

Story 1

Since it's initiation in 2006 it has seen a tremendous increase in sale and revenue generation over the years, though a slight bump is being observed 2015 but ever since it has increased to \$394.3bn in 2022	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 10 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.	iPhone sales generated \$205 billion revenue for Apple in 2022, more than Microsoft total revenue. It sold 232 million iPhones units year.	Comparative analysis amongst various other leading brands in the smartphone industry.
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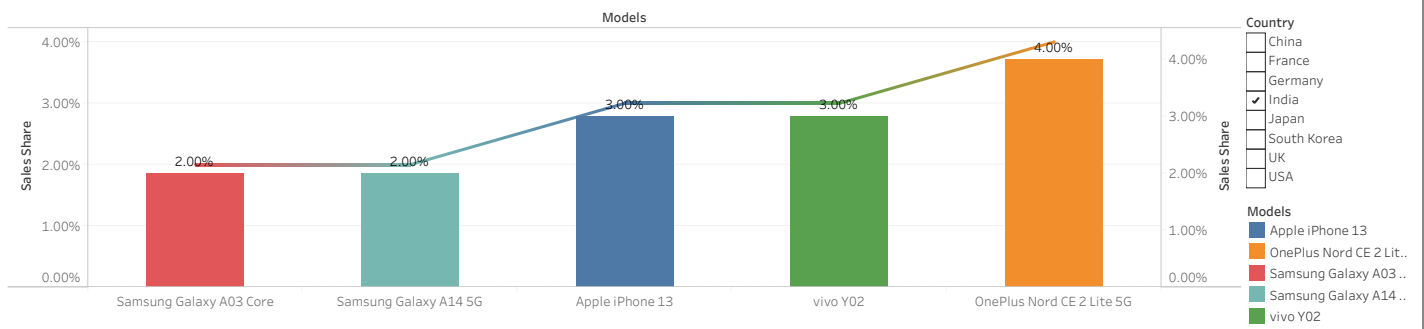
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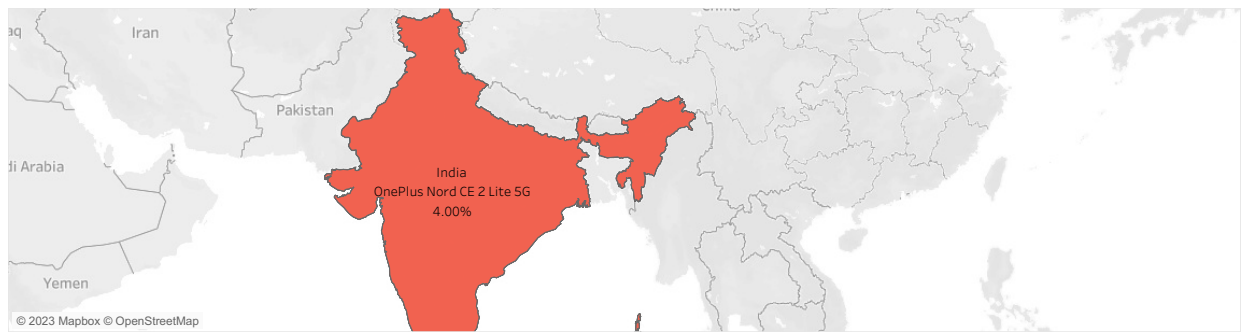
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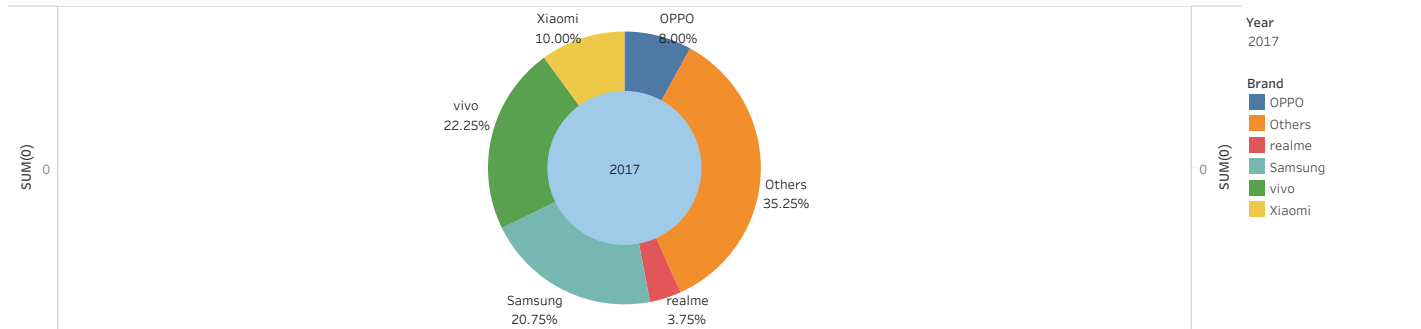
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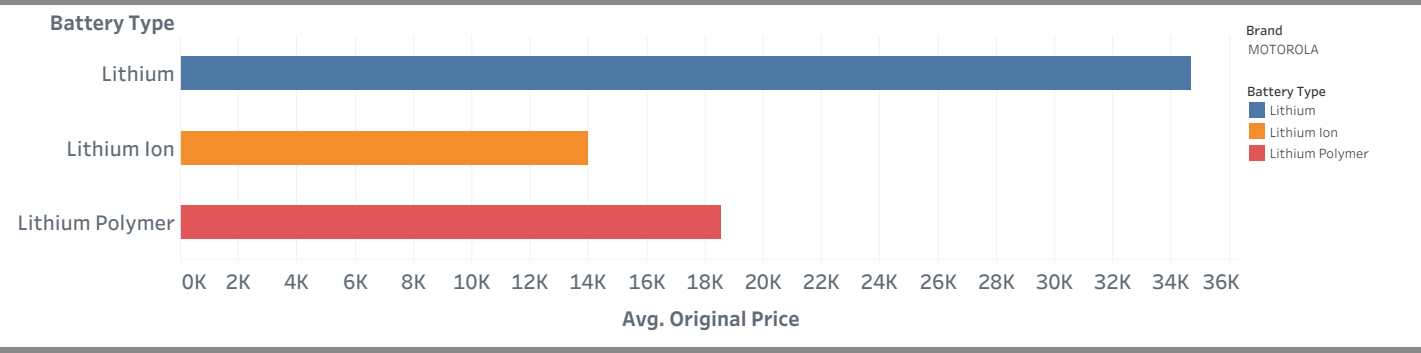
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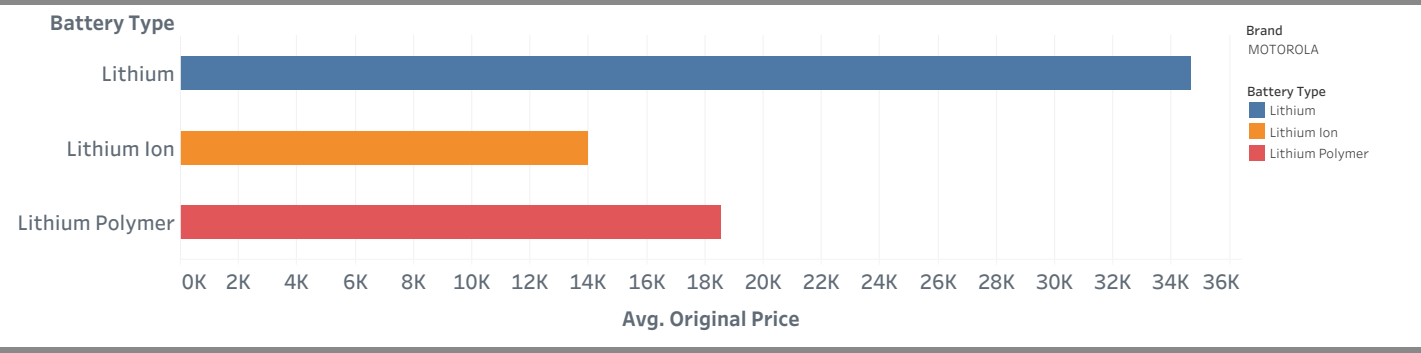
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MODEL SHARE

REVENUE

MODEL

KPI

Revenue Generated		Units sold (mm)	Active Users (mm)	Year
25.10		39.90	60.00	2010

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Model	Processor	Front Came..	Rear Camera	Colour		Colour
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Red	92,800	Multiple values
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Red	134,800	Brand
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Red	74,900	APPLE
APPLE IPHONE 13 PRO	A Bionic Chip	12MP	12MP + 12MP + 12MP	Silver	149,900	Red
APPLE IPHONE 14 PRO MAX	A Bionic Chip, Core	12MP	48MP + 12MP + 12MP + 12MP	Silver	139,900	Silver

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Brand	Discount P..	Mrp	Number Of..	Sale Price	Upc
Apple	617	5,459,600	1,390,065	4,964,581	All