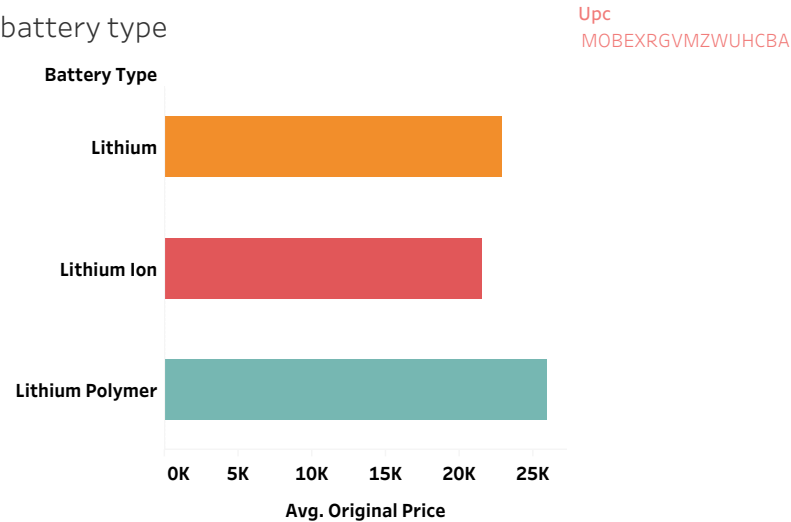


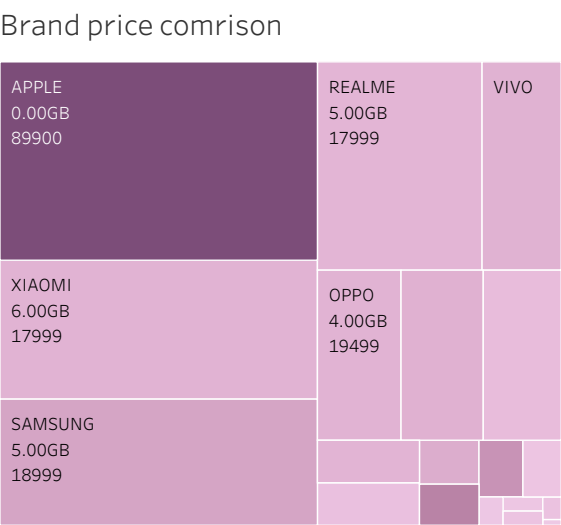
Story 1

Since it's initiation in 2006 it has seemed the trempentive increase in sale and revenue generation over the years though as slight bump is being observed 2016 but ever since it has increased to £ 394.3 in 2022.	. Apple continues to strengthen. It's standing is the smartphone market. The brand has rises to a position of particular desirable is the US. 6 of the top to most sold smartphone models in January 2021 were designed by Apple.	. More than 1 billion consumers currently use iPhone, since it's initial launch more than 1.9 billion iPhone have been sold, iPhone sal..
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KPI					
Brand	Discount t Perce..	Number Mrp Of	Rati..	Sale Price	sales dif ference
Apple	0	77,000	11,202	77,000	0



Model	Processor	Front Cam..	Rear Came..	Colour
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black
APPLE IPHONE 12	A Bionic Chip with Next Gene..	12MP	12MP + 12MP	Black
APPLE IPHONE 12 MINI	A Bionic Chip with Next Gene..	12MP	12MP + 12MP	Blue
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue
APPLE IPHONE 14..	A Bionic Chip, Core	12MP	12MP + 12MP	Blue



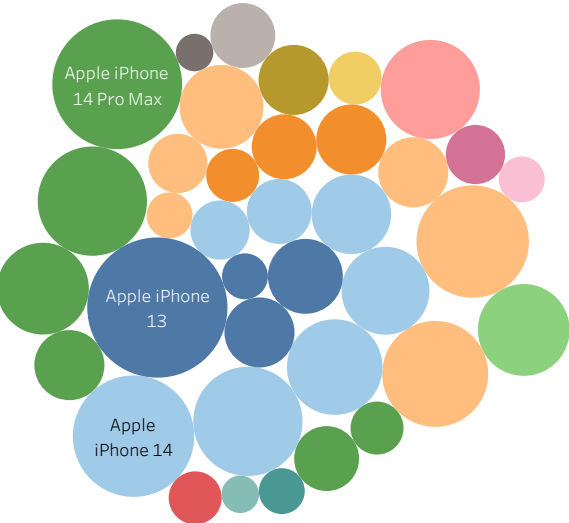
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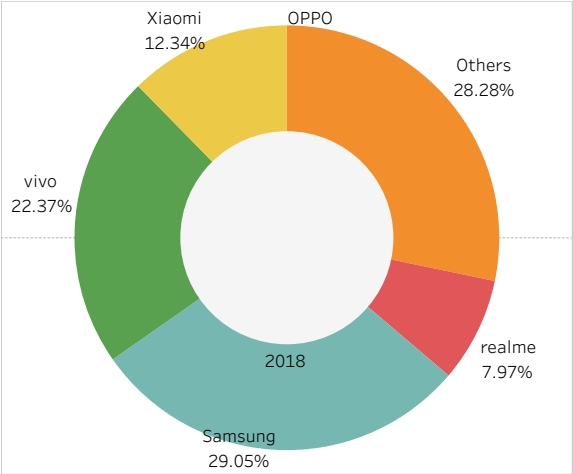
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. More than 1 billion consumers currently use iPhone, since it's initial launch more than 1.9 billion iPhone have been sold, iPhone sales in 2021 surpassed 2015 peaks but declined in 2022 to 232.2 billion exists.

Model share



Quarterly-share



Year
2011

KPI

Revenue Generated	45.90
Units sold (mm)	72.30
Active Users (mm)	115.00

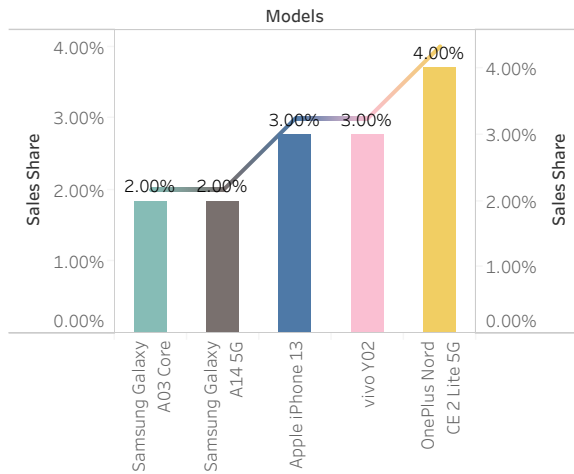
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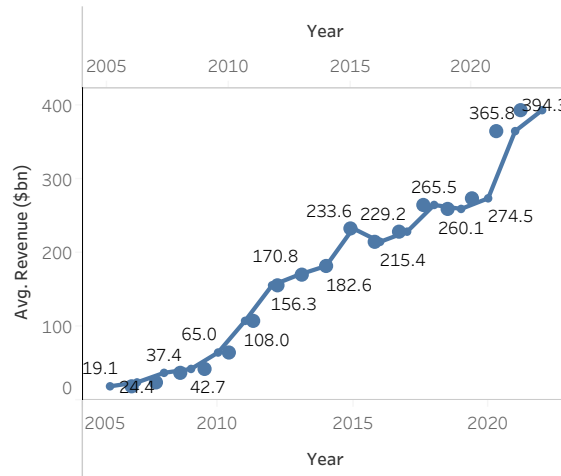
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Country wise best selling smartphone



Annual Revenue



Country
India

Gobal Market share

