

Story 2

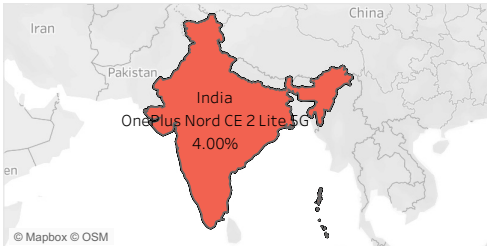
Apple continues to strengthen its standing in the smartphone market. The brand has risen to a position of particular dominance in the US..6 of the top 10 most sold smartphone models in january 2021 were designed by apple.

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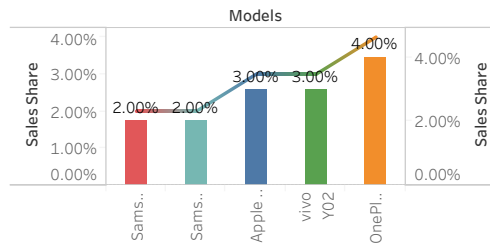
iphone sales generated 5285 billion reverse for apple in 2022, more than microsoft's total revenue. It role 232 million iphone units that year.

comparative analysis amongst various either loading brands in the smartphone industry phones that iphone is yet to make it's impact in india..Its 3% market share is depic..

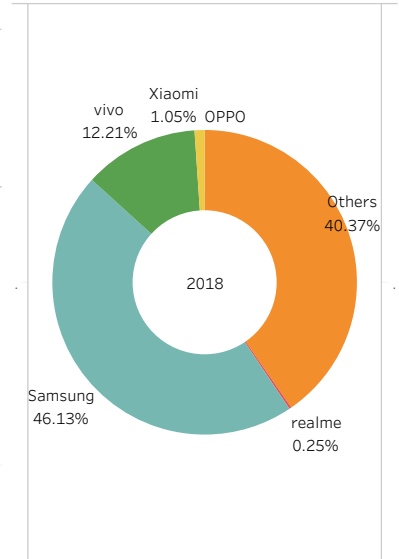
GMS



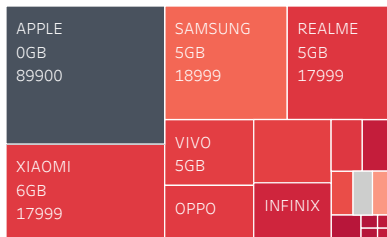
country wise best selling smartphone



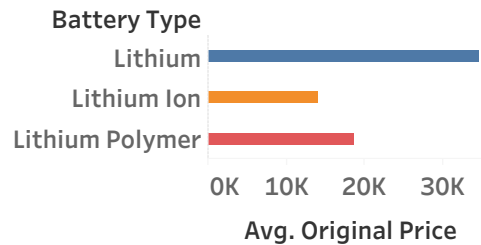
Quarterly-share



Brand price comparison



Battery Type Distribution



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KPI

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

KPI

Brand	Discou..	Mrp	Numbe..	Sale Pr..	Star R..	sales d..
Apple	0	77,000	11,202	77,000	5	630,436

Annual Revenue(2006-2022)

Year	Avg. Reve..
2006	
2008	
2010	65.0
2012	156.3
2014	
2016	233.6
2018	265.5
2020	365.8
2022	

model wise share

Model	Share
Apple iPhone 14 Pro Max	17.00%
Apple iPhone 14	17.00%
Apple iPhone 14 Pro	
Apple iPhone 14	

Model Specification

Model	Processor	Front Camera	Rear Camera	Colour	
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	92,800
APPLE IPHONE 12	A Bionic Chip with Next Generation Ne..	12MP	12MP + 12MP	Blue	59,900
				Black	199,700
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Ne..	12MP	12MP + 12MP	Black	74,900
				Blue	74,900
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue	149,800
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	189,800

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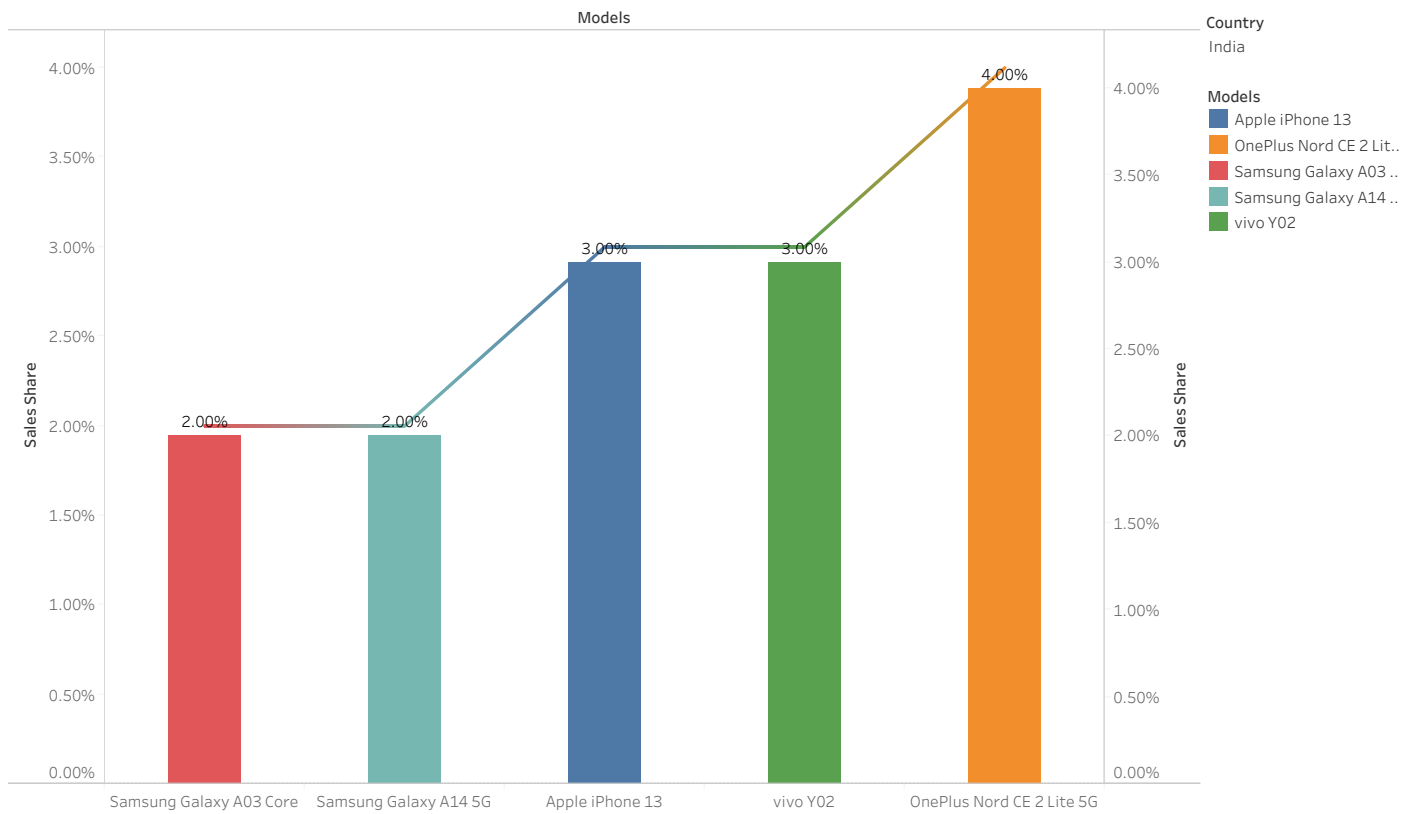
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