

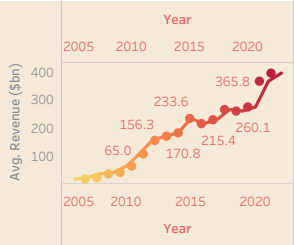
KPI

| Brand | Discount Percentage | Mrp | Star Rating | Sale Price | Sum of sales difference |
|-------|---------------------|--------|-------------|------------|-------------------------|
| Apple | 0 | 77,000 | 5 | 77,000 | 1 |

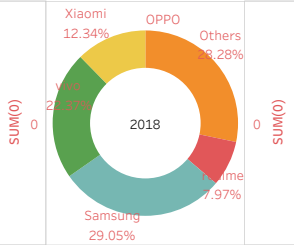
KPI_2

| Revenue Generated | Units sold (mm) | Active Users (mm) |
|-------------------|-----------------|-------------------|
| 205 | 232 | 1,334 |

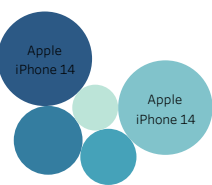
Annual Revenue



Quarterly share



Model- share



model specification

| Model | Processor | Front Camera | Rear Camera | Colour |
|-------------------------|--------------------------|--------------|-------------|-------------|
| APPLE IPHONE 11 | A Bionic Chip | 12MP | 12MP + 12.. | Black |
| APPLE IPHONE 12 | A Bionic Chip with Nex.. | 12MP | 12MP + 12.. | White |
| APPLE IPHONE 12 MINI | A Bionic Chip with Nex.. | 12MP | 12MP + 12.. | Purple |
| APPLE IPHONE 13 | A Bionic Chip | 12MP | 12MP + 12.. | Black |
| APPLE IPHONE 13 PRO | A Bionic Chip | 12MP | 12MP + 12.. | Starlight |
| APPLE IPHONE 14 | A Bionic Chip, Core | 12MP | 12MP + 12.. | White |
| APPLE IPHONE 14 PLUS | A Bionic Chip, Core | 12MP | 12MP + 12.. | Starlight |
| APPLE IPHONE 14 PRO | A Bionic Chip, Core | 12MP | 48MP + 12.. | Midnight |
| APPLE IPHONE 14 PRO M.. | A Bionic Chip, Core | 12MP | 48MP + 12.. | Deep Purple |

Colour

All

Brand

APPLE

Year

2022

2018

Brand

OPPO

Others

realme

Samsung

vivo

Xiaomi