

Story 1

Apple continues to strengthen its standing in the smartphone market. The brand has risen to a p..

More than 1 billion consumers currently use iPhones. Since its intial launch,more than 1..

iPhone sales generated \$205 billion revenue for Apple in 2022,more than Microsoft's total ..

Comparative analysis amongst various other leading brands in the smartphone industry shows that ..

Although the iPhone isn't far competition. Its 3% market is depicted in the graph.

ColourMultiple valuesYear2013BrandAPPLE

KPI

Revenue Generated91.2Units sold (mm)150.2Active Users (mm)329.0

BrandDiscount Percen..MrpNumber Of Rati..Sale Price

Apple077.00011.20277.000

Annual Revenue(2006-2022)

	2006	2008	2010	2012	Year	2014	2016	2018	2020	2022
	2006	2008	2010	2012	2014	2016	2018	2020	2022	

model-specification

Model	Processor	Front Ca..	Rear Camera	Colour	
APPLE IPHO..	A Bionic Chip	12MP	12MP + 12MP	Black	82.800
APPLE IPHO..	A Bionic Chip with N..	12MP	12MP + 12MP	Black	189.400
APPLE IPHO..	A Bionic Chip with N..	12MP	12MP + 12MP	Black	74.900
APPLE IPHO..	A Bionic Chip	12MP	12MP + 12MP	Black	145.800
APPLE IPHO..	A Bionic Chip, Core	12MP	12MP + 12MP	Black	189.400

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