

TABLEAU

KPI

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

Discount Percentage, Mrp, Number Of Ratings, Sale Price, Sales Difference and Star Rating broken down by Brand. The data is filtered on Upc, which keeps MOBEXRGVZFZGZEWV.

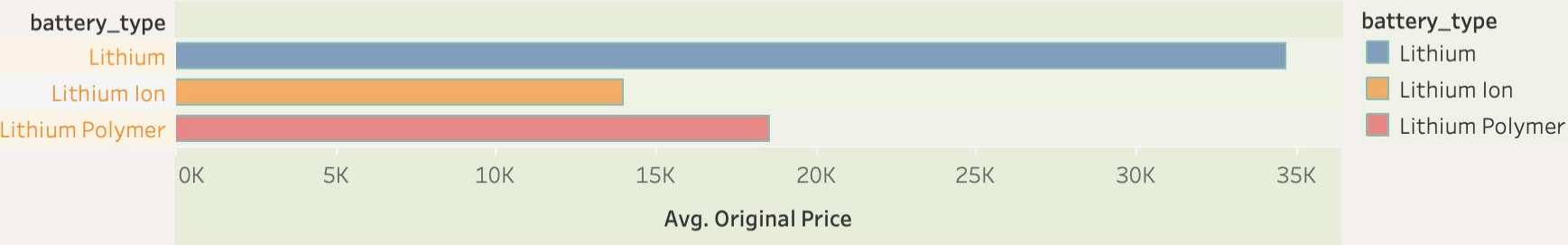
MODEL SPECIFICATION

Model	Processor	Colour	Rear Camera		
APPLE IPHONE 11	A Bionic Chip	White	12MP + 12MP		92,800
		Red	12MP + 12MP		92,800
		Black	12MP + 12MP		92,800
		Yellow	12MP + 12MP		43,900
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	Black	12MP + 12MP		1,99,700
		Red	12MP + 12MP		1,34,800
		Green	12MP + 12MP		74,900
		Purple	12MP + 12MP		59,900
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation ..	Blue	12MP + 12MP		59,900
		Red	12MP + 12MP		74,900
		Blue	12MP + 12MP		74,900
		Black	12MP + 12MP		74,900
APPLE IPHONE 13	A Bionic Chip	Pink	12MP + 12MP		1,69,800
		Starlight	12MP + 12MP		1,49,800
		Blue	12MP + 12MP		1,49,800
		Null	12MP + 12MP		99,900
APPLE IPHONE 13 PRO	A Bionic Chip	Midnight	12MP + 12MP		99,900
		Silver	12MP + 12MP + 12MP		1,49,900
APPLE IPHONE 14	A Bionic Chip, Core	Blue	12MP + 12MP		1,89,800
		Starlight	12MP + 12MP		1,69,800
		Purple	12MP + 12MP		1,69,800
		Null	12MP + 12MP		1,69,800
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	Midnight	12MP + 12MP		1,69,800
		Starlight	12MP + 12MP		3,09,700
		Purple	12MP + 12MP		3,09,700
		Midnight	12MP + 12MP		2,09,800
APPLE IPHONE 14 PRO	A Bionic Chip, Core	Null	12MP + 12MP		1,89,800
		Blue	12MP + 12MP		99,900
		Space Black	48MP + 12MP + 12MP + ..		4,29,700
		Deep Purple	48MP + 12MP + 12MP + ..		2,69,800
APPLE IPHONE 14 PRO MAX	A Bionic Chip, Core	Gold	48MP + 12MP + 12MP + ..		1,29,900
		Space Black	48MP + 12MP + 12MP + ..		1,39,900
		Silver	48MP + 12MP + 12MP + ..		1,39,900
		Gold	48MP + 12MP + 12MP + ..		1,39,900
		Deep Purple	48MP + 12MP + 12MP + ..		1,39,900

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

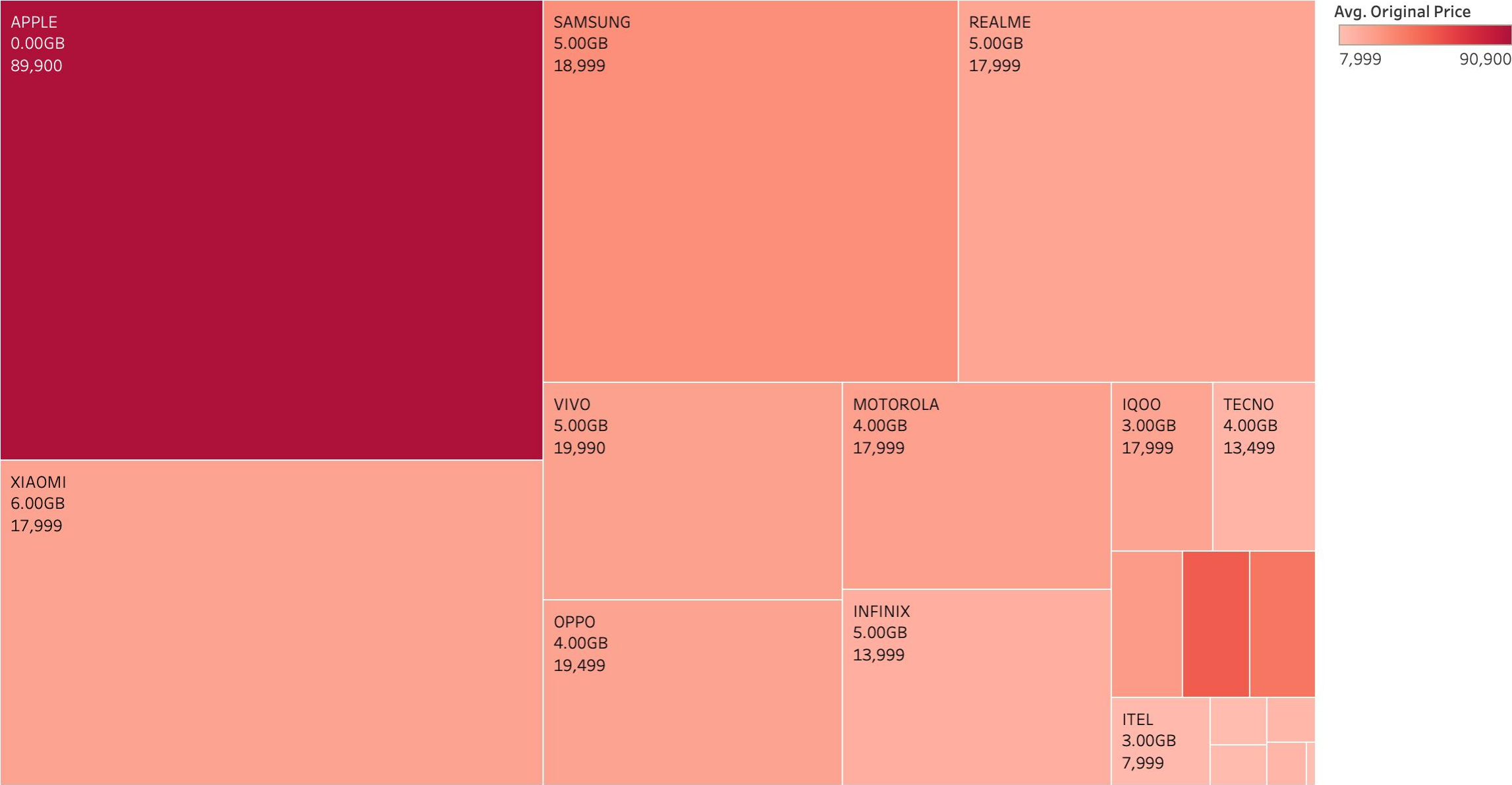
Sum of Original Price broken down by Model, Processor, Colour and Rear Camera. Color shows details about Colour. The data is filtered on Brand, which keeps APPLE. The view is filtered on Colour, which keeps 370 of 370 members.

Battery Type Distribution



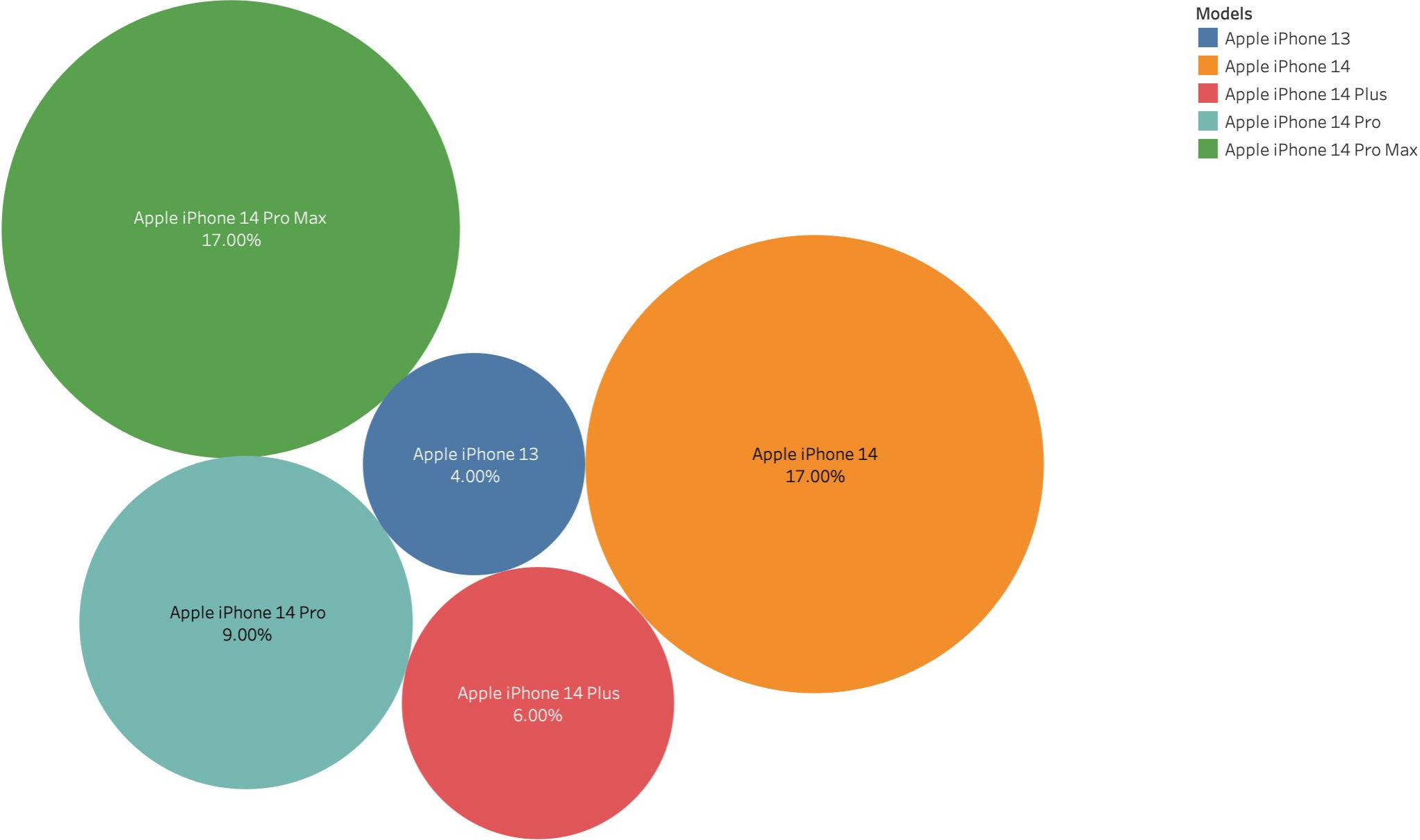
Average of Original Price for each battery_type. Color shows details about battery_type. The data is filtered on Brand and Colour. The Brand filter keeps MOTOROLA. The Colour filter keeps 370 of 370 members. The view is filtered on battery_type, which keeps Lithium, Lithium Ion and Lithium Polymer.

Brand Price Comparision



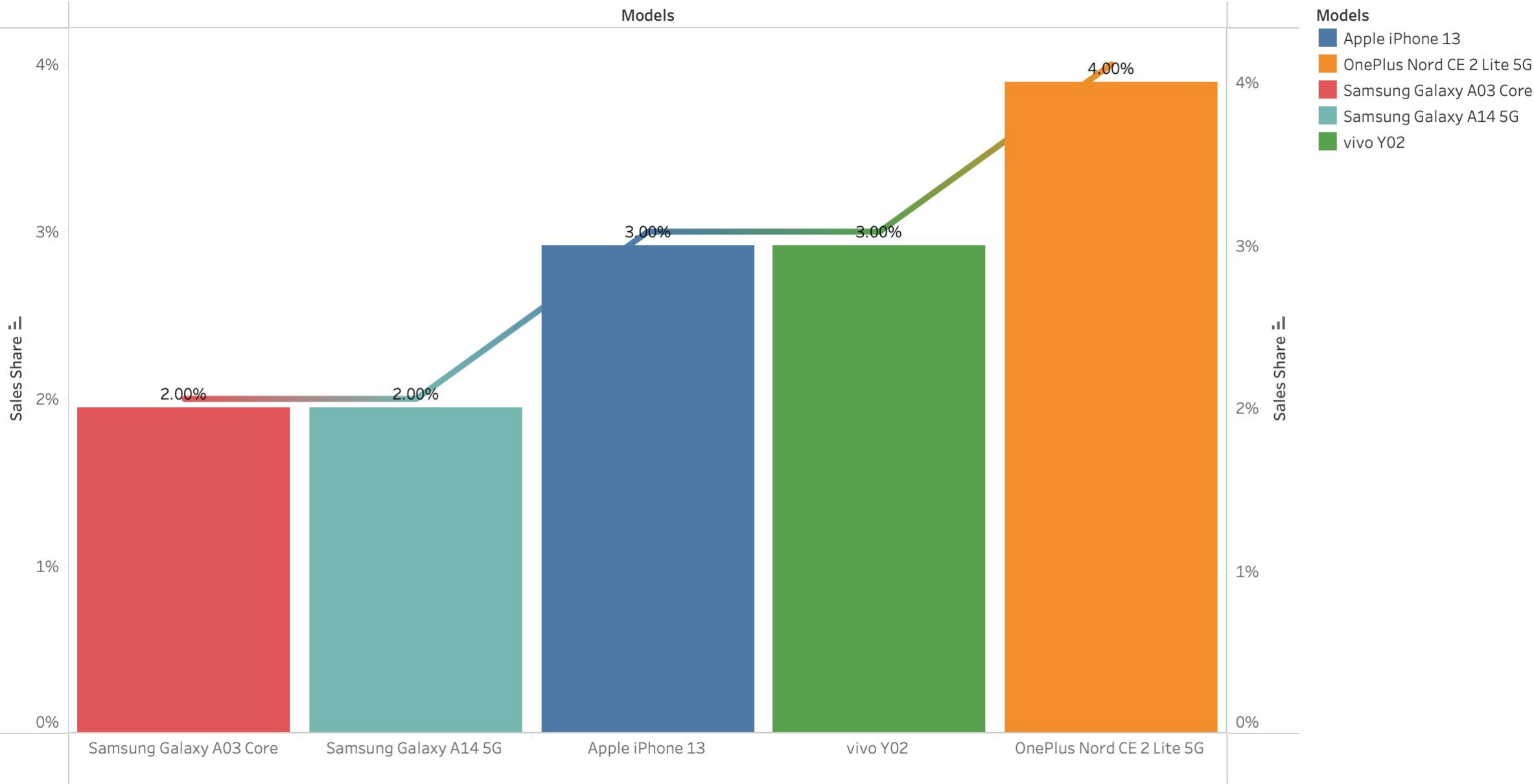
Brand, distinct count of Memory and median of Original Price. Color shows average of Original Price. Size shows sum of Original Price. The marks are labeled by Brand, distinct count of Memory and median of Original Price.

model-share



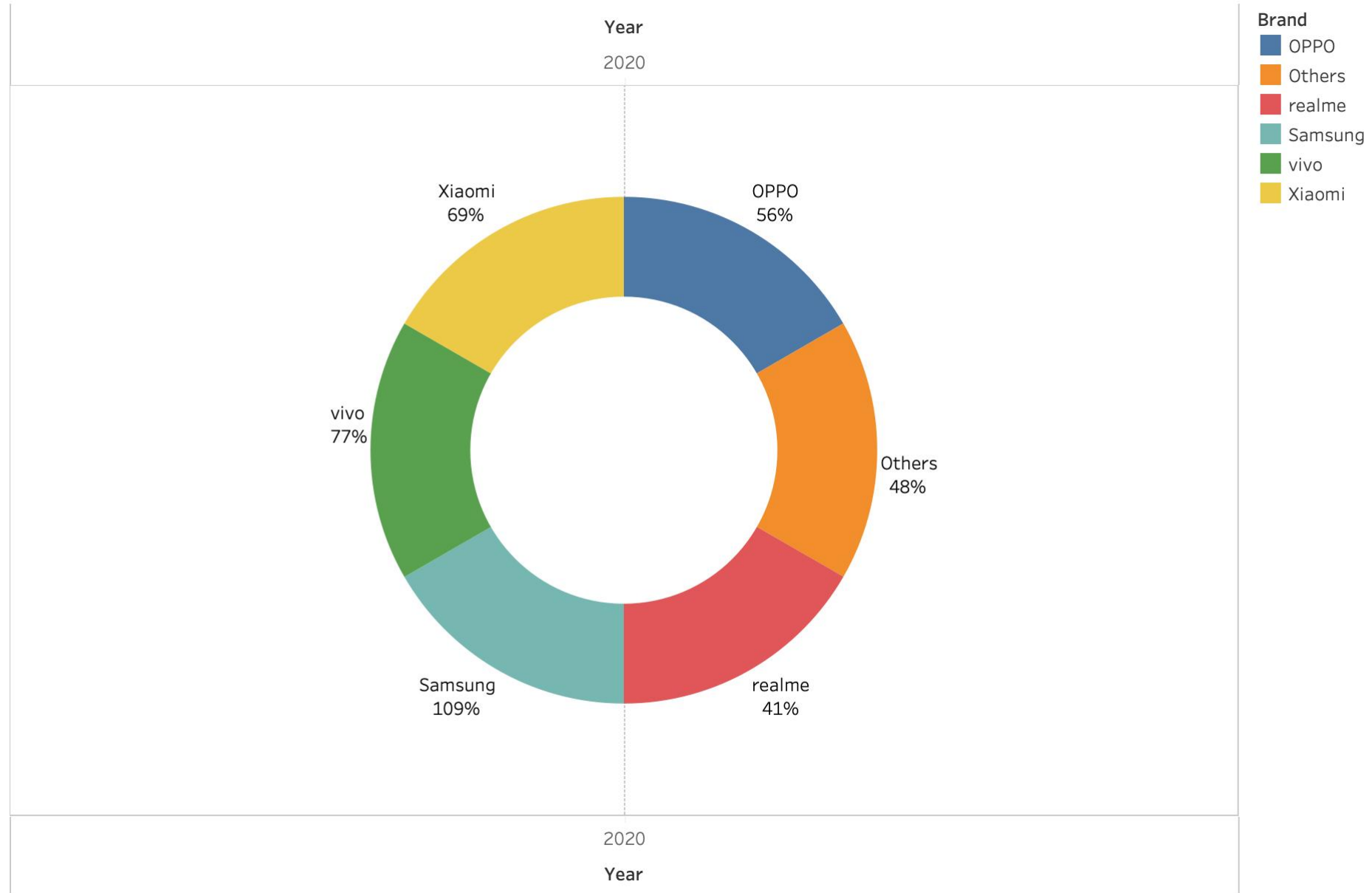
Models and Sales Share. Color shows details about Models. Size shows sum of Sales Share. The marks are labeled by Models and Sales Share.

Country wise best selling smartphone



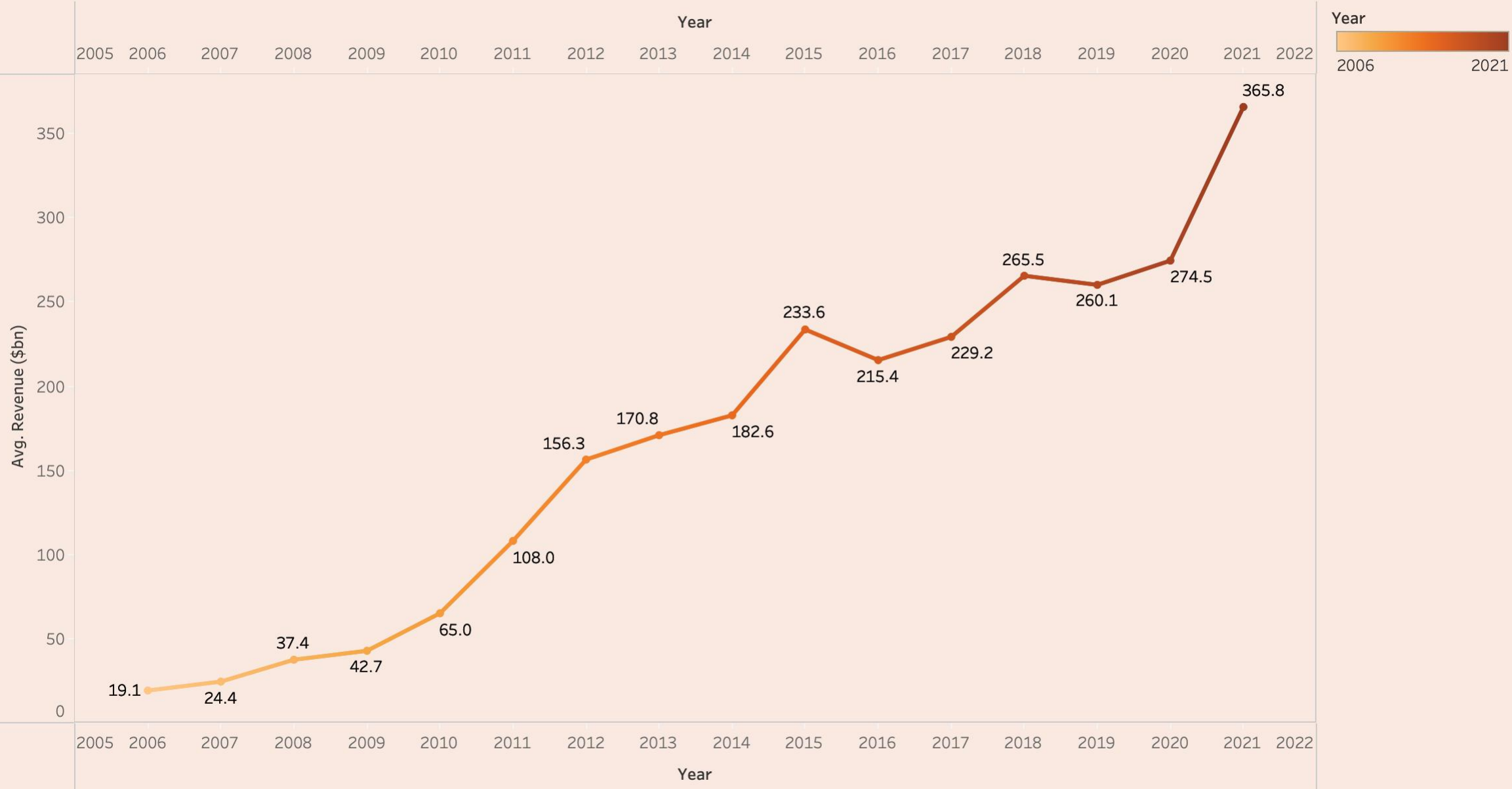
The trends of sum of Sales Share and sum of Sales Share for Models. Color shows details about Models. For pane Sum of Sales Share (2): The marks are labeled by sum of Sales Share. The data is filtered on Country, which keeps India. The view is filtered on Models, which keeps 16 of 16 members.

quarterly share



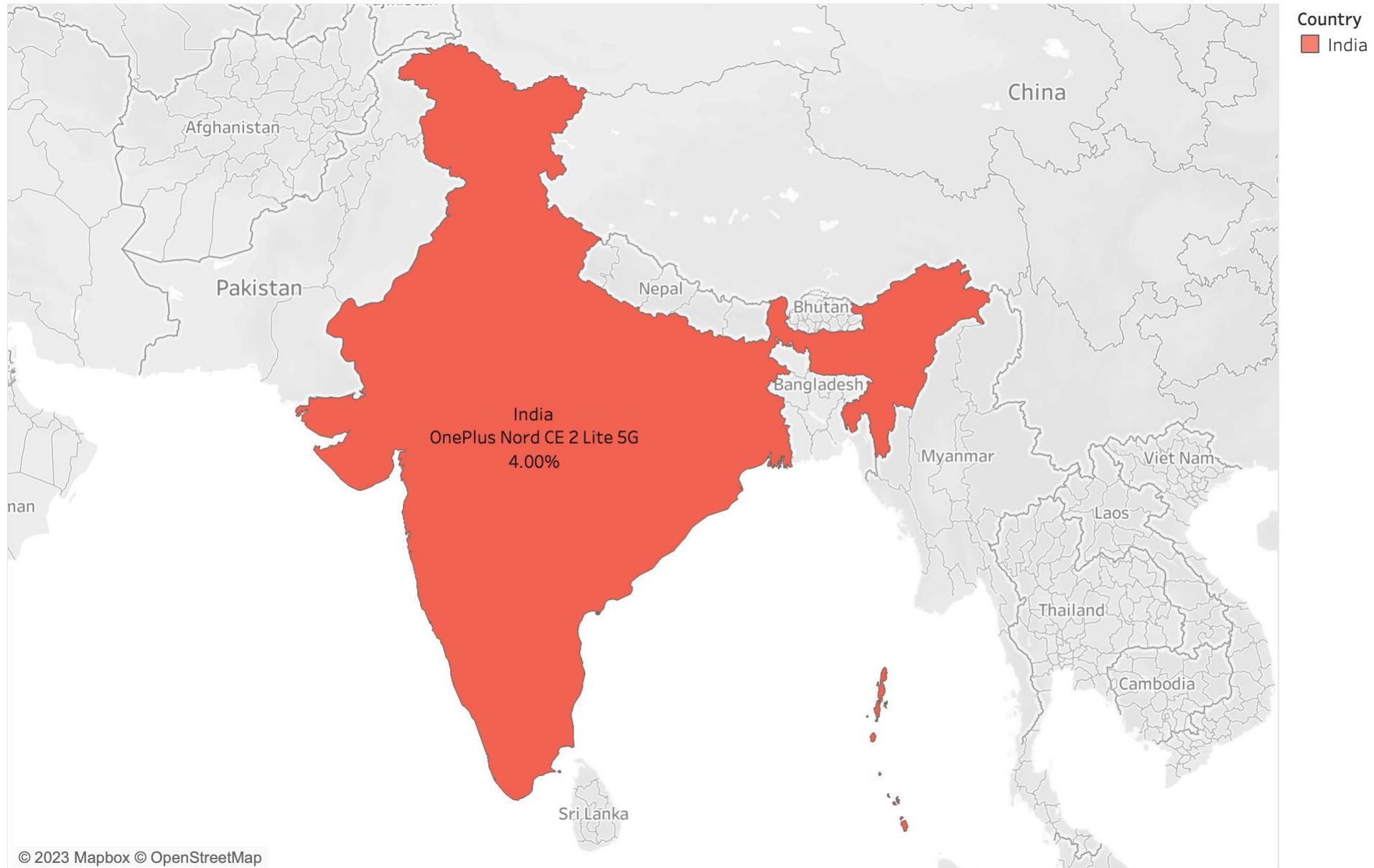
Year and Year. For pane Year: Color shows details about Brand. The marks are labeled by Brand and average of Calculation1. The view is filtered on Brand and Year. The Brand filter keeps 6 of 6 members. The Year filter ranges from 2020 to 2020 and keeps Null values.

Annual Revenue



The trends of average of Revenue (\$bn) for Year and Year. Color shows details about Year. The marks are labeled by average of Revenue (\$bn). The view is filtered on Year, which ranges from 2006 to 2021.

Global Market Share



Map based on Longitude (generated) and Latitude (generated). Color shows details about Country. The marks are labeled by Country, Models and Sales Share. Details are shown for Country. The view is filtered on Country, which keeps India.

KP1-2 (2)

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

Revenue Generated, Units sold (mm) and Active Users (mm). The data is filtered on Year, which keeps 2022.