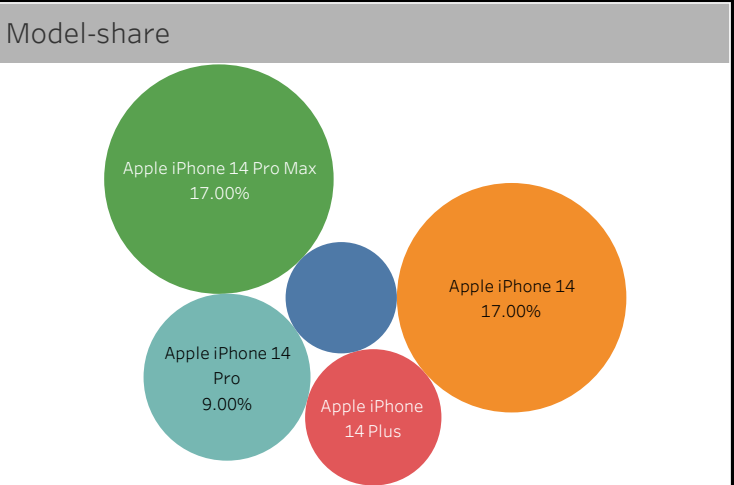
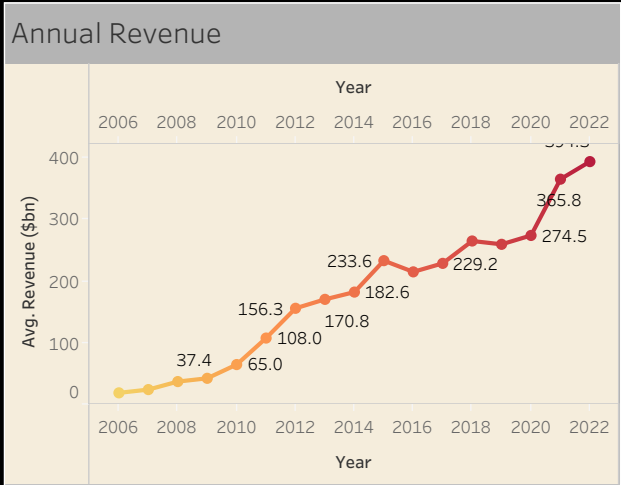


Brand APPLE	Colour Black	Year 2012
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KPI_2

Revenue Generated	Units sold (mm)	Active Users (mm)
78.6	125.0	206.0

KPI

Brand	Discount Percentage	Mrp	Sale Price	Sales difference
Apple	0	89,900	89,900	0

model specification

APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation..	12MP	12MP + 12MP	Black	74,900
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	92,800
APPLE IPHONE 12	A Bionic Chip with Next Generation..	12MP	12MP + 12MP	Black	199,700