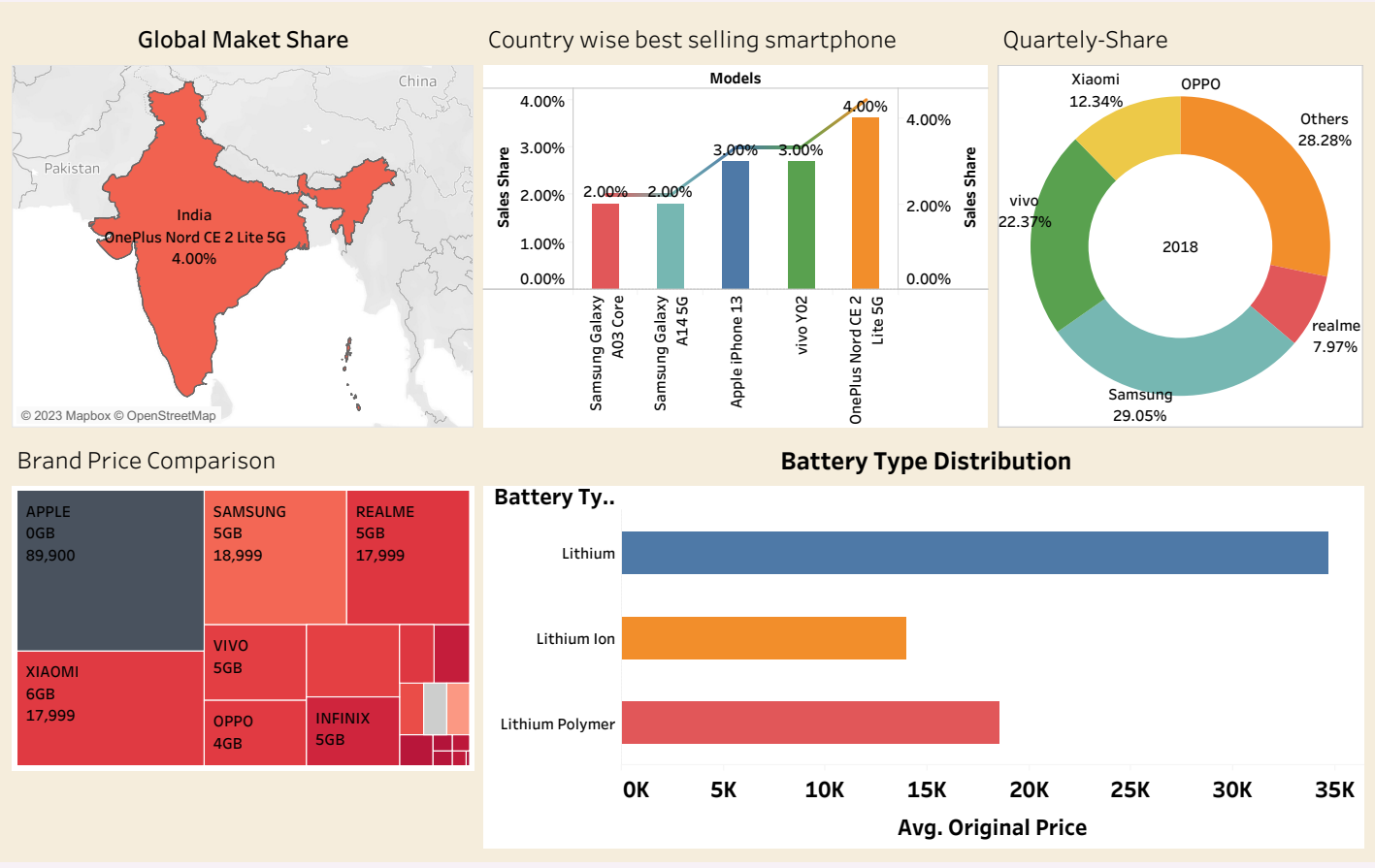


Story 1

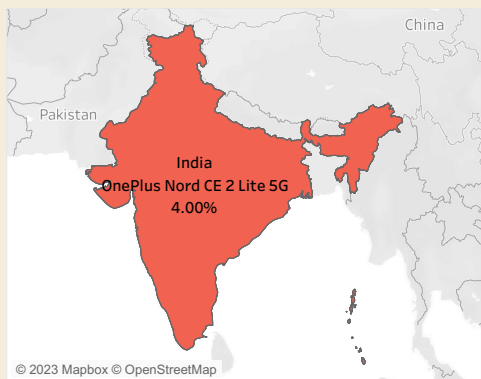
Apple continues to strengthen its standing in the smartphone market. The brand has risen to a position of particular dominance in the US. 6 of the top most sold smartphone models in January 2021 were designed by Apple.	iphones. Since its initial launch, more than 1.9 billion iphones have been sold. iphone sales in 2021 surpassed the 2015 peak, but declined in 2022 to 232.2 million units.	iphone sales generated \$205 billion revenue for Apple in 2022, more than Microsoft's total revenue. It sold 232 million iphone units that year.	More than 1 billion consumes currently use iphones. Since its initial launch, more than 1.9 billion iphones have been sold. iphones sales in 2021 surpassed the 2015 peak, but declined in 2022 to 232.2 million units.	Comparative analysis amongst various other leading brands in the smartphone industry shows th..
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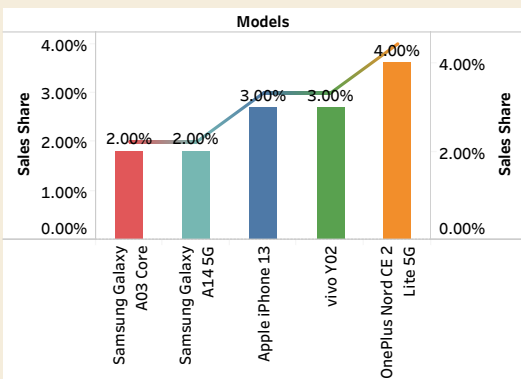
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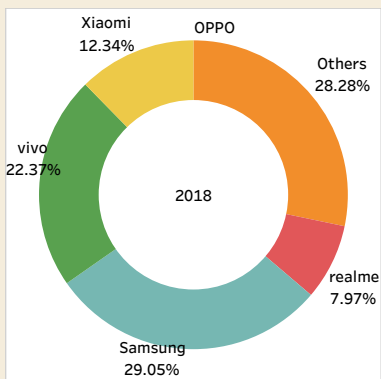
Global Maket Share



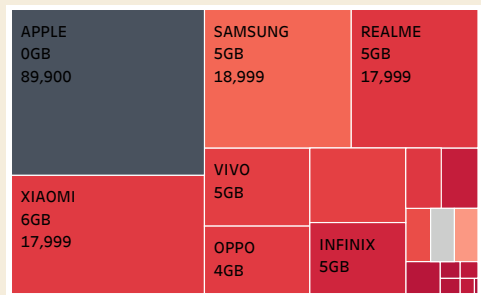
Country wise best selling smartphone



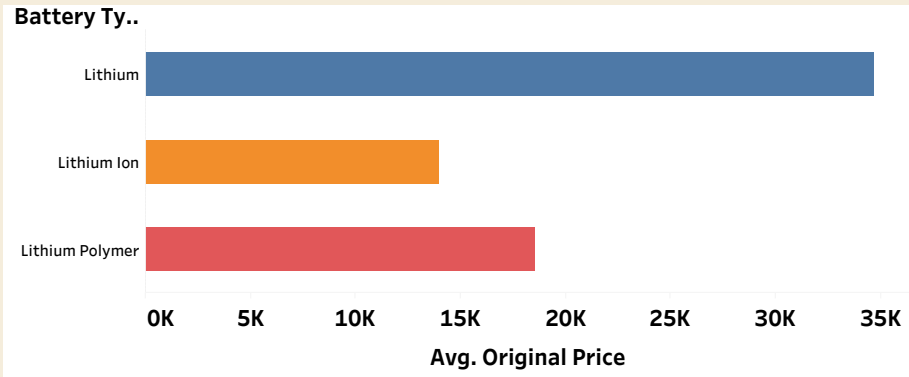
Quartely-Share



Brand Price Comparison



Battery Type Distribution



Story 1

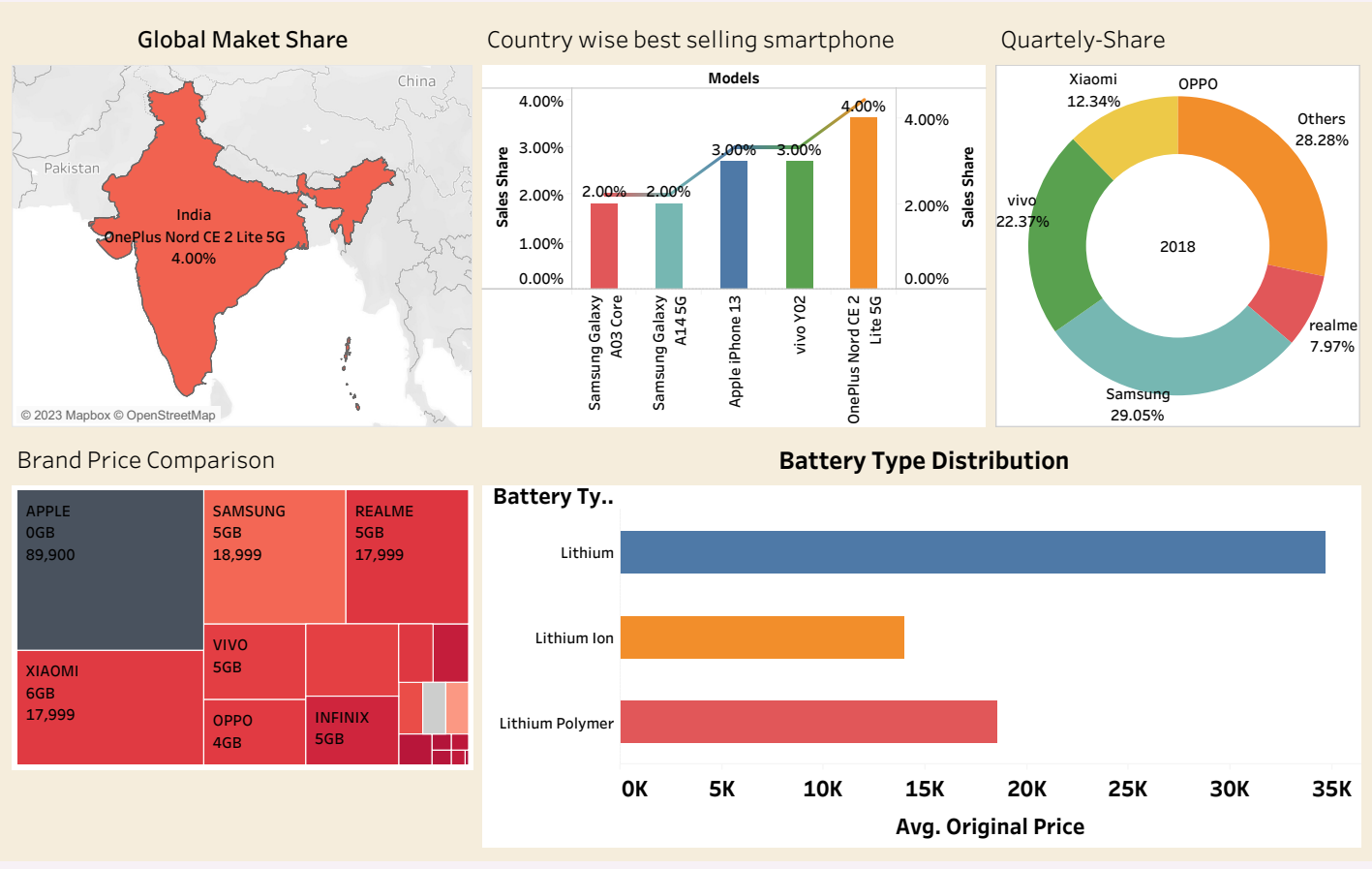
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Comparative analysis amongst various other leading brands in the smartphone industry shows that iPhone is yet to make its impact in India.



Story 1

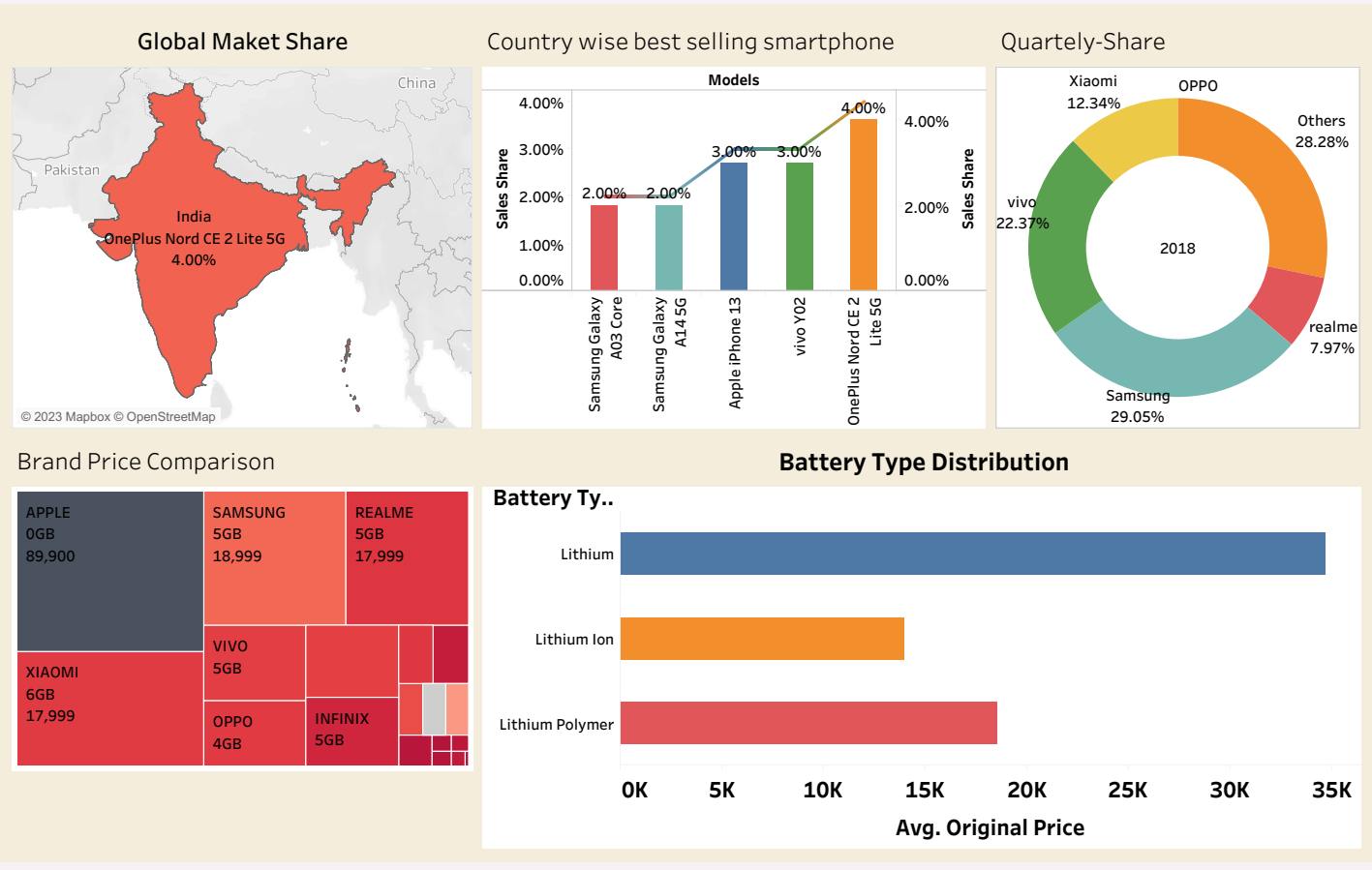
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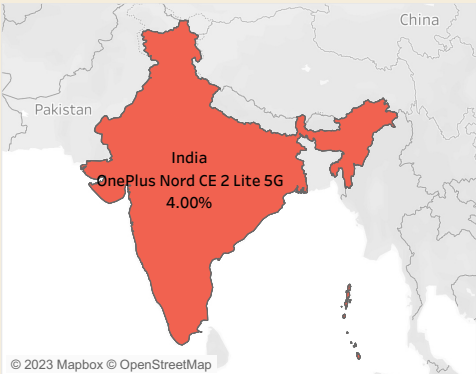
Although the iphone isn't far behind in the competition. Its 3% market share in the global market is depicted in the line-bar graph.



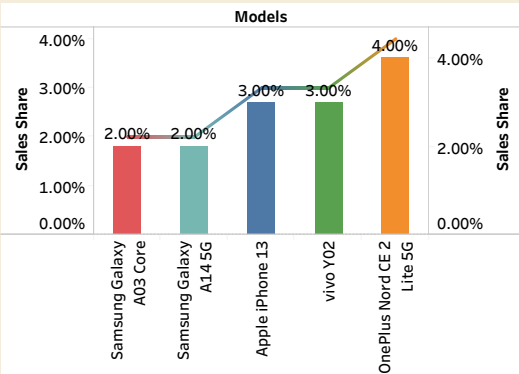
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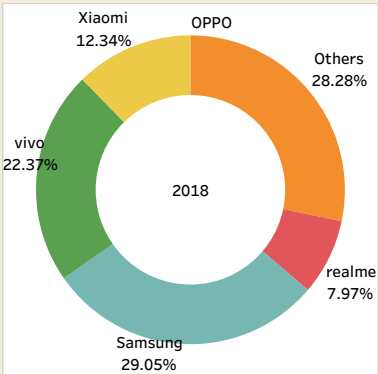
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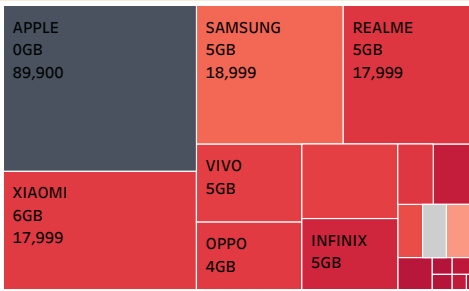
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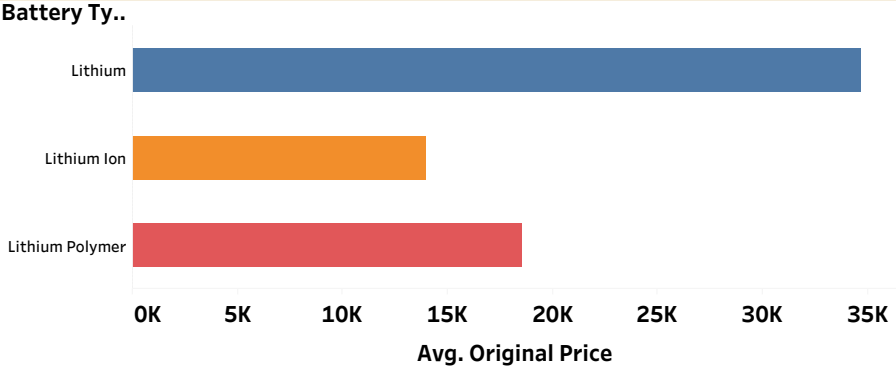
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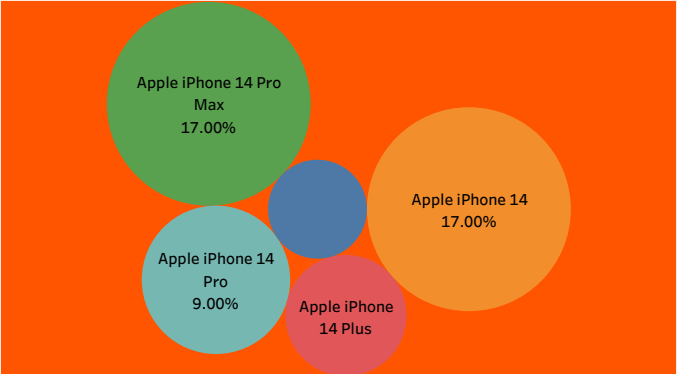
KPI_2

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

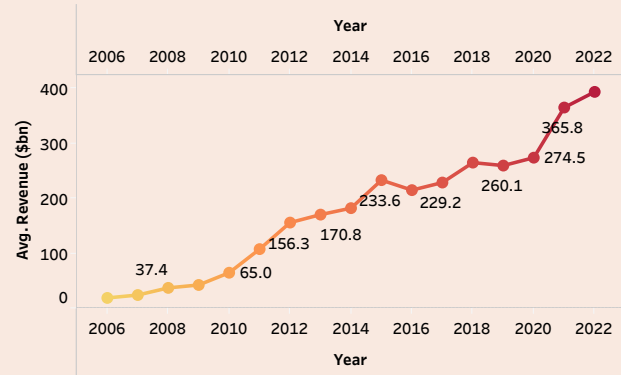
KPI

Brand	Discount Percentage	Mrp
Apple	0	77,000

Model-Share



Annual Revenue



Model Specification

APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	199,700
				Blue	59,900
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	74,900
				Blue	74,900