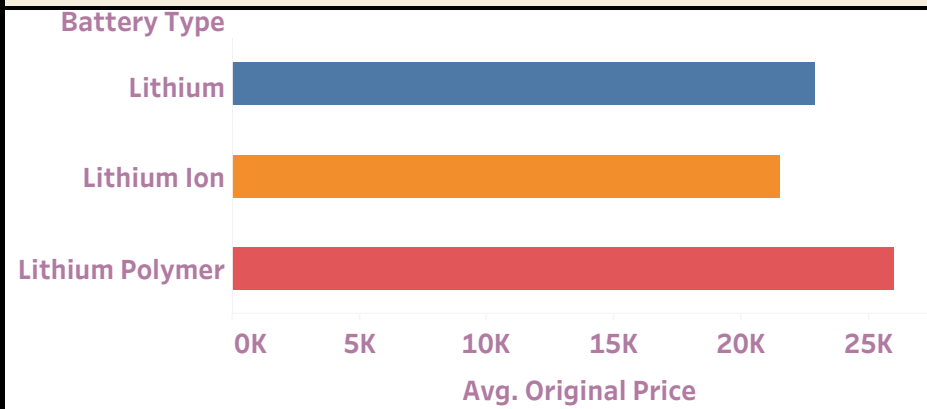
## Quarterly share



## Brand price comparison



## BATTERY TYPE DISTRIBUTION

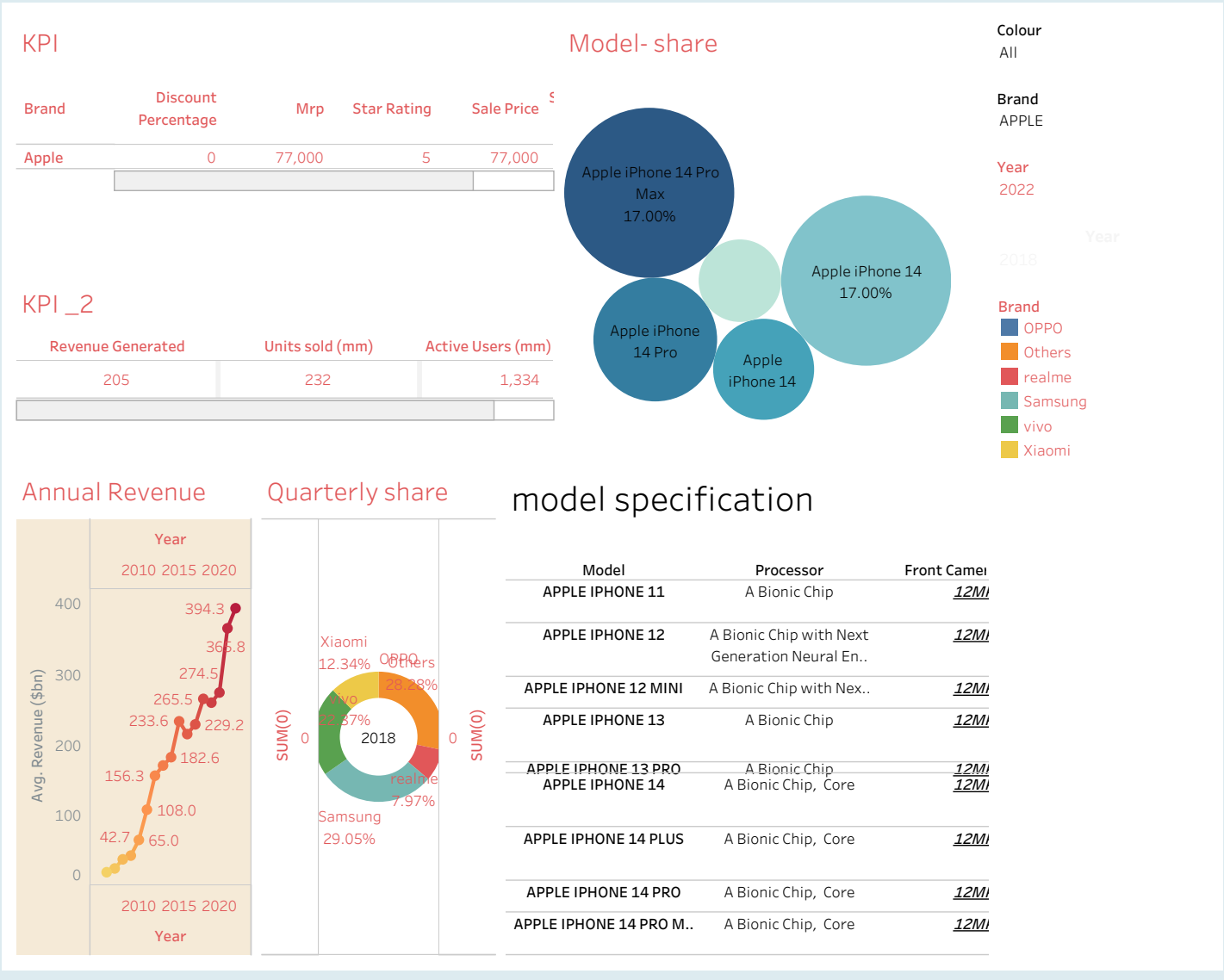


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6 of th..

More than 1 billion consumes currently use iphones. since its initial launch,more than 1.9 billion iphones have been sold. iphone sales in 2021 surpassed the 2015 peak,but declined in 2022 to 232.2 million units.

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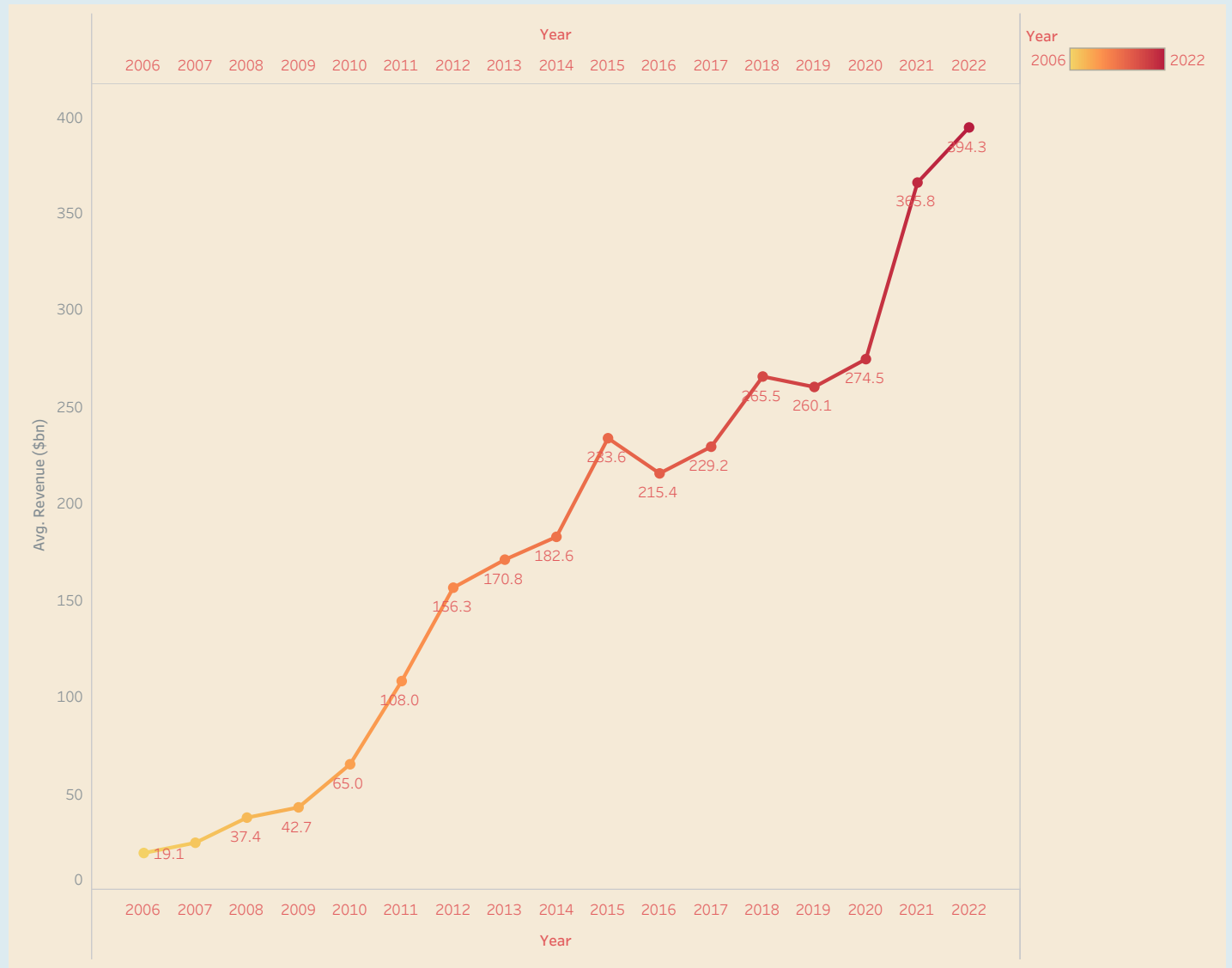


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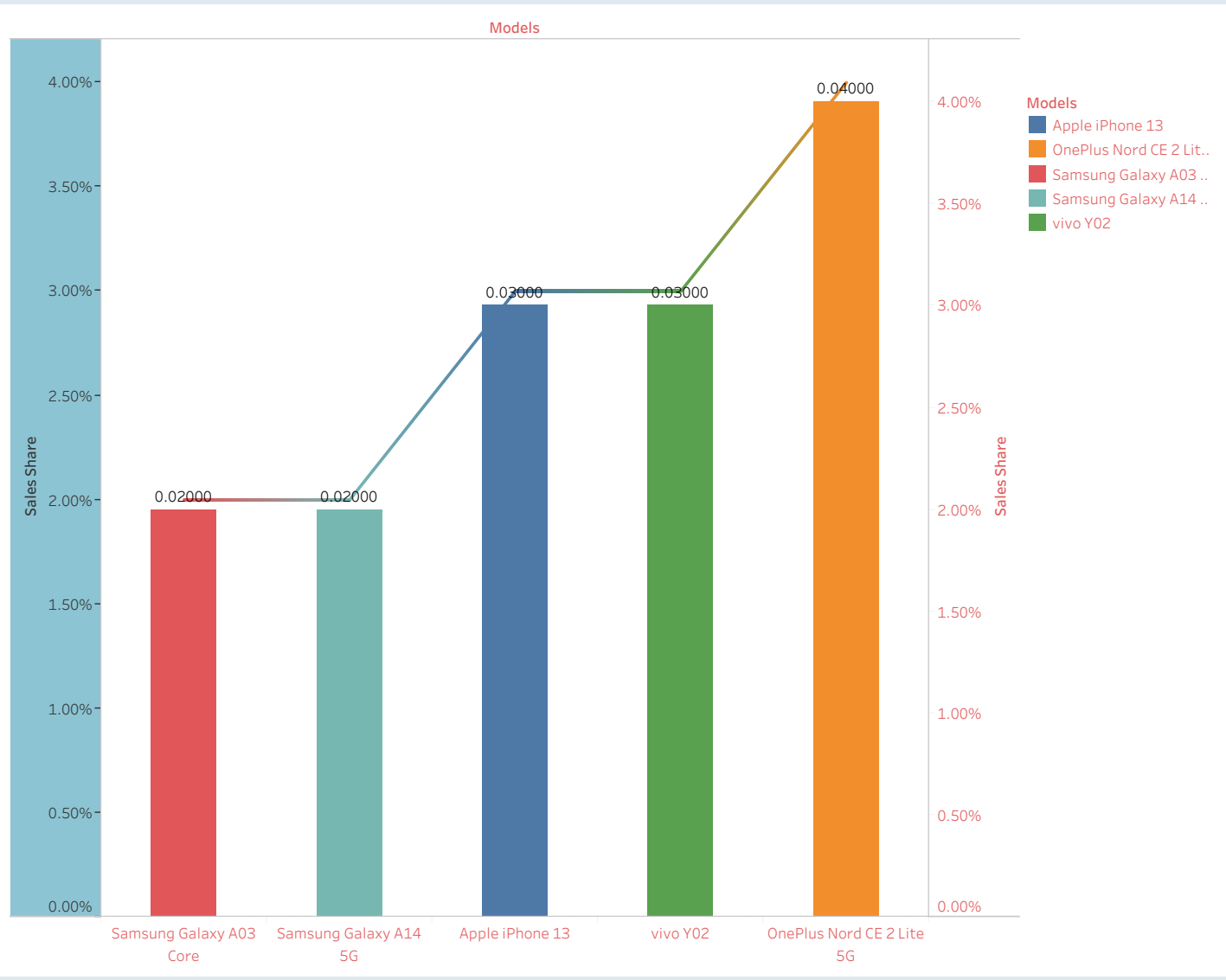


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Comparative analysis amongst various other leading brands in the smartphone industry shows that iphone is yet to make it’s impact in india. Its 3% market share in the global market is depicted in the line-bar graph.

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