

Brand	Discount Percentage	Mrp	Number Of Ratios	Sale Price	Sales Difference	Star Rating
Apple	0	77,000	11,202	77,000	0	5

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

Year	ARPU (\$/mn)
2006	19.1
2007	24.4
2008	37.4
2009	42.7
2010	65.0
2011	108.0
2012	156.3
2013	170.8
2014	182.6
2015	233.6
2016	215.4
2017	229.2
2018	265.5
2019	260.1
2020	274.5
2021	325.0
2022	365.8

Brand
APPLE

Model	Share (%)
Apple iPhone 14 Pro Max	17.00%
Apple iPhone 14	17.00%
Apple iPhone 14 Pro	9.00%
Apple iPhone 14 Plus	

Legend:

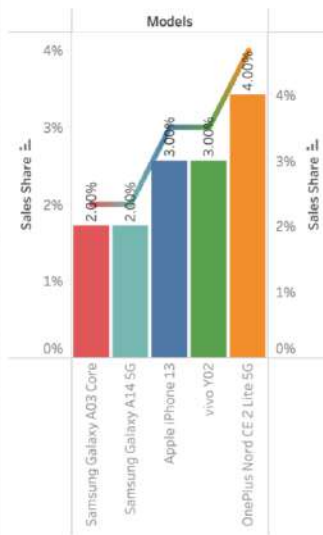
- Null
- Black
- Blue
- Deep Purple
- Gold
- Green
- Midnight
- Pink
- Purple
- Red
- Silver
- Space Black
- Starlight

Model	Processor	Colour	Rear Camera	2006	2021
APPLE IPH..	A Bionic C..	White	12MP + 12MP	92,800	
		Black	12MP + 12MP	43,900	
		Yellow	12MP + 12MP	1,44,800	
APPLE	A Bionic	Black	12MP + 12MP	54,900	
IPHONE 12	Chip with ..	Green	12MP + 12MP	74,900	
		Purple	12MP + 12MP	99,900	
APPLE IPH..	A Bionic C..	Blue	12MP + 12MP	1,49,800	
		Black	12MP + 12MP	1,69,800	
APPLE	A Bionic	Starlight	12MP + 12MP	1,49,800	
IPHONE 13	Chip	Blue	12MP + 12MP	99,900	
APPLE IPH..	A Bionic C..	Midnight	12MP + 12MP	1,49,900	
APPLE	A Bionic	Silver	12MP + 12MP	1,89,800	
		Blue	12MP + 12MP	1,89,800	
		Starlight	12MP + 12MP	1,89,800	
IPHONE 14	Chip, Core	Purple	12MP + 12MP	1,69,800	
		Midnight	12MP + 12MP	3,09,700	
APPLE	A Bionic	Starlight	12MP + 12MP	3,09,700	
IPHONE 14..	Chip, Core	Midnight	12MP + 12MP	1,89,800	
		Blue	12MP + 12MP	1,29,900	
APPLE IPH..	A Bionic C..	Space Black	48MP + 48MP	2,69,800	
		Deep Purple	48MP + 48MP	1,29,900	
APPLE IPH..	A Bionic C..	Gold	48MP + 48MP	1,39,900	
		Space Black	48MP + 48MP	1,39,900	
		Silver	48MP + 48MP	1,39,900	
		Gold	48MP + 48MP	1,39,900	
		Purple	48MP + 48MP	1,39,900	

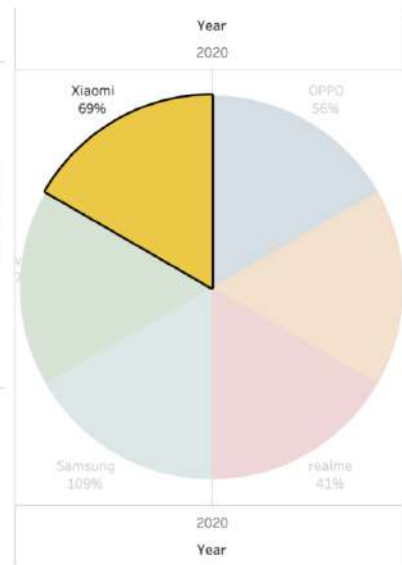
Global Market Share



Country wise best selling smartphone



quarterly share



Brand Price Comparison



Battery Type Distribution

