

Story 2

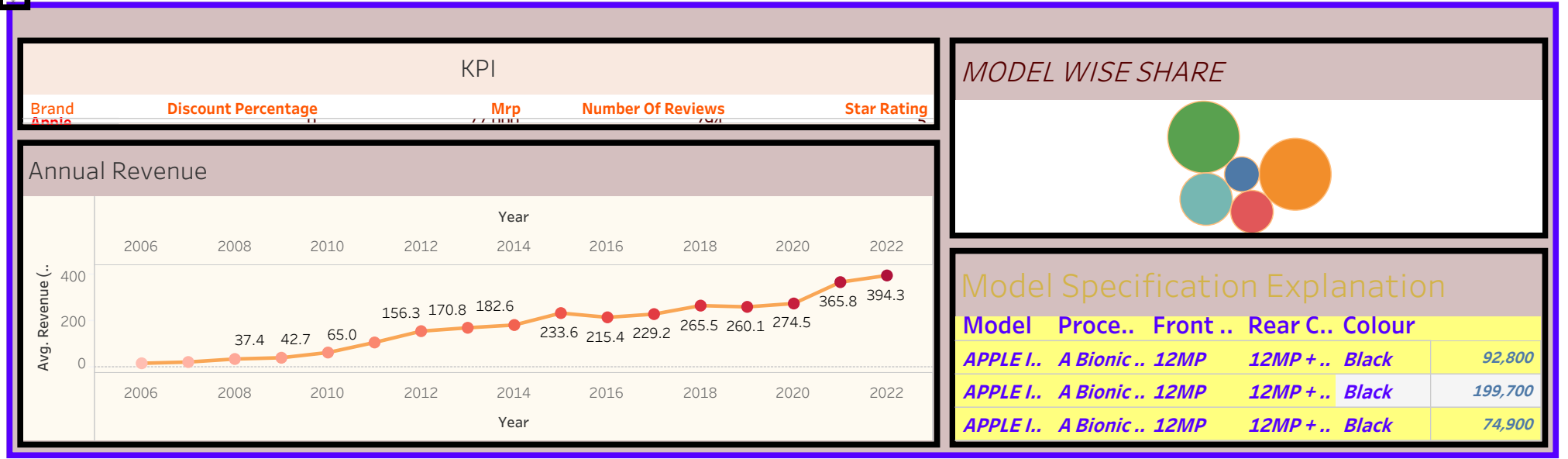
Apple continues to strengthen its standing in the smartphone market. The brand has risen to a position of dominance.

More than 1 billion customers currently use iPhones. Since its initial launch, more than 1.9 billion iPhones have been sold.

iPhone sales generated \$205 billion revenue for Apple in 2022, more than Microsoft's total revenue.

Comparative analysis amongst various other leading brands in the smartphone industry shows that iPhone is the most popular.

Although a brand leader, Apple faces stiff competition from Samsung and Google.



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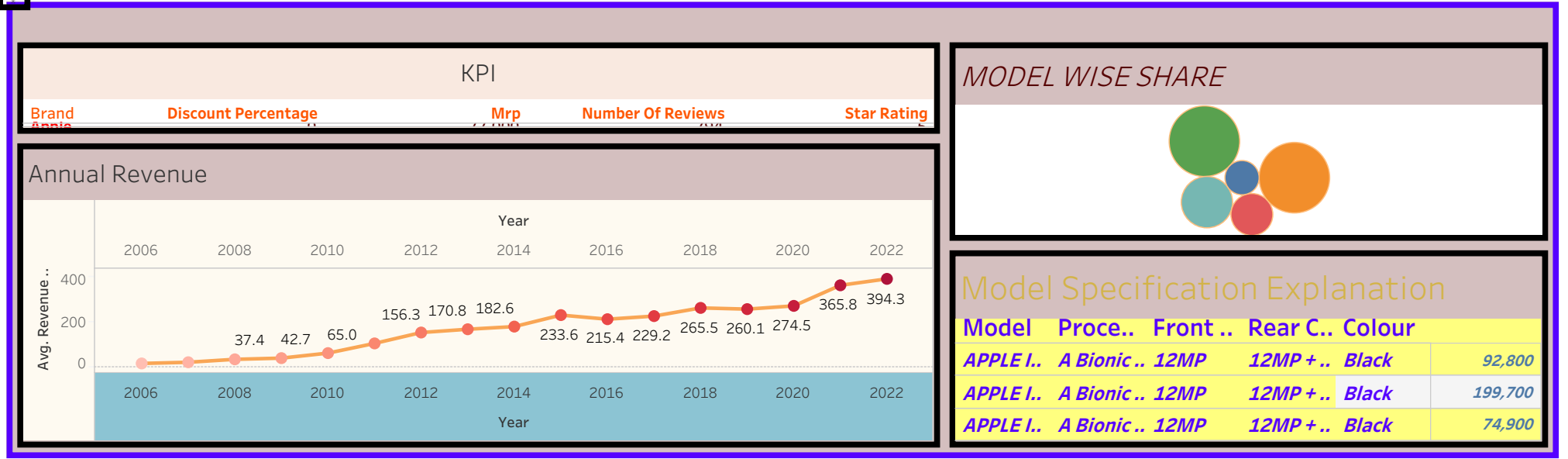
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KPI

Brand	Discount Percentage	Mrp	Number Of Reviews	Star Rating
Apple	0%	77,000	79%	5

Annual Revenue

Year	Revenue
2006	0
2007	37.4
2008	42.7
2009	65.0
2010	156.3
2011	170.8
2012	182.6
2013	233.6
2014	215.4
2015	229.2
2016	265.5
2017	260.1
2018	274.5
2019	365.8
2020	394.3
2021	394.3
2022	394.3

MODEL WISE SHARE

Model Specification Explanation

Model	Proce..	Front ..	Rear C..	Colour	
APPLE I..	A Bionic ..	12MP	12MP + ..	Black	92,800
APPLE I..	A Bionic ..	12MP	12MP + ..	Black	199,700
APPLE I..	A Bionic ..	12MP	12MP + ..	Black	74,900

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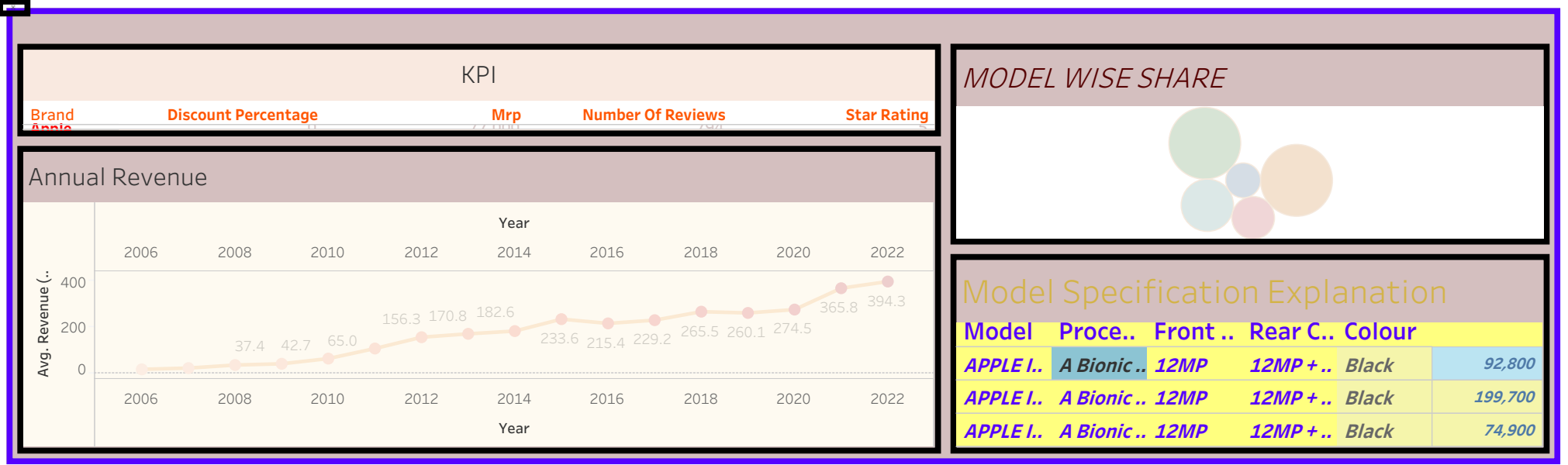
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