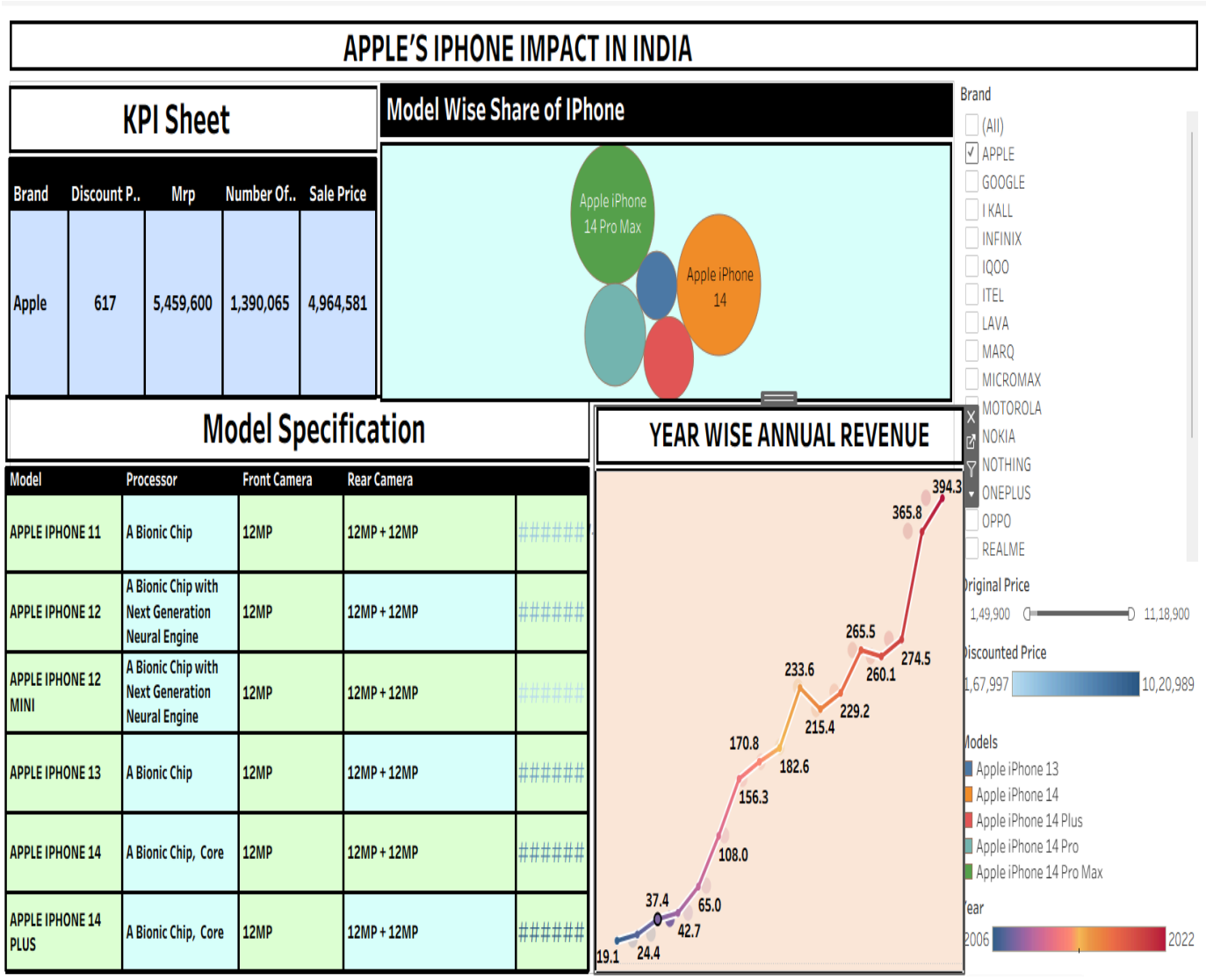
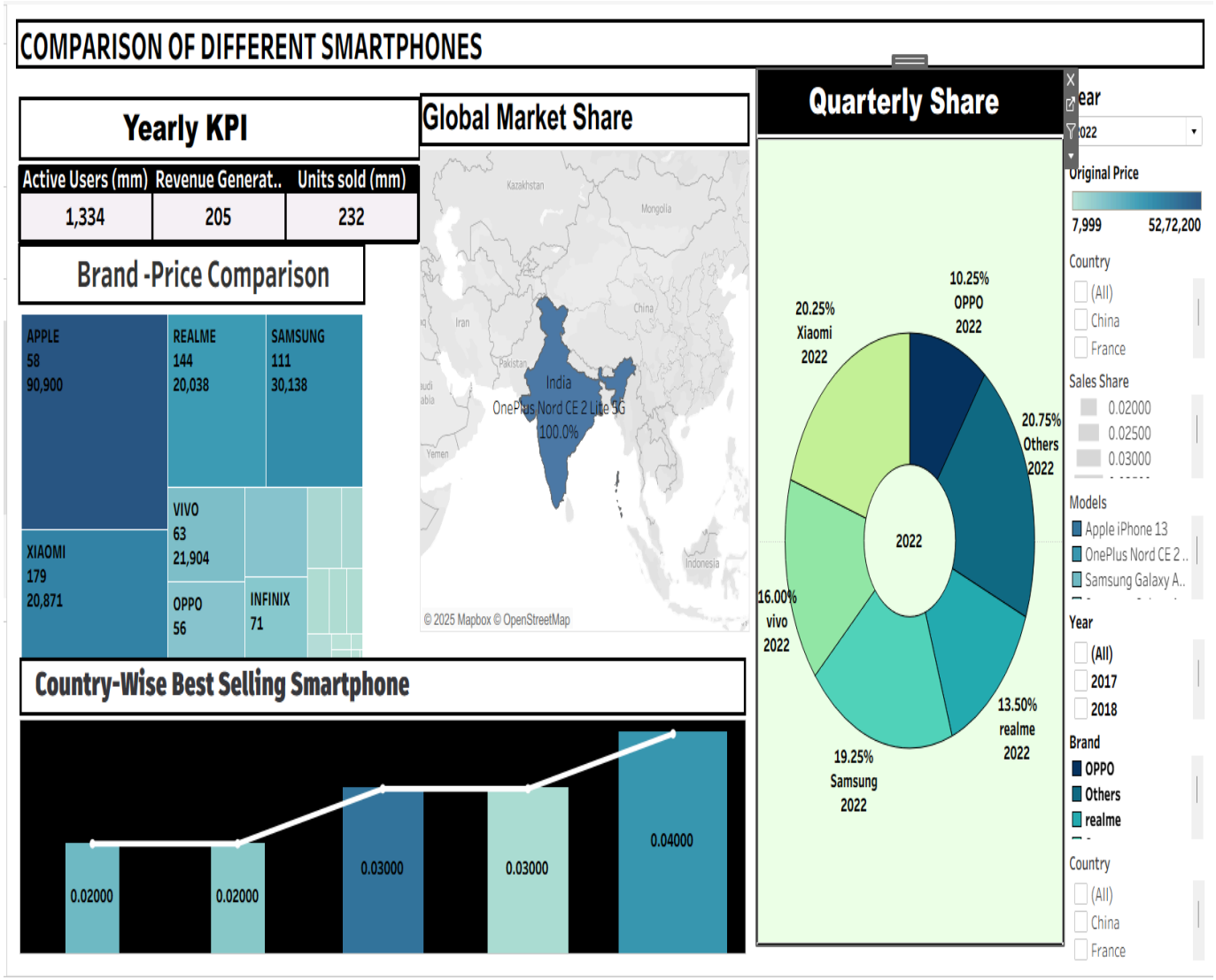
DASHBOARD 1:-


APPLE'S IPHONE IMPACT IN INDIA
KPI Sheet
Brand
Discount P..
Mrp
Number Of..
Sale Price
Apple
617
5,459,600
1,390,065
4,964,581
Model Wise Share of IPhone
Apple iPhone 14 Pro Max
Apple iPhone 14
Model Specification
Model
Processor
Front Camera
Rear Camera
APPLE IPHONE 11
A Bionic Chip
12MP
12MP + 12MP
APPLE IPHONE 12
A Bionic Chip with Next Generation Neural Engine
12MP
12MP + 12MP
APPLE IPHONE 12 MINI
A Bionic Chip with Next Generation Neural Engine
12MP
12MP + 12MP
APPLE IPHONE 13
A Bionic Chip
12MP
12MP + 12MP
APPLE IPHONE 14
A Bionic Chip, Core
12MP
12MP + 12MP
APPLE IPHONE 14 PLUS
A Bionic Chip, Core
12MP
12MP + 12MP
YEAR WISE ANNUAL REVENUE
19.1
24.4
37.4
42.7
65.0
108.0
156.3
170.8
182.6
215.4
229.2
233.6
260.1
265.5
274.5
365.8
394.3
Brand
(All)
APPLE
GOOGLE
I KALL
INFINIX
IQOO
ITEL
LAVA
MARQ
MICROMAX
MOTOROLA
NOKIA
NOTHING
ONEPLUS
OPPO
REALME
Original Price
1,49,900
11,18,900
Discounted Price
1,67,997
10,20,989
Models
Apple iPhone 13
Apple iPhone 14
Apple iPhone 14 Plus
Apple iPhone 14 Pro
Apple iPhone 14 Pro Max
Year
2006
2022

DASHBOARD 2:-


COMPARISON OF DIFFERENT SMARTPHONES
Yearly KPI
Active Users (mm)
Revenue Generat..
Units sold (mm)
1,334
205
232
Brand -Price Comparison
APPLE
58
90,900
REALME
144
20,038
SAMSUNG
111
30,138
XIAOMI
179
20,871
VIVO
63
21,904
OPPO
56
INFINIX
71
Global Market Share
Kazakhstan
Mongolia
China
Iran
Pakistan
India
OnePlus Nord CE 2 Lite 5G
100.0%
Yemen
Indonesia
© 2025 Mapbox © OpenStreetMap
Country-Wise Best Selling Smartphone
0.02000
0.02000
0.03000
0.03000
0.04000
Quarterly Share
10.25%
OPPO
2022
20.75%
Others
2022
13.50%
realme
2022
19.25%
Samsung
2022
16.00%
vivo
2022
20.25%
Xiaomi
2022
2022
ear
022
Original Price
7,999
52,72,200
Country
(All)
China
France
Sales Share
0.02000
0.02500
0.03000
Models
Apple iPhone 13
OnePlus Nord CE 2 ..
Samsung Galaxy A..
Year
(All)
2017
2018
Brand
OPPO
Others
realme
Country
(All)
China
France