

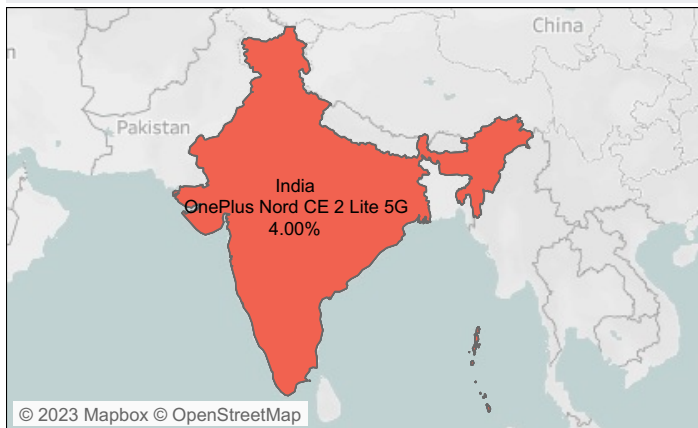
Story 1

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.

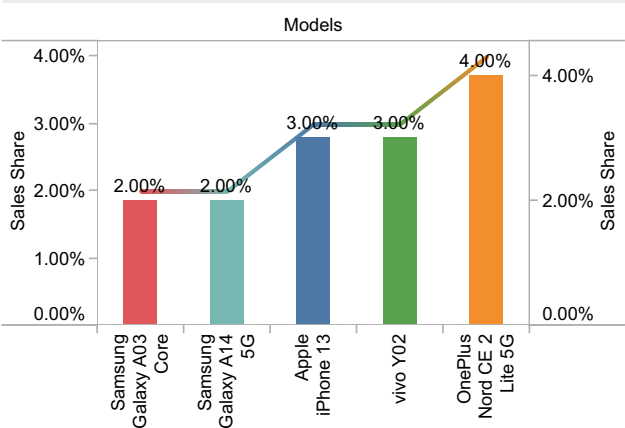
More than 1 billion consumers currently use iPhones. Since its initial launch, more than 1.9 billion iPhones have been sold. iPhone sales in 2021 surpassed the 2015 peak, but declined in 2022 to 232.2 million units.

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

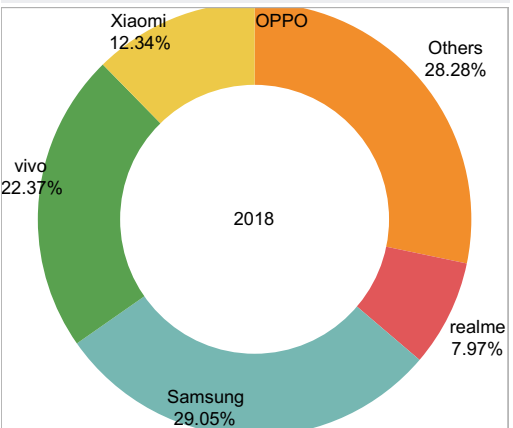
Global Market Share



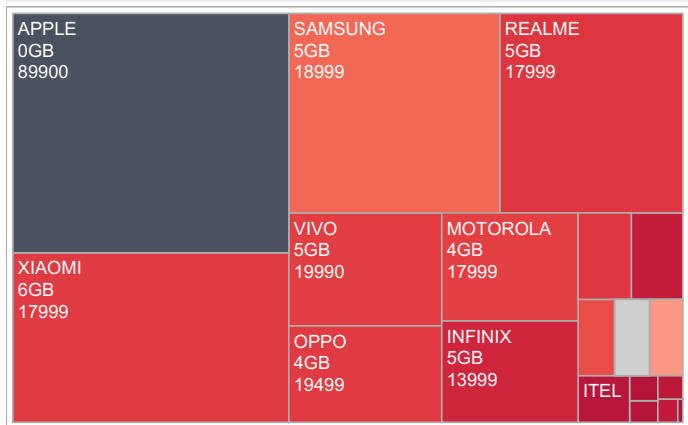
Country wise best selling smartphone



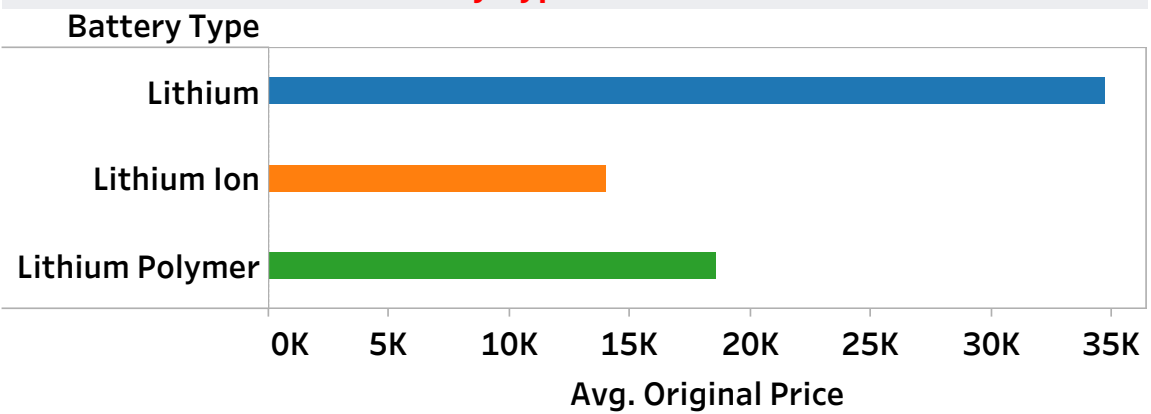
Quarterly-share



Brand Price Comparison



Battery Type Distribution



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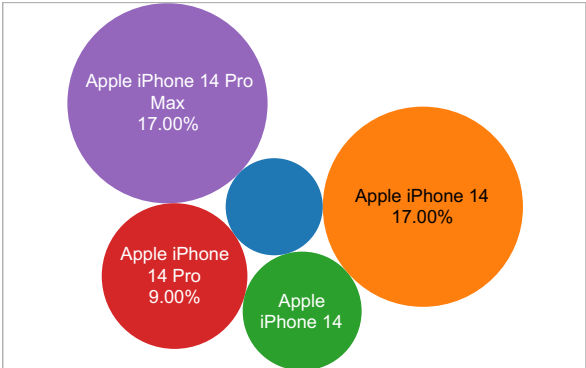
KPI 2

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

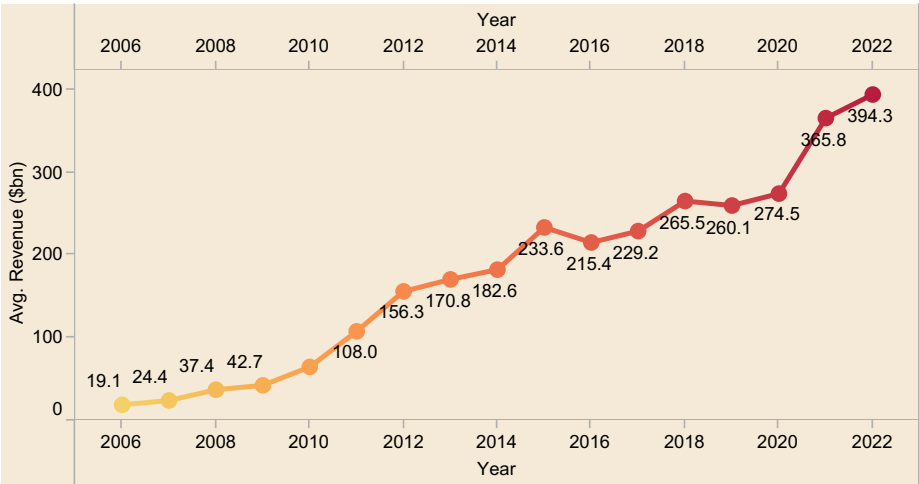
KPI

| Brand1 | Discount Percentage | Mrp | Sale Price | Star Rating | sales difference |
|--------|---------------------|--------|------------|-------------|------------------|
| Apple | 0 | 77,000 | 77,000 | 5 | 0 |

model share



Annual Revenue



model specification

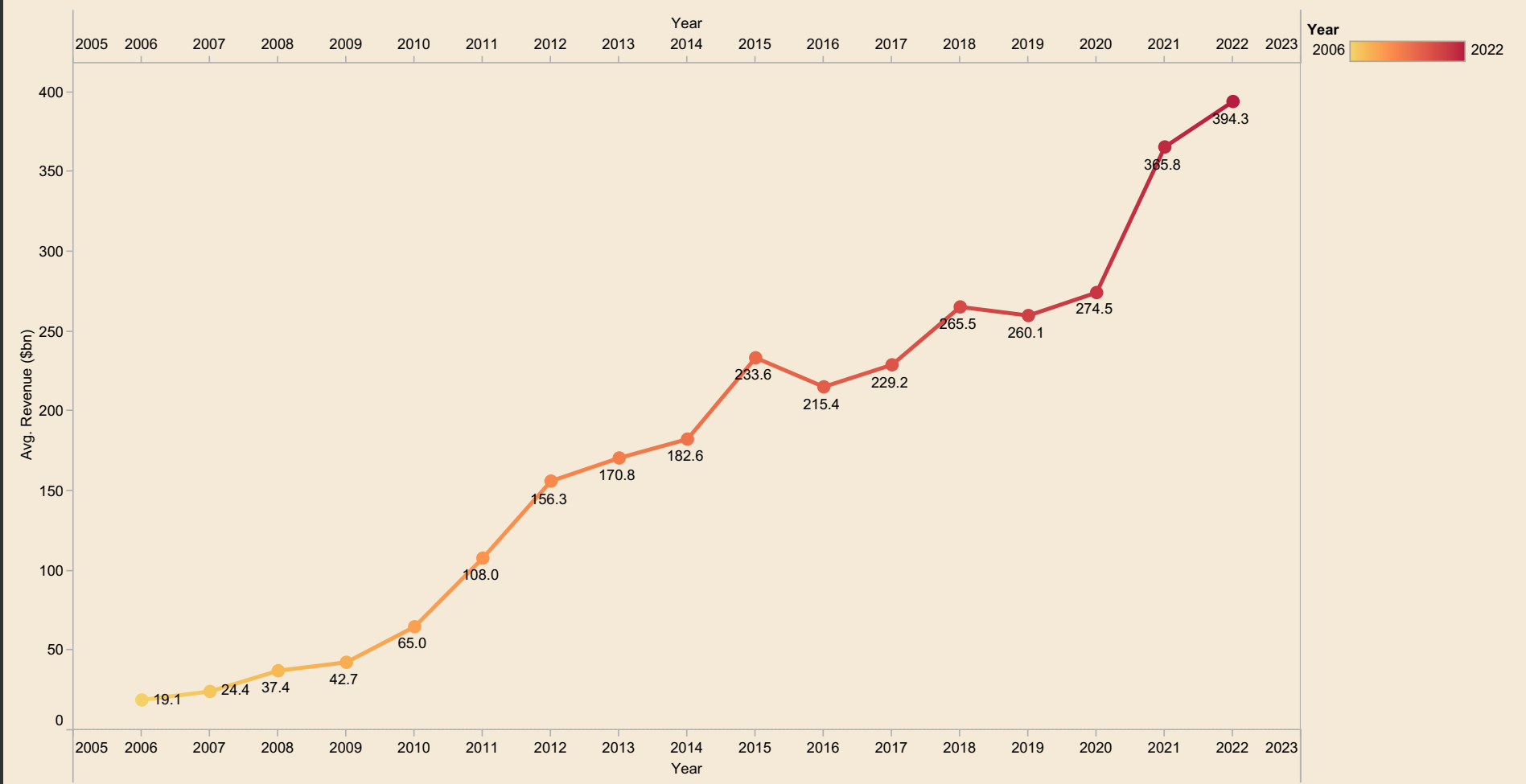
| Model | Processor | Front Ca.. | Rear Camera | Colour | |
|----------------------|---|------------|-------------|--------|---------|
| APPLE I.. | A Bionic Chip | 12MP | 12MP + 12MP | Black | 92,800 |
| APPLE IPHONE 12 | A Bionic Chip with Next Generation Ne.. | 12MP | 12MP + 12MP | Blue | 59,900 |
| | | | | Black | 199,700 |
| APPLE IPHONE 12 MINI | A Bionic Chip with Next Generation Ne.. | 12MP | 12MP + 12MP | Blue | 74,900 |
| | | | | Black | 74,900 |
| APPLE I.. | A Bionic Chip | 12MP | 12MP + 12MP | Blue | 149,800 |
| APPLE I.. | A Bionic Chip, .. | 12MP | 12MP + 12MP | Blue | 189,800 |
| APPLE I.. | A Bionic Chip, .. | 12MP | 12MP + 12MP | Blue | 99,900 |

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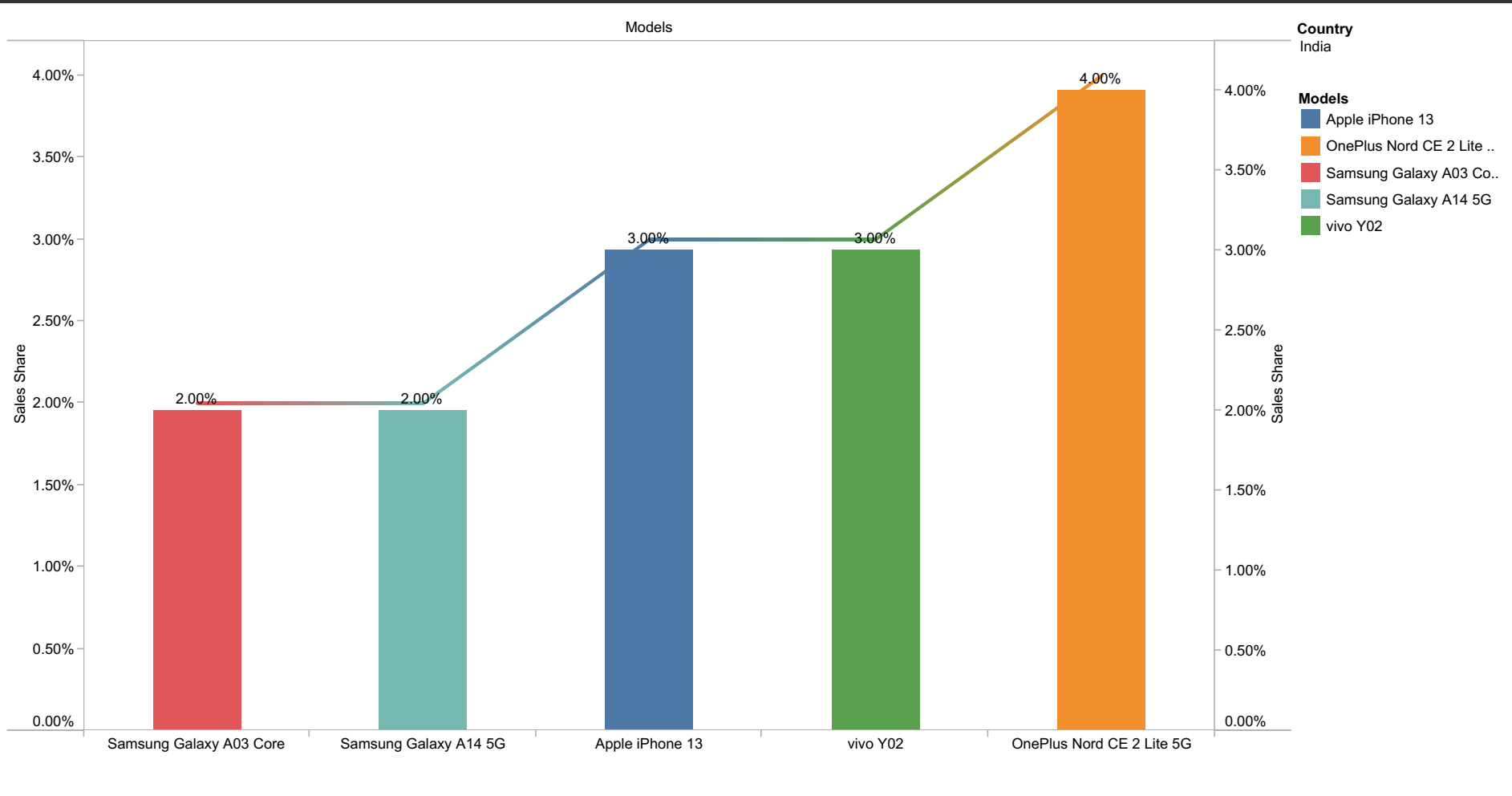


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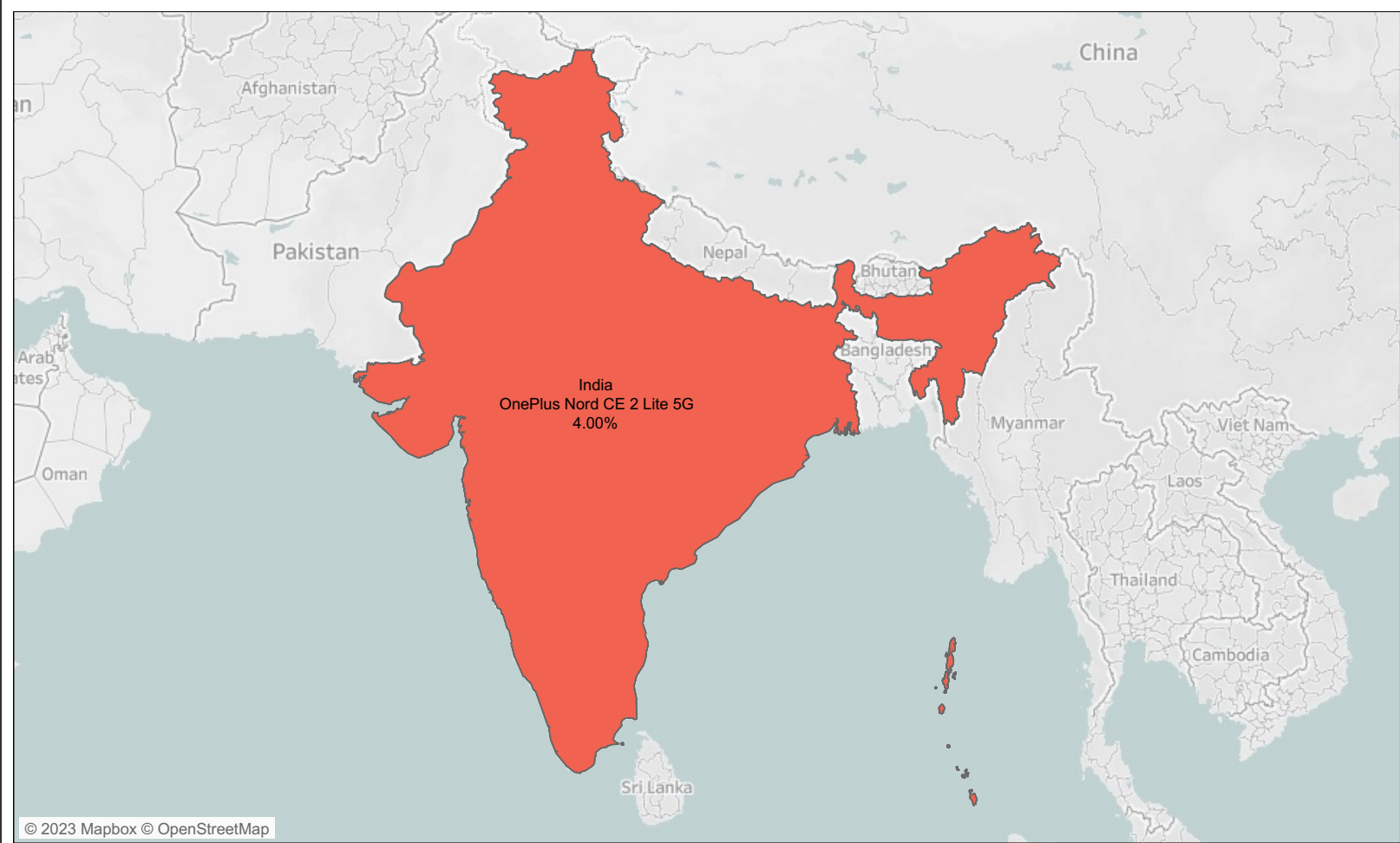


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Country
India

Country
India