

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.
IPHONESALES 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 MILLIO..



I-REVOLUTION THINK
DIFFERENT

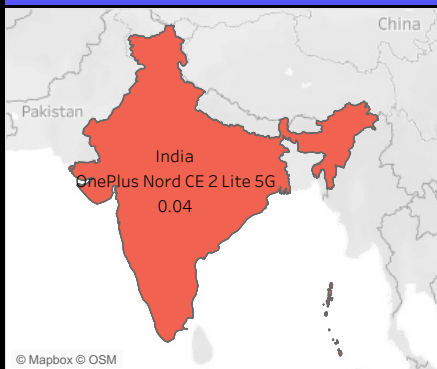
Year
Multiple values

Country
India

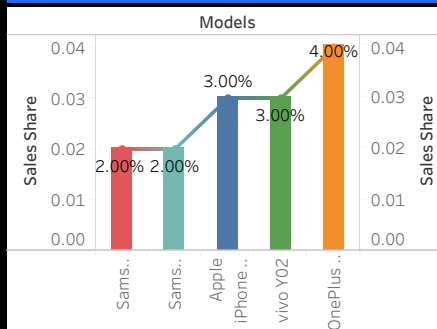
Brand
OPPO

Country
India

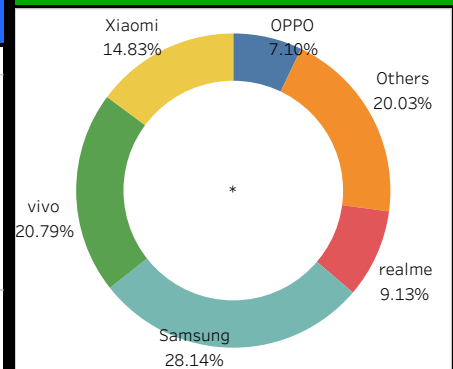
GLOBAL MARKET SHARE



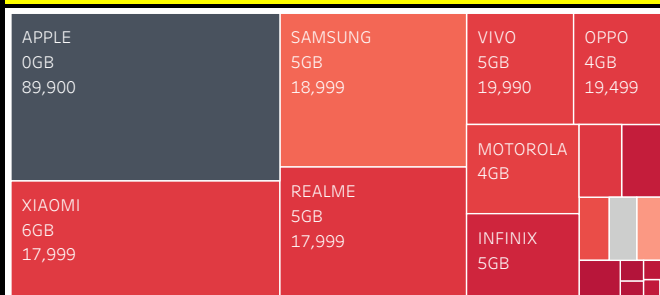
COUNTRY WISE BEST SELLING SMARTPHONE



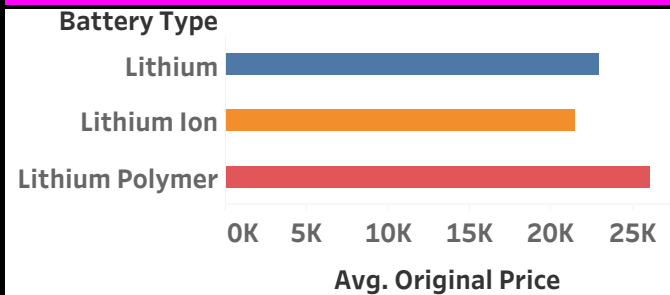
QUARTERLY-SHARE



BRZND PRICE COMPARISON



Battery Type Distribution



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TOTAL REVENUE IT SOLD 232 MILLION IPHONE
UNITS THAT YEAR.



I-REVOLUTION-THINK
DIFFERENT

Year
2018

Colour
Multiple values

Brand
APPLE

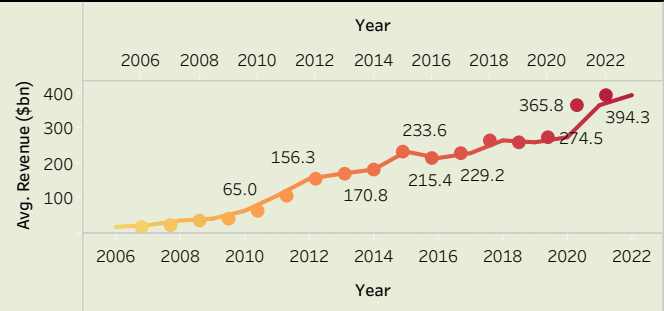
KPI_2

Revenue Generated	Units sold (mm)	Active Users (mm)
166.2	217.7	888.0

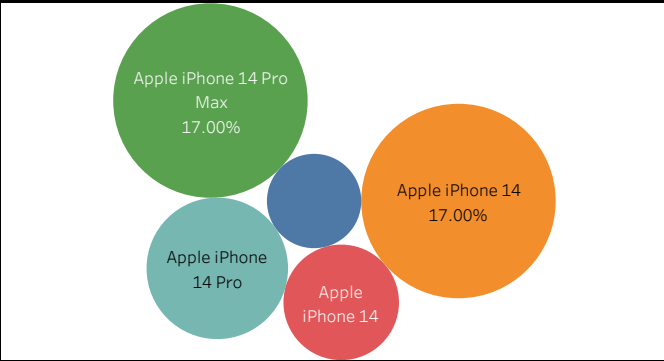
KPI

Brand	Mrp	Sale Price	Star Rating	Discount Percentage	Number Of Reviews
Apple	59,900	54,999	5	8	3,357

ANNUAL REVENUE



MODEL-WISE-SHARE



MODEL SPECIFICATION

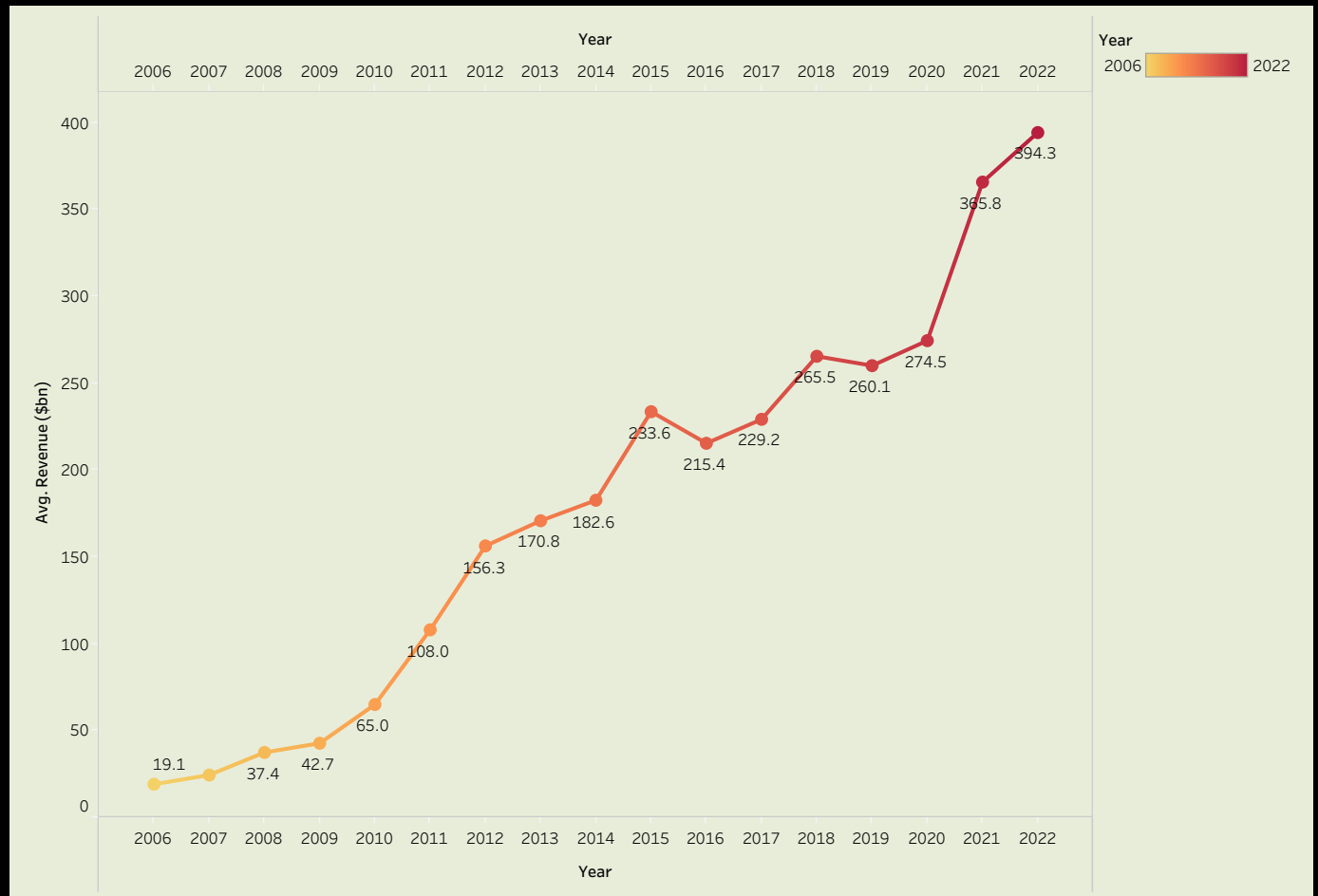
Model	Process..	Front C..	Rear Ca..	Colour	
APPLE I..	A Bioni..	12MP	12MP +..	Black	92,800
APPLE IPHON..	A Bionic Chip wi..	12MP	12MP + 12MP	Black	199,700
APPLE IPHON..	A Bionic Chip wi..	12MP	12MP + 12MP	Blue	59,900
APPLE IPHON..	A Bionic Chip wi..	12MP	12MP + 12MP	Black	74,900
APPLE IPHON..	A Bionic Chip wi..	12MP	12MP + 12MP	Blue	74,900
APPLE I..	A Bioni..	12MP	12MP +..	Blue	149,800
APPLE I..	A Bioni..	12MP	12MP +..	Blue	189,800
APPLE I..	A Bioni..	12MP	12MP +..	Blue	99,900

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COMPARATIVE ANALYSIS AMONGST VARIOUS OTHER LEADING BRANDS IN THE SMARTPHONE INDUSTRY SHOWS THAT IPHONE IS YET TO MAKE ITS IMPACT IN INDIA. ITS 3% MARKET SHARE IN THE GLOBAL MARKET IS DEPICTED IN THE LINE-BAR GRAPH.

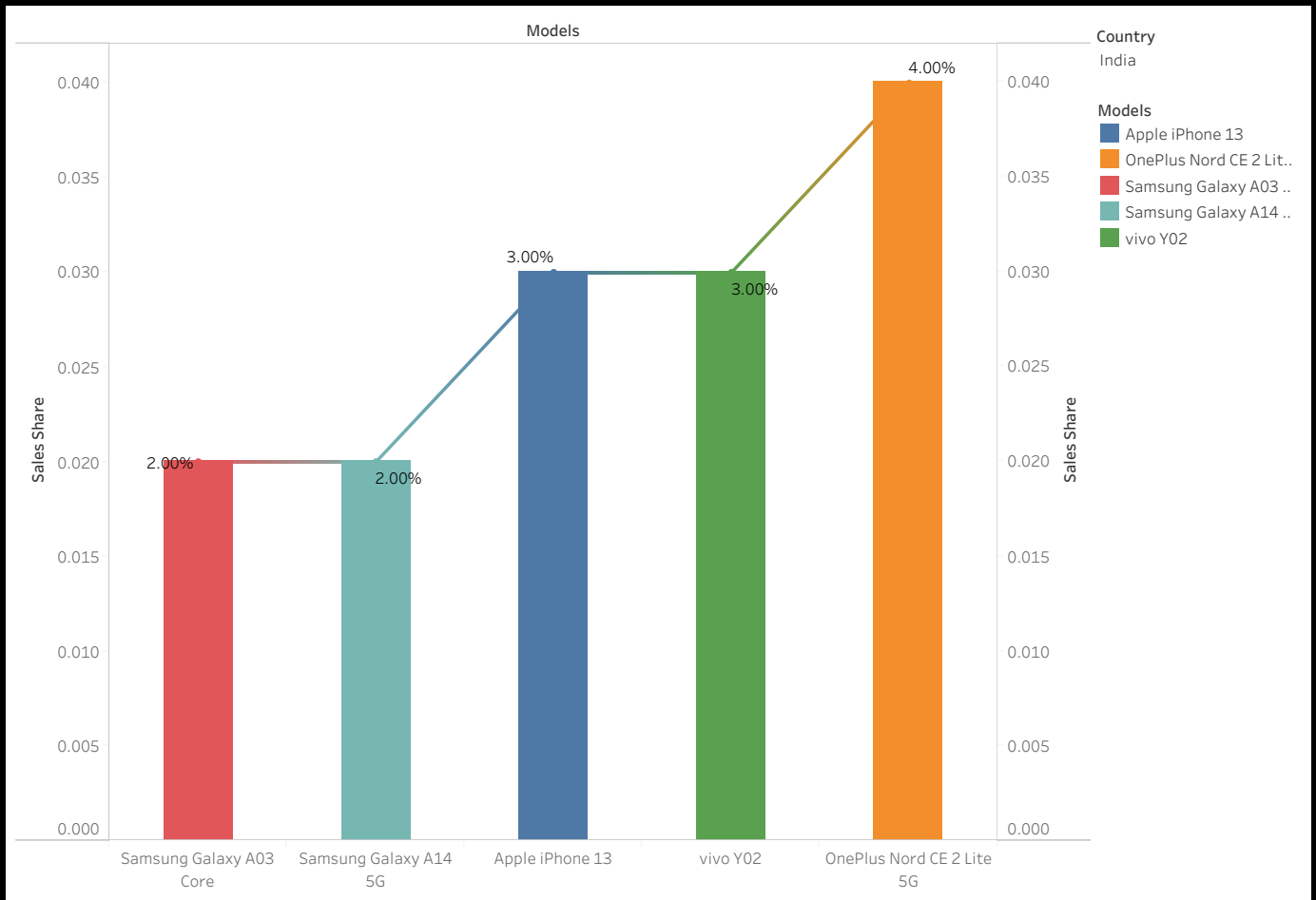


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