



apple_products.xlsx - apple_products.csv (2)

Connection

☒ Live☐ Extract

Filters

0

Add

Connections

Add

apple_product..._products.csv

Text file

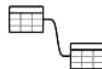
Files

☐ Use Data Interpreter

Data Interpreter might be able to clean your Text file workbook.

apple_product...ducts.csv.csv

apple_products.xlsx - appl...



Need more data?

Drag tables here to relate them. [Learn more](#)

apple_products.xlsx - appl...

11 fields 62 rows

62



rows



Name

apple_products.xlsx - apple_products.csv.csv

Fields

Type	Field Name	Physical Table	Rem...
Abc	Product Name	apple_products...	Produ...
Abc	Product URL	apple_products...	Produ...
Abc	Brand	apple_products...	Brand
#	Sale Price	apple_products...	Sale P...
#	Mrp	apple_products...	Mrp
#	Discount Percentage	apple_products...	Disco...

Abc	Abc	Abc	#
Product Name	Product URL	Brand	Sale Price
APPLE iPhone 8 Plus (Gold, 6...	https://www.flipkart.com/ap...	Apple	
APPLE iPhone 8 Plus (Space ...	https://www.flipkart.com/ap...	Apple	
APPLE iPhone 8 Plus (Silver, ...	https://www.flipkart.com/ap...	Apple	
APPLE iPhone 8 (Silver, 256 ...	https://www.flipkart.com/ap...	Apple	
APPLE iPhone 8 (Gold, 256 G...	https://www.flipkart.com/ap...	Apple	
APPLE iPhone 8 Plus (Silver, ...	https://www.flipkart.com/ap...	Apple	
APPLE iPhone 8 Plus (Space ...	https://www.flipkart.com/ap...	Apple	
APPLE iPhone 8 (Space Grey...	https://www.flipkart.com/ap...	Apple	
APPLE iPhone XS Max (Silver...	https://www.flipkart.com/ap...	Apple	

Dashboard

Story

Analysis

Map

Embed

Server

Window

Help

Fit Width

Show Me

Data

Analytics

Annual Revenue (apple_...

apple_products.xlsx - ap...

apple_products.xlsx - ap...

Country-wise share (app...

Flipkart_Smartphone (a...

Market Penetration(ipho...

Model share (apple_pro...

Quarterly-share (apple_...

Search

Tables

Abc Brand

Abc Product Name

Abc Product URL

Abc Ram

Abc Upc

Abc Measure Names

Discount Percentage

Mrp

Number Of Ratings

Number Of Reviews

Sale Price

Star Rating

apple_products.xlsx - appl...

Measure Values

Pages

Filters

Upc: MOBEXRGVPK...

Measure Names

Marks

Automatic

Color

Size

Text

Detail

Tooltip

Measure Values

Measure Values

SUM(Discount Perc...

SUM(Mrp)

SUM(Number Of Rat...

SUM(Sale Price)

Columns

Measure Names

Rows

Brand

KPI

Brand	Discount Percentage	Mrp	Number Of Ratings	Sale Price
Apple	0	77,000	11,202	77,000

Measure Names

(All)

Count of apple_pro...

☒ Discount Percentage

☒ Mrp

☒ Number Of Ratings

☐ Number Of Reviews

☒ Sale Price

☐ Star Rating

Upc

MOBEXRGVPK7PFEJZ

Data Source

KPI

Model Specification

Battery Type

Brand Price Comparison

model-share

Country wise best selling smart...

Quarterly-Share

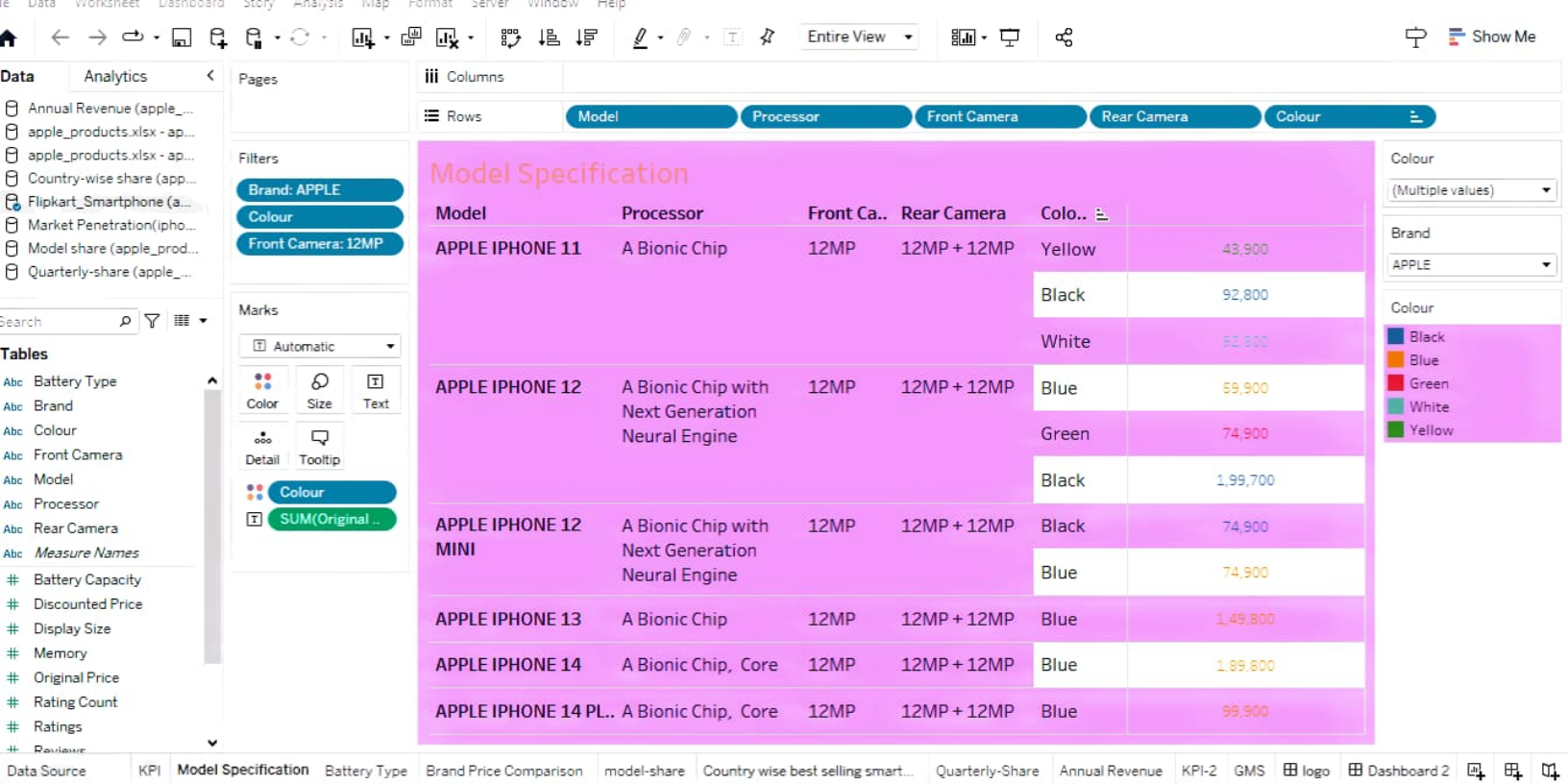
Annual Revenue

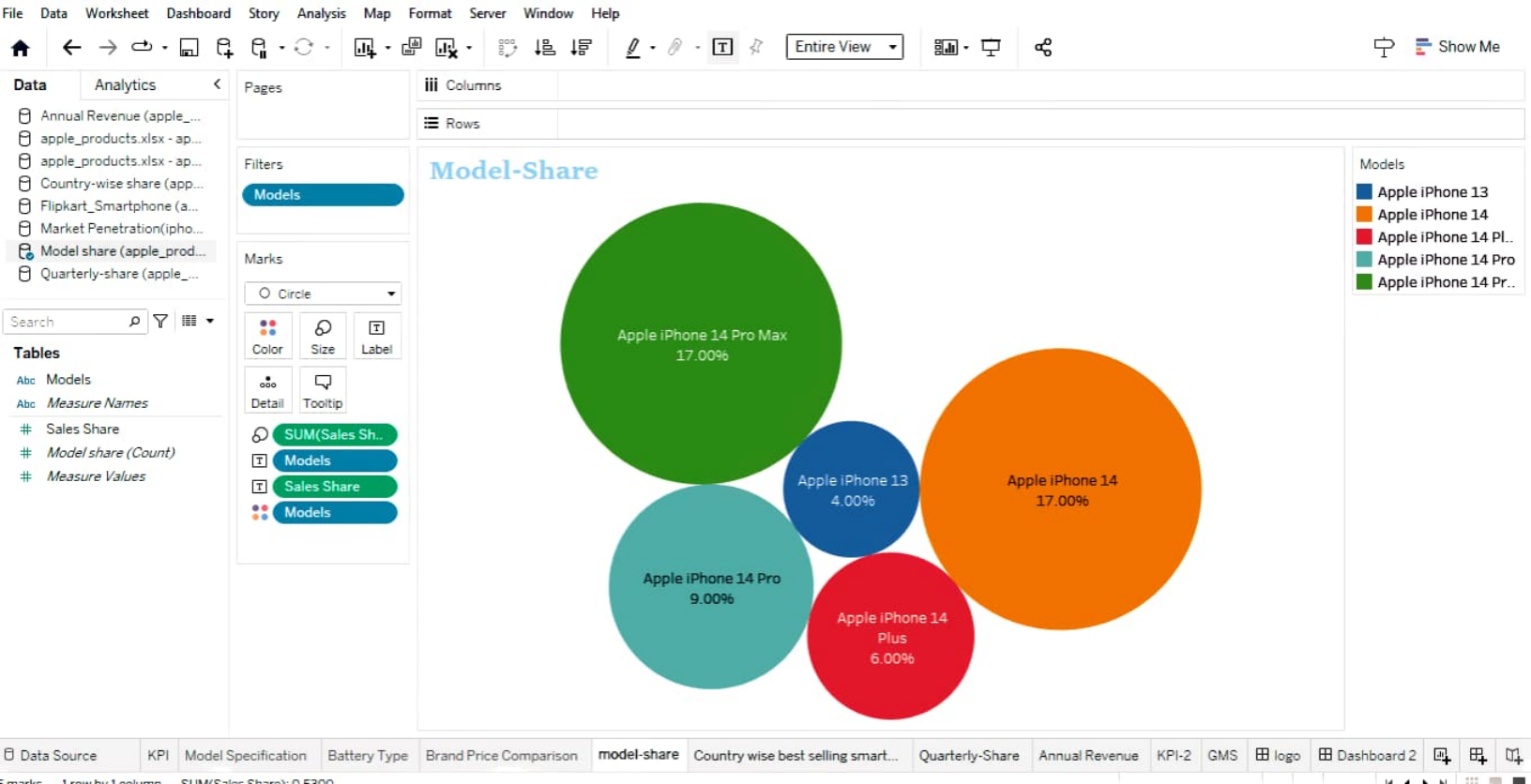
KPI-2

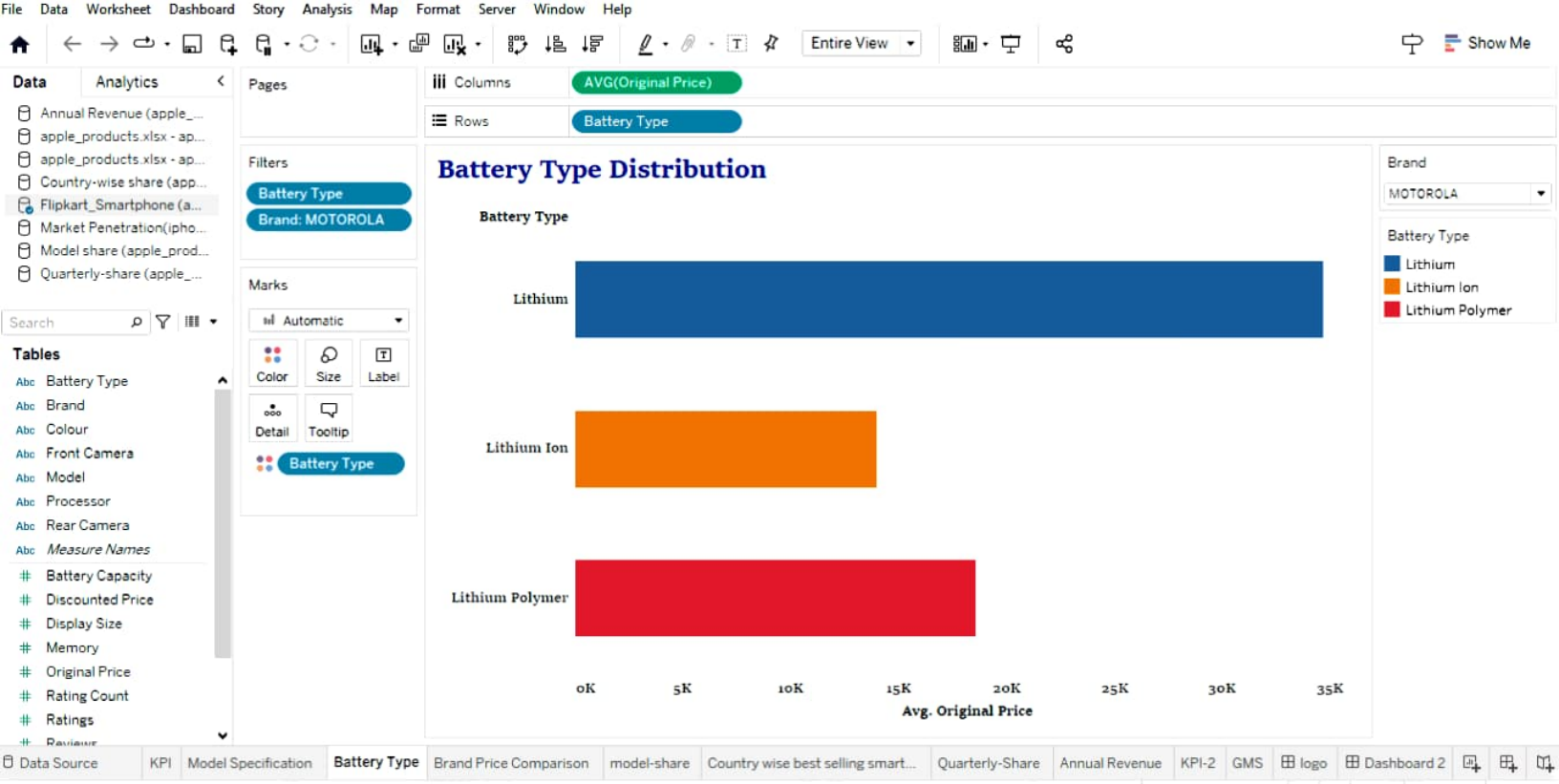
GMS

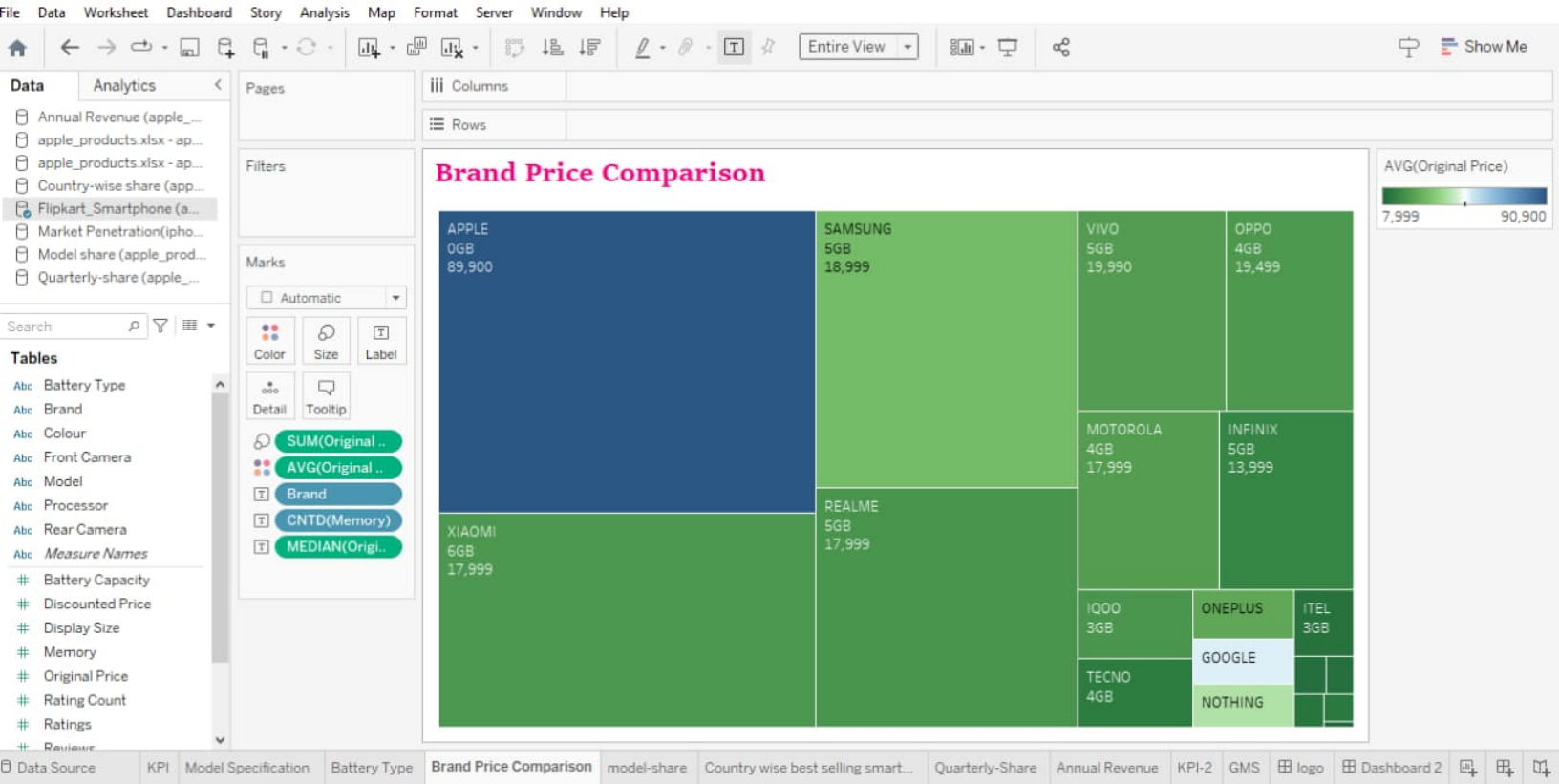
logo

Dashboard 2












Pages

Filters

Marks

⌚ Pie

⌚ AGG(SUM(0))

④ AGG(SUM(O)) (

Measure Values

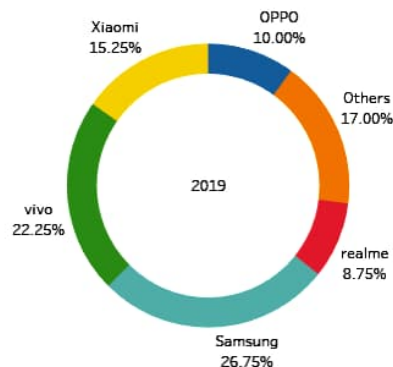
≡ Rows

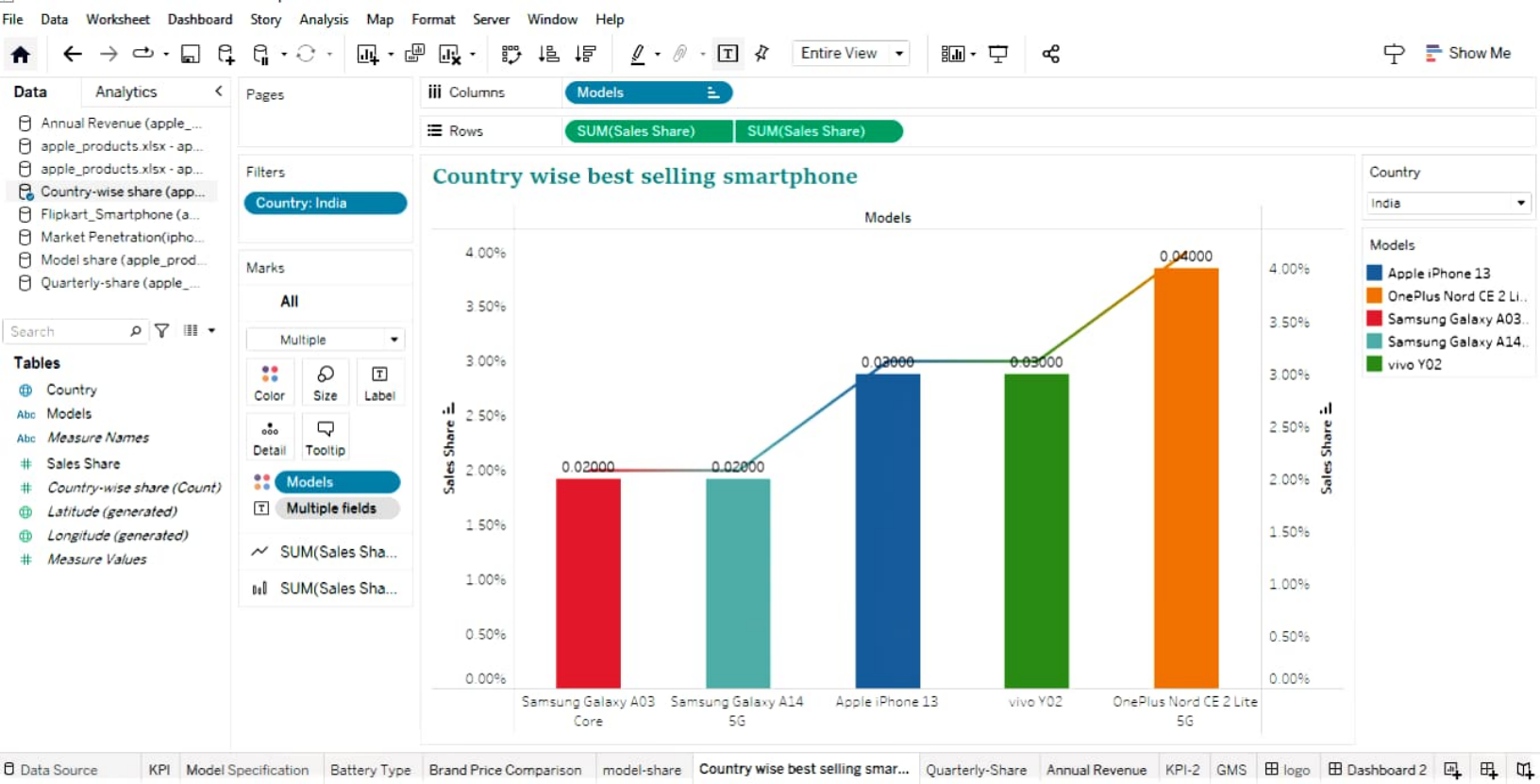
AGG(SUM(0))

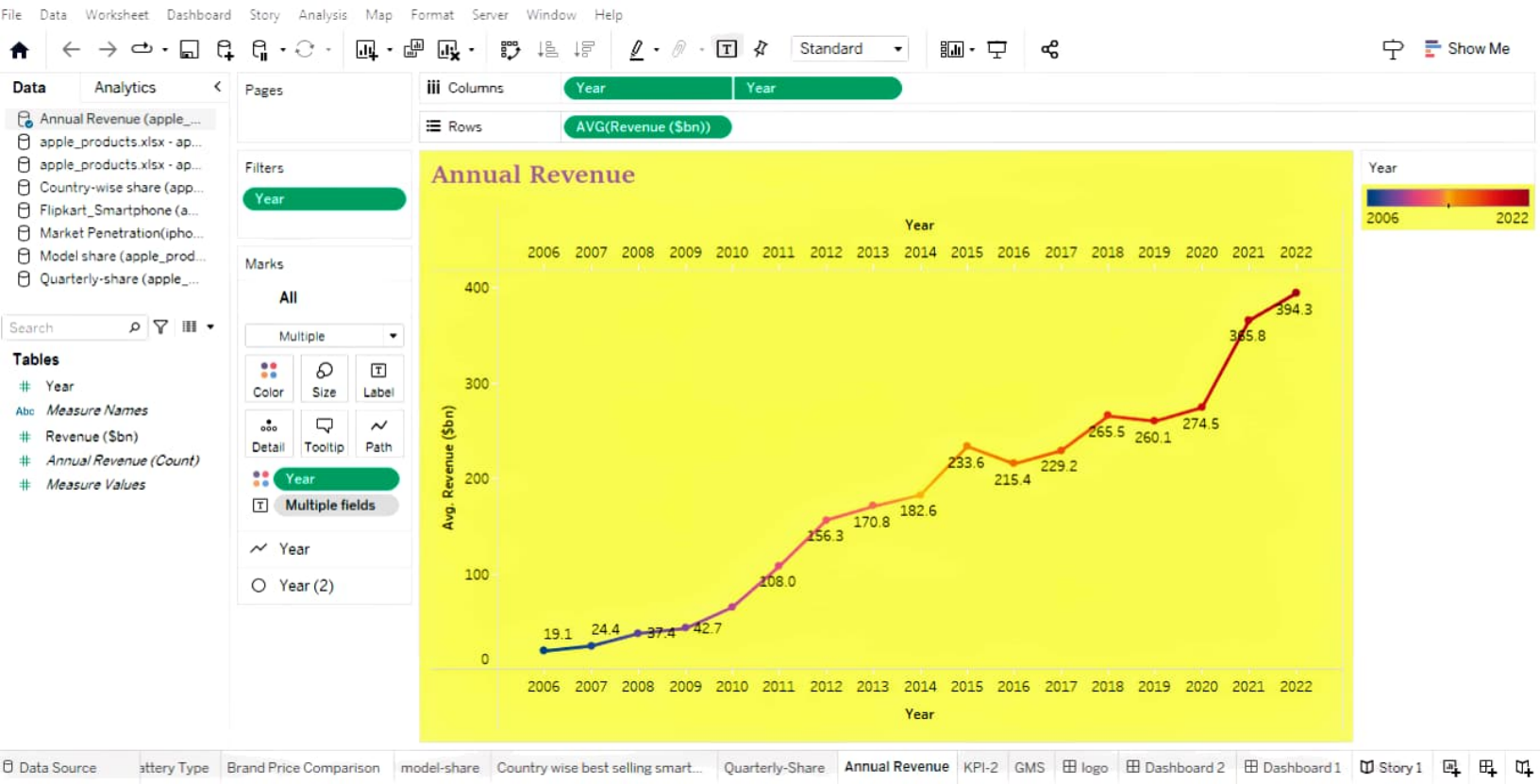
Year

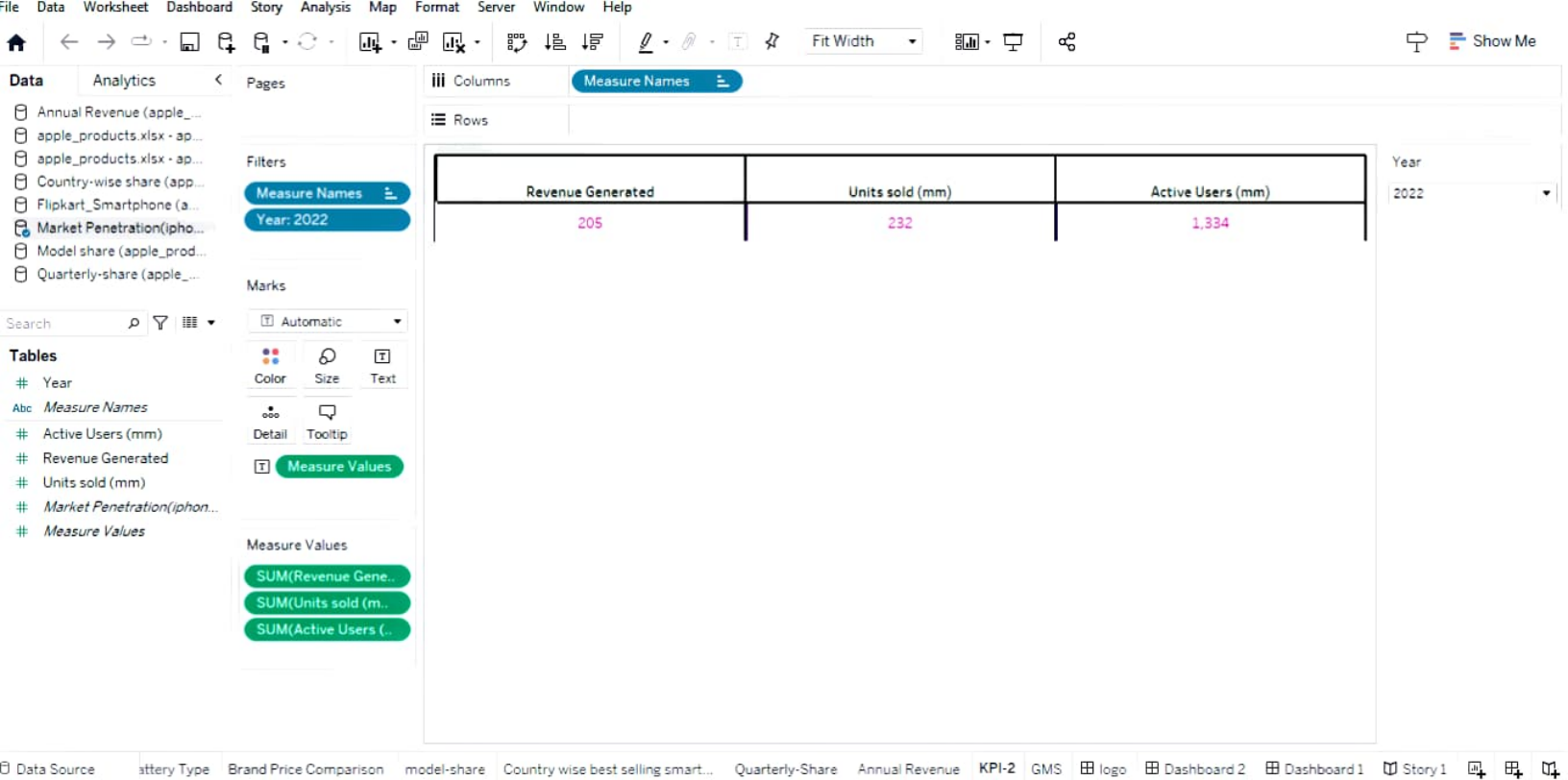
2019

Brand





























































































































































































































































































































































































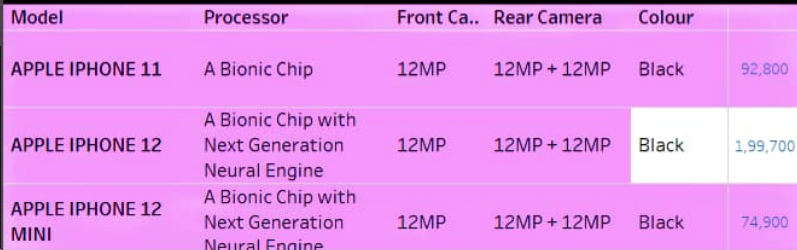


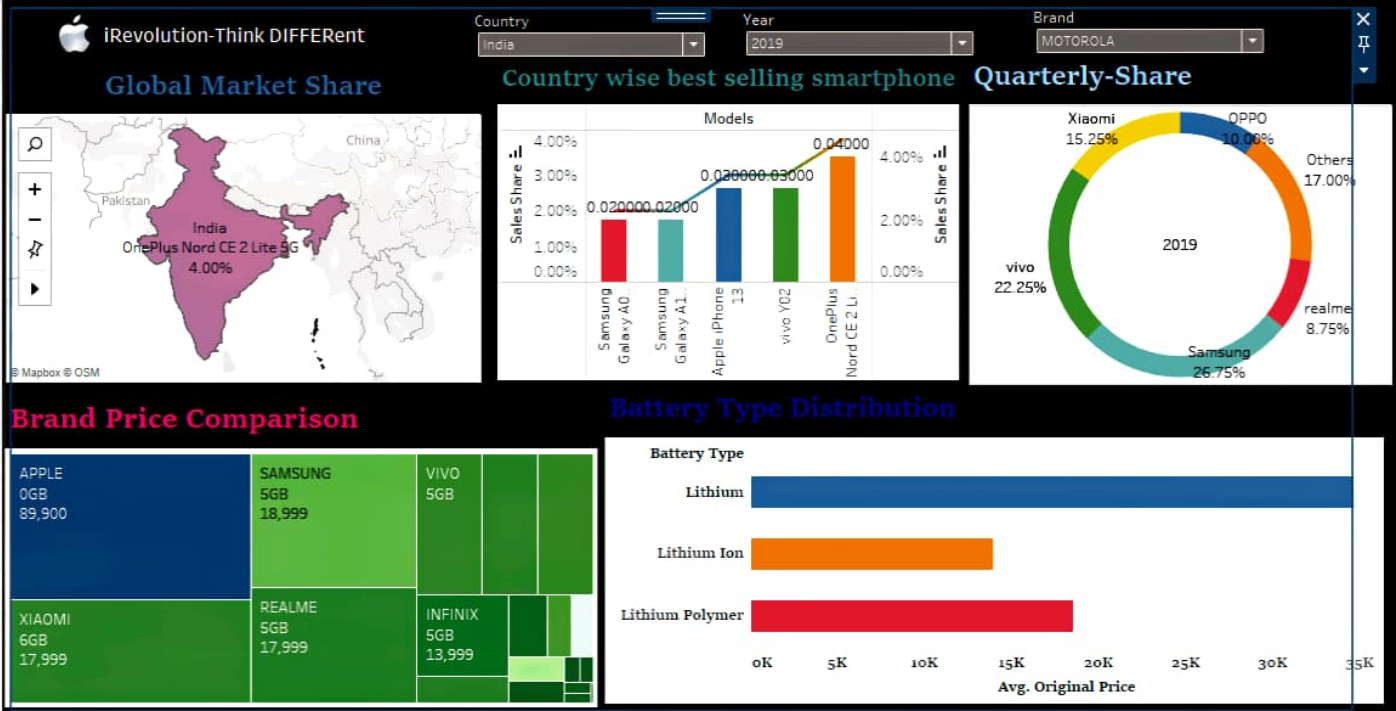










New story point

Blank

Duplicate

- KPI
- Model ...
- Battery Type
- Brand Price ...
- model-share
- Country wise ...
- Quarterly-Share
- Annual Revenue
- KPI-2
- GMS
- logo

A Drag to add text

☒ Show title

Size

Automatic

Story 1

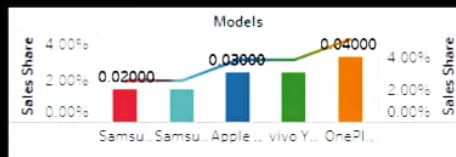
Apple continues to strengthen its standing in the smartphone market. The brand has risen to a position of particular dominance in the US. 6 of the top 10 most sold smartphone models in January 2021 were designed by Apple.

More than 1 billion consumers currently use 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 to 232.2 million units.

iPhone sales generated \$205 billion more than Microsoft's total revenue. It sold more than 232.2 million units.


Country Year Brand

Country wise best selling smartphone



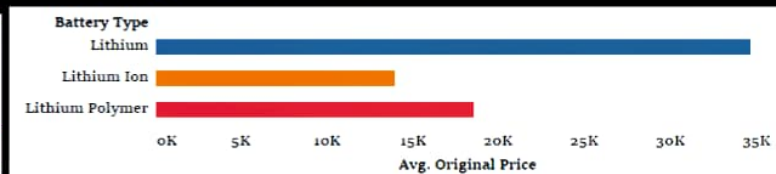
Quarterly-Share



Brand Price Comparison



Battery Type Distribution



FileDataWorksheetDashboardStoryAnalysisFormatServerWindowHelp

HomeBackForwardRefreshPrintDownloadShare

StoryLayout

New story point

BlankDuplicate

KPIModel ...Battery TypeBrand Price ...model-shareCountry wise ...Quarterly-ShareAnnual RevenueKPI-2GMSlogo

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Show title

SizeAutomatic

Story 1

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.

More than 1 billion consumers currently use 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 to 232.2 million units.

iPhone sales generated \$205 billion in revenue in 2021, more than Microsoft's total revenue. It sold 1.334 billion iPhones in 2021.

iRevolution

Year2022BrandAPPLEColourBlack

KPI

Brand	Discount Percentage	Mrp	Number Of Ratings	Sale Price
Apple	0	77,000	11,202	77,000

KPI-2

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

Annual Revenue

Year

200620082010201220142016201820202022

Avg. Rev.

4002000

200620082010201220142016201820202022

108.0170.8233.6265.5365.8

Model-Share

14 Pro Max

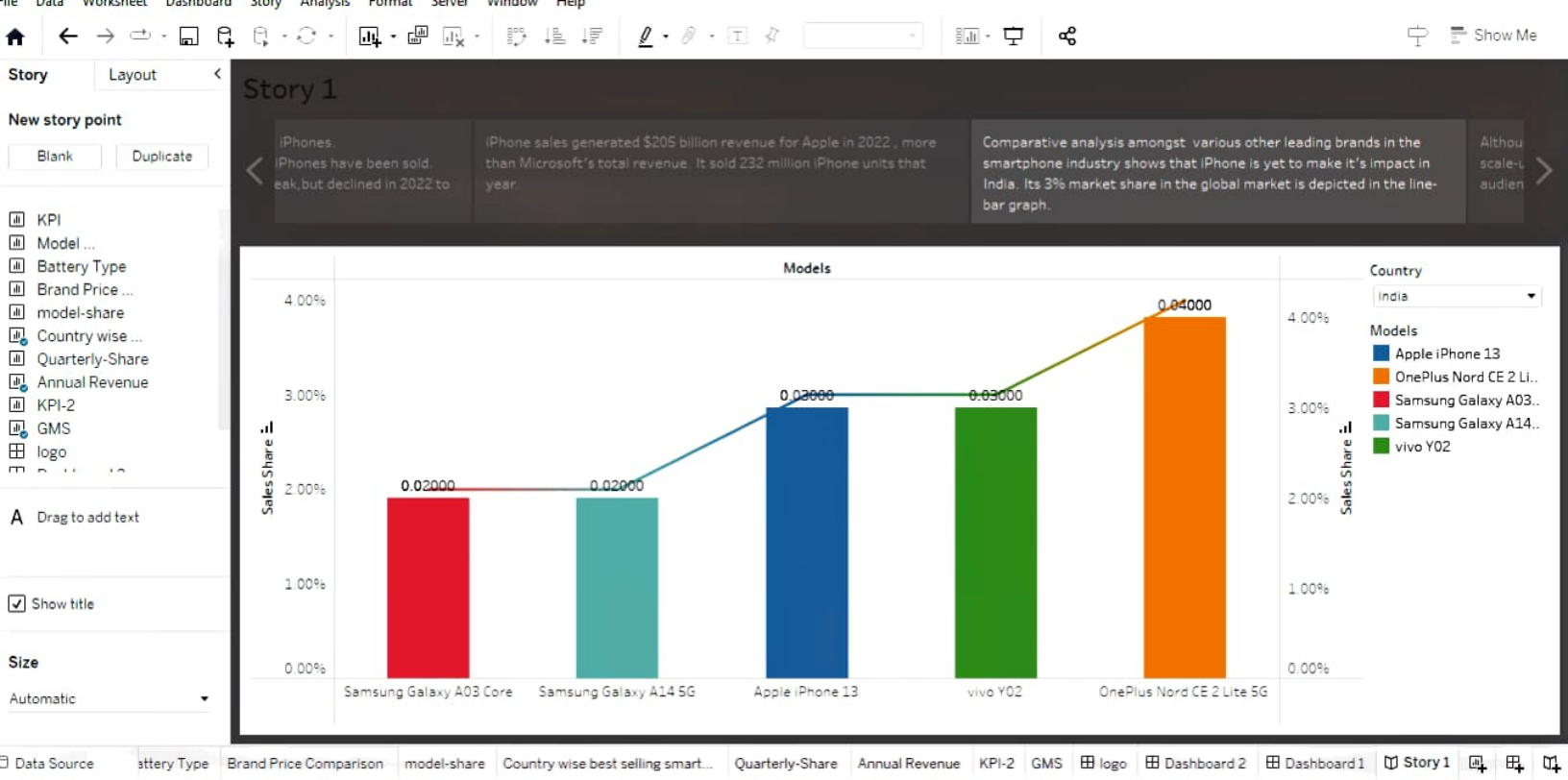
14

Model Specification

Model	Processor	Front Ca..	Rear Camera	Colour	
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	92,800
APPLE IPHONE 12	A Bionic Chip with N..	12MP	12MP + 12MP	Black	1,99,700
APPLE IPHONE 12..	A Bionic Chip with N..	12MP	12MP + 12MP	Black	74,900

iRevolution-Think DIFFERent

Data SourceBattery TypeBrand Price Comparisonmodel-shareCountry wise best selling smart...Quarterly-ShareAnnual RevenueKPI-2GMSlogoDashboard 2Dashboard 1Story 1





Story

Layout

New story point

Blank

Duplicate



KPI



Model ...



Battery Type



Brand Price ...



model-share



Country wise ...



Quarterly-Share



Annual Revenue



KPI-2



GMS



logo



Dashboard



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Size

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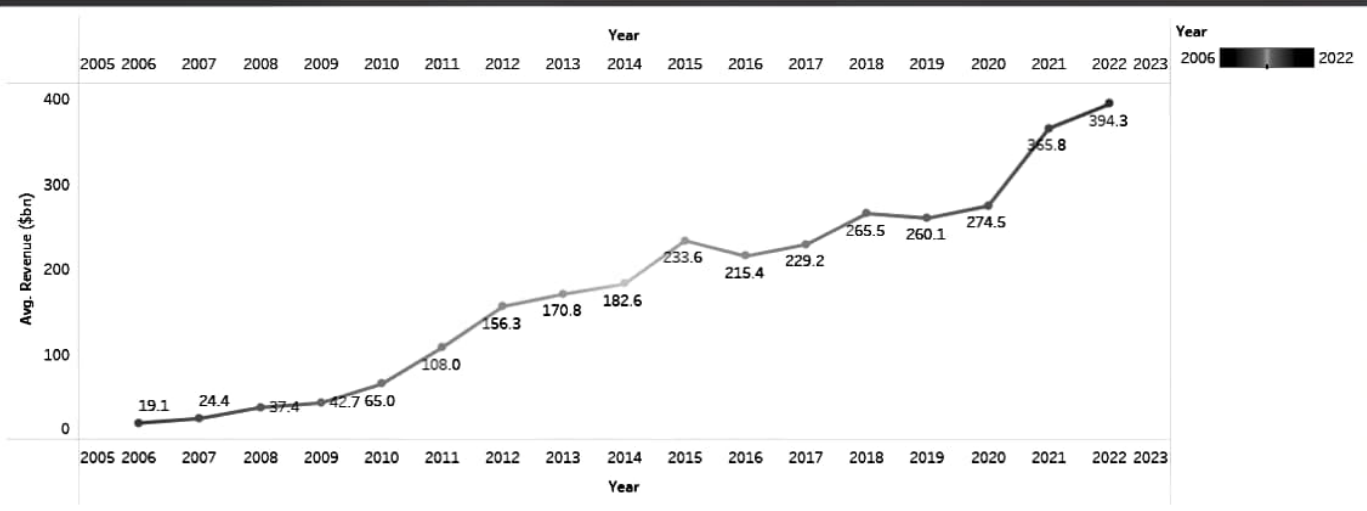
Story 1

In the smartphone market, Apple's dominance in the US. iPhone sales in January 2021 were 232.2 million units.

More than 1 billion consumers currently use 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 to 232.2 million units.

iPhone sales generated \$205 billion revenue for Apple in 2022, more than Microsoft's total revenue. It sold 232 million iPhone units that year.

Comparison of smartphone sales in India. iPhone sales in January 2021 were 232.2 million units.














Story Layout <

New story point

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Duplicate

-  KPI
-  Model ...
-  Battery Type
-  Brand Price ...
-  model-share
-  Country wise ...
-  Quarterly-Share
-  Annual Revenue
-  KPI-2
-  GMS
-  logo

A Drag to add text

☒ Show title

Size

Automatic

Story 1

revenue for Apple in 2022 , more sold 232 million iPhone units that

Comparative analysis amongst various other leading brands in the smartphone industry shows that iPhone is yet to make it's impact in India. Its 3% market share in the global market is depicted in the line-bar graph.

Although the iPhone isn't far behind in the competition, it is yet to scale-up it's marketing strategies and policy formulations for Indian audience.

