

Story 1

Since its initiation in 2006 it has seen the tremendous increase in sale 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 desirability in the US. 6 of the top 10 most sold smart phone models in January 2021 were designed by Apple.

More than 1 billion consumers use Apple products.



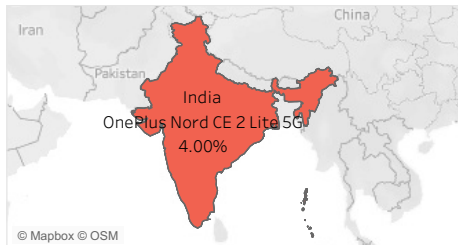
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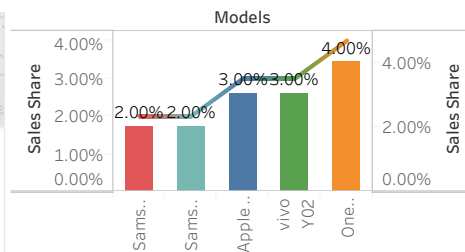
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More than 1 billion consumers currently use iPhones. Since its initial launch, more than 1.9 billion iPhones have been sold. ..

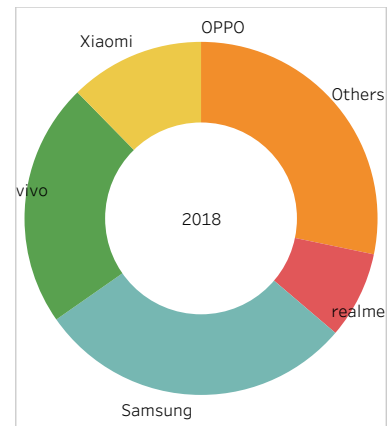
Global Market share



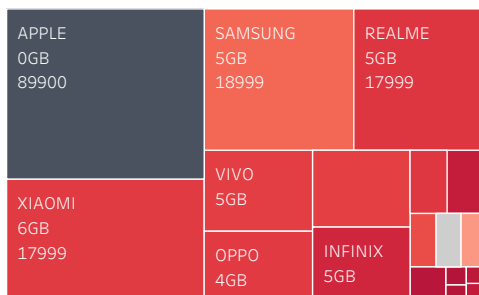
Lined Bar



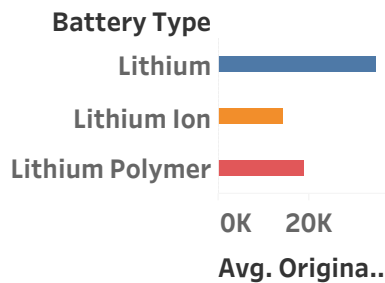
Donut Chart



Treemap Showing Brand



Battery Type Distribution



Story 1

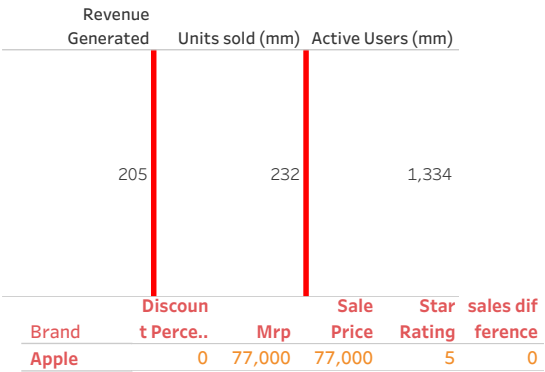
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More than 1 billion consumers currently use iphones. its intial launch, more than 1.9 billion iphones have been sold. iPhones sales in 2021 surpassed the 2015 peak, but declined in 2022to 232.2 million..

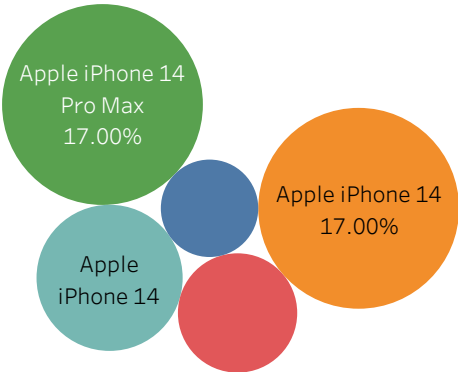
Since iPhones

Comparative analysis amongst various other leading brands in the smart phone industry shows that iphone is yet to make it's impact in ..

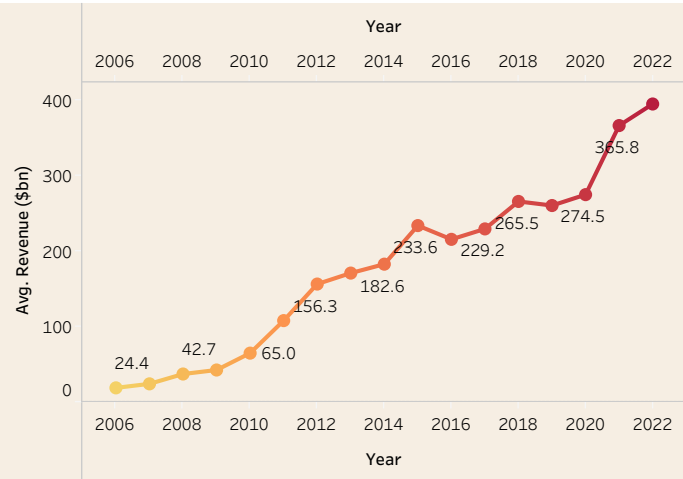
KPI 2



Bubble Chart Showing Model



Line Chart For Annual Revenue Year



Model Specification Explanation

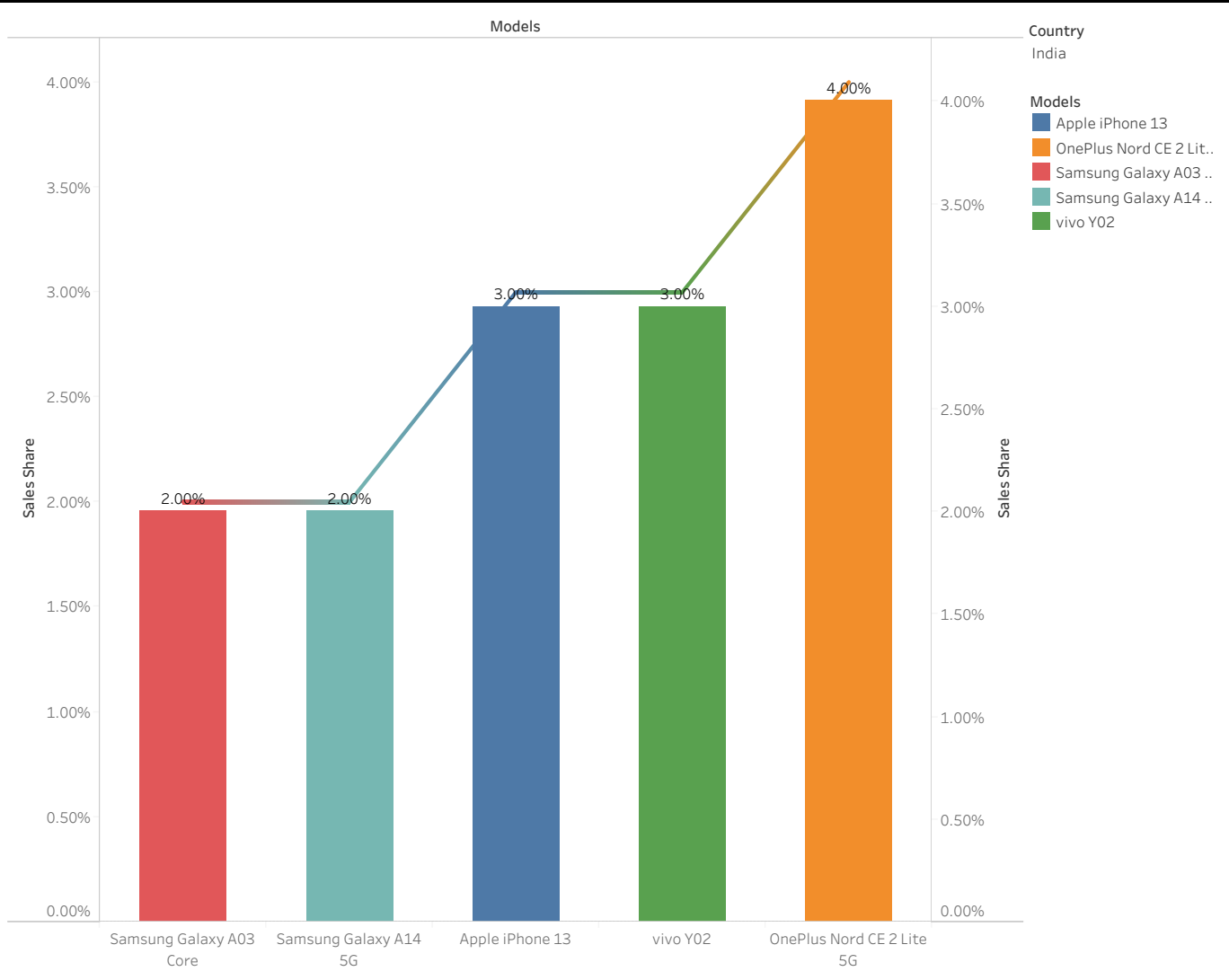
Model	Process..	Front Ca..	Rear Camer..	Colour	
APPLE IPHONE 12	A Bionic Chip with Next Generati.	12MP	12MP + 12MP	Black	199,700
				Blue	59,900
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generati.	12MP	12MP + 12MP	Blue	74,900
				Black	74,900

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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.

Comparative analysis amongst various other leading brands in the smart phone industry shows that iPhone is yet to make its impact in India. Its 3% market share in the global market is depicted in the line-bar graph.

Although the iPhone isn't far behind in the competition, it is yet to scale-up its marketing strategies and policy formulations for Indian audiences.



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