

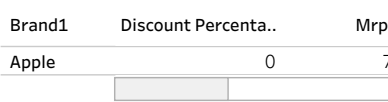
Story 1

iphone sales generated \$205 billion revenue for apple in 2022, more than microsoft’s total revenue. It sold 232 million iPhone units that year.

model specification

Model	Processor	Front Ca..	Rear Cam..
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP
APPLE IPHONE 12	A Bionic Chip with Next Generatio.	12MP	12MP + 12MP
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generatio.	12MP	12MP + 12MP
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP

KPI



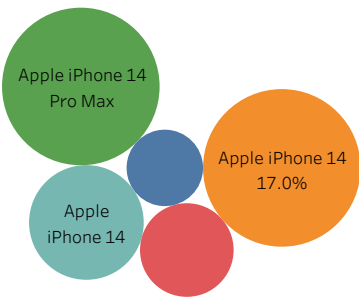
Upc1
MOBEXRGVMZWUHCBA

Colour
Multiple values

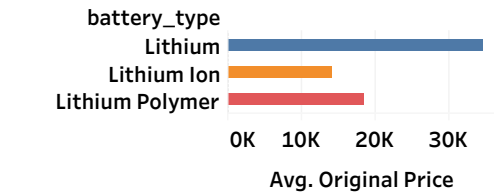
Brand
APPLE

Black
Blue

Model share



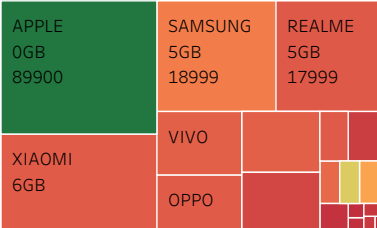
Battery Type
Distribution



Brand
MOTOROLA

battery_type
Lithium
Lithium Ion
Lithium Polymer

Brand Price
Comparsion



Avg. Original Price
7999 90900

Models
Apple iPhone 13
Apple iPhone 14
Apple iPhone 14 Plus
Apple iPhone 14 Pro
Apple iPhone 14 Pro Max