
# Apple Sales and Revenue Analysis

Tableau Dashboard

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Data Visualization

# Contents

# Introduction

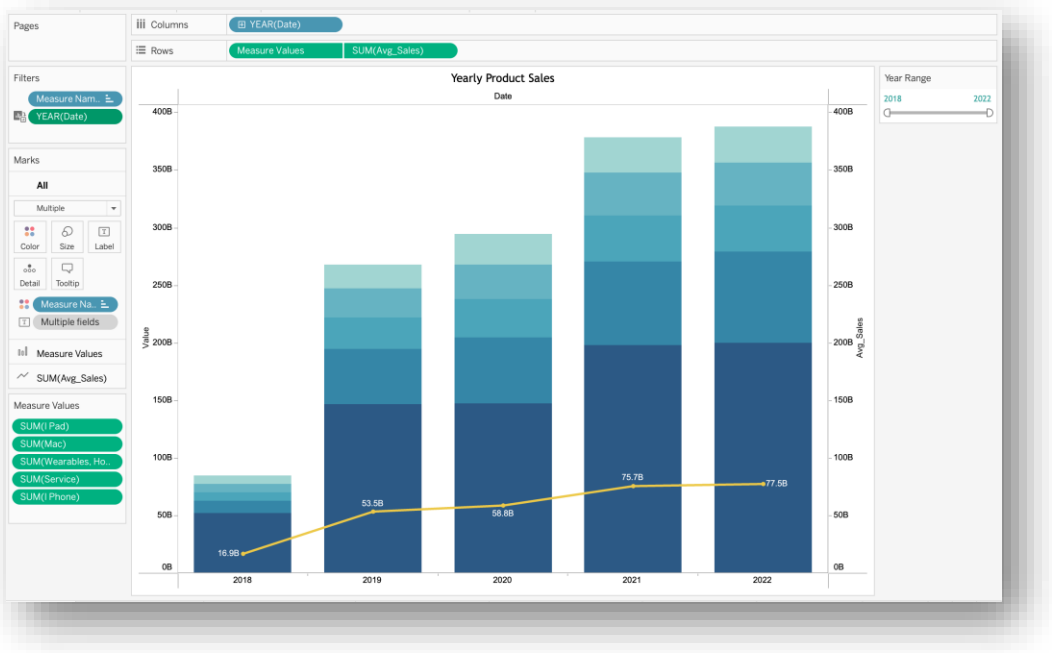
The aim of this project is to analyze the sales and revenue of Apple Inc. The company aims to achieve a revenue growth of 10% in the upcoming fiscal year.. The target audience for this report is business executives, stakeholders, and anyone interested in the financial performance of Apple Inc.

# Background to the Company

Apple Inc. is a technology company that designs, manufactures, and sells consumer electronics, computer software, and online services. The company is known for its innovative products such as the iPhone, iPad, and Mac. The company's primary goal is to provide customers with the best user experience and to be a responsible corporate citizen.

# Tableau Visualization: Analysis of Apple Inc. Sales and Revenue

## Yearly Product Sales




Looking at the overall data, we can observe a consistent increase in revenue for Apple's iPhone category. In 2018, the iPhone generated the highest revenue of all categories, with $51.98

billion. This trend continued through 2022, with the iPhone generating $199.6 billion in revenue.

The Services category has also shown steady growth, increasing from $10.87 billion in revenue in 2018 to $79.4 billion in 2022.

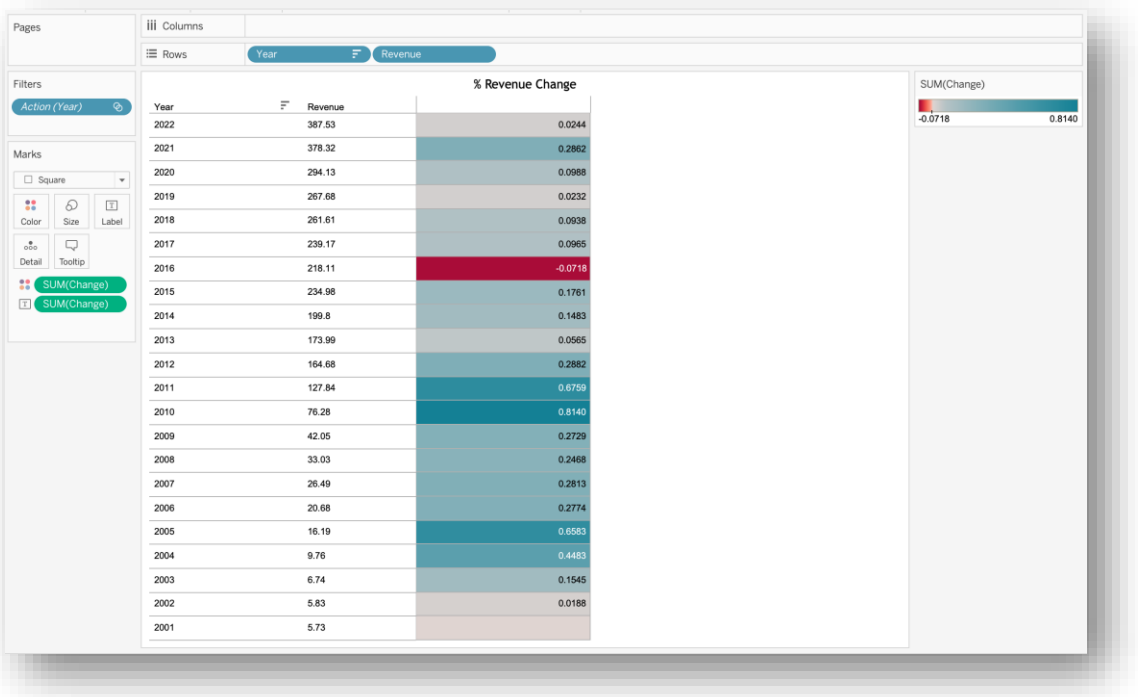
The Wearables, Home and Accessories category has shown the most significant growth, with revenue increasing from $7.31 billion in 2018 to $40 billion in 2022. This is likely due to the popularity of products like the Apple Watch and Air Pods.

Revenue from the iPad and Mac categories has been relatively stable, with some fluctuations year over year. However, there has been no significant growth in either category.

Overall, the iPhone remains the most important category for Apple in terms of revenue, followed by Services and Wearables, Home and Accessories. Apple has also shown an ability to diversify its revenue streams, with growth in multiple categories.

## Actual vs Target Revenue


We can see that the actual revenue has been increasing over the years, but it does not always meet the target set at a 10% increase compared to the previous year. In some years, the actual revenue has exceeded the target, while in other years, it has fallen short.



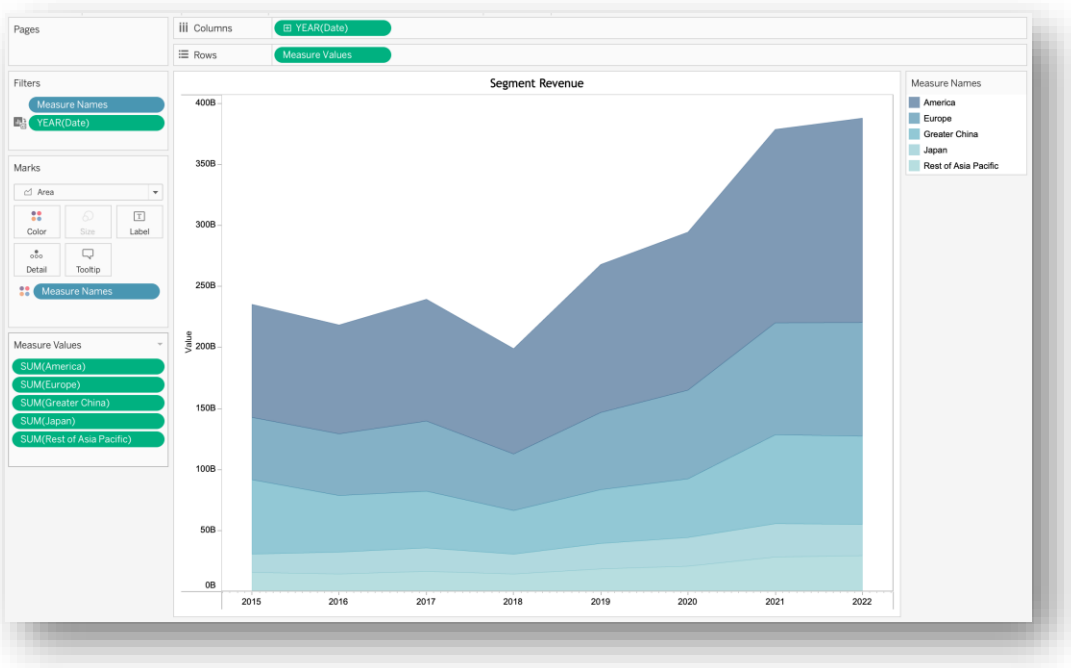

| Year | Revenue | % Revenue Change |
|---|---|---|
| 2022 | 387.53 | 0.0244 |
| 2021 | 378.32 | 0.2862 |
| 2020 | 294.13 | 0.0988 |
| 2019 | 267.68 | 0.0232 |
| 2018 | 261.61 | 0.0938 |
| 2017 | 239.17 | 0.0965 |
| 2016 | 218.11 | -0.0718 |
| 2015 | 234.98 | 0.1761 |
| 2014 | 199.8 | 0.1483 |
| 2013 | 173.99 | 0.0565 |
| 2012 | 164.68 | 0.2882 |
| 2011 | 127.84 | 0.6759 |
| 2010 | 76.28 | 0.8140 |
| 2009 | 42.05 | 0.2729 |
| 2008 | 33.03 | 0.2468 |
| 2007 | 26.49 | 0.2813 |
| 2006 | 20.68 | 0.2774 |
| 2005 | 16.19 | 0.6583 |
| 2004 | 9.76 | 0.4483 |
| 2003 | 6.74 | 0.1545 |
| 2002 | 5.83 | 0.0188 |
| 2001 | 5.73 | |

For example, in 2022, the actual revenue was $387.530 billion, which is an increase of 2.44% compared to the previous year. However, the target set for that year was a 10% increase, which would have been $416.152 billion. This means that the actual revenue fell short of the target by about 7.0%.

On the other hand, in 2011, the actual revenue was $127.840 billion, which is an increase of 67.59% compared to the previous year. The target set for that year was a 10% increase, which would have been $83.908 billion. This means that the actual revenue exceeded the target by a significant margin of 52.6%.

Overall, while Apple's revenue has generally been increasing over the years, meeting the 10% target set for every year is not always feasible due to various factors such as economic conditions, market trends, and competition.

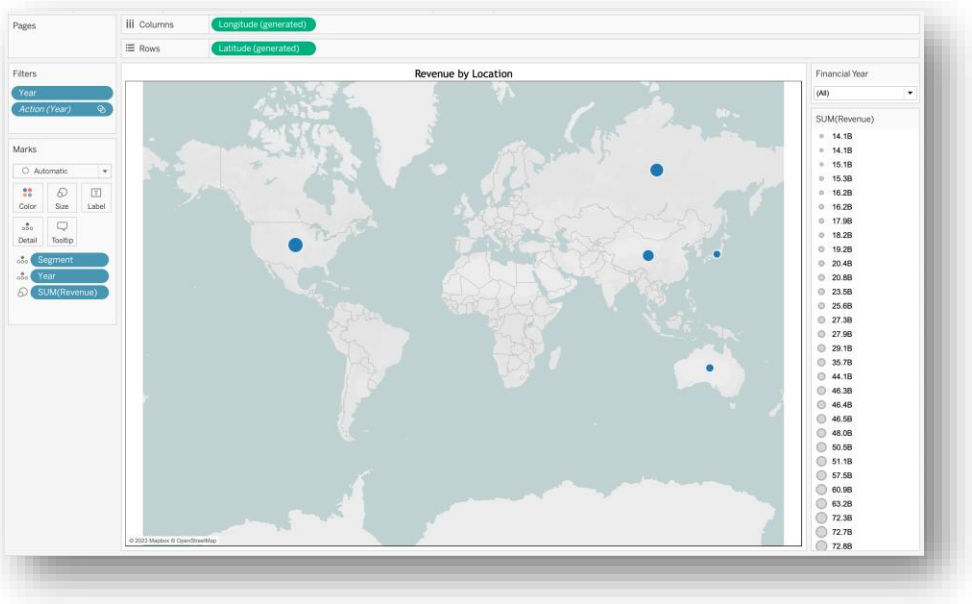
## Revenue by Segment




Looking at the segment-wise revenue, we can see that the company's revenue is divided into five regions: America, Europe, Greater China, Japan, and Rest of Asia Pacific.

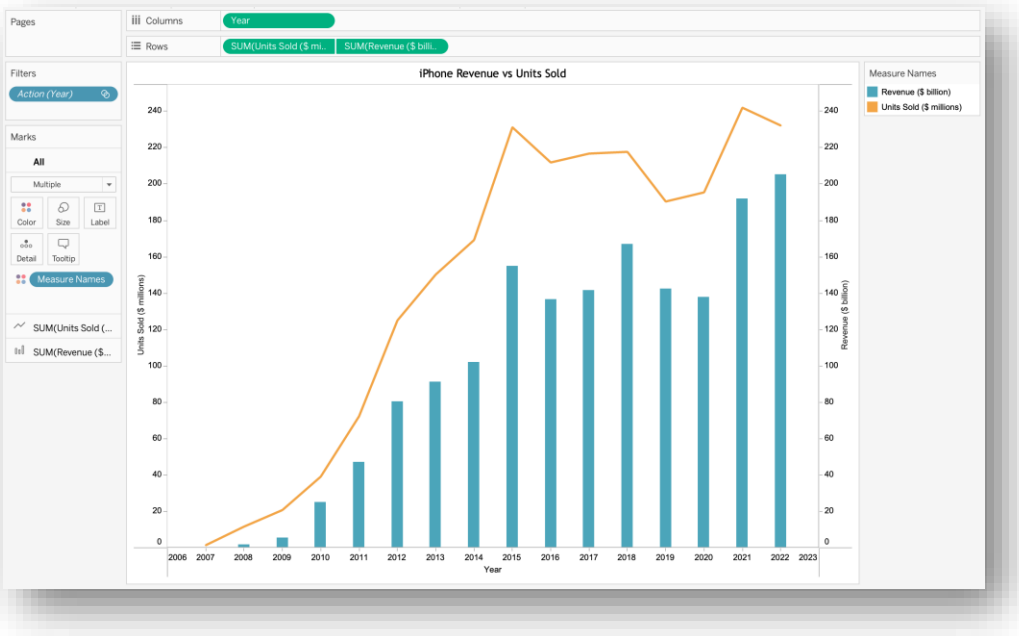
From the data, we can observe that the revenue of the company has been increasing steadily over the years in all the regions. However, the revenue from the America segment has consistently been the highest among all the regions, followed by Europe and Greater China.

It is also interesting to note that the revenue from Greater China has been growing rapidly and has almost caught up with the revenue from Europe. Japan and Rest of Asia Pacific segments are comparatively smaller in terms of revenue, but their revenue has been growing steadily over the years as well.




Overall, it is important for the company to continue focusing on all the regions to maintain and increase its revenue growth. The company should also analyze the factors that are contributing to the growth in each region and invest resources accordingly to further increase its revenue in the respective regions.

## iPhone Revenue



It appears that there is a general trend of increasing revenue and profit as well as unit sales over time, with a few exceptions.

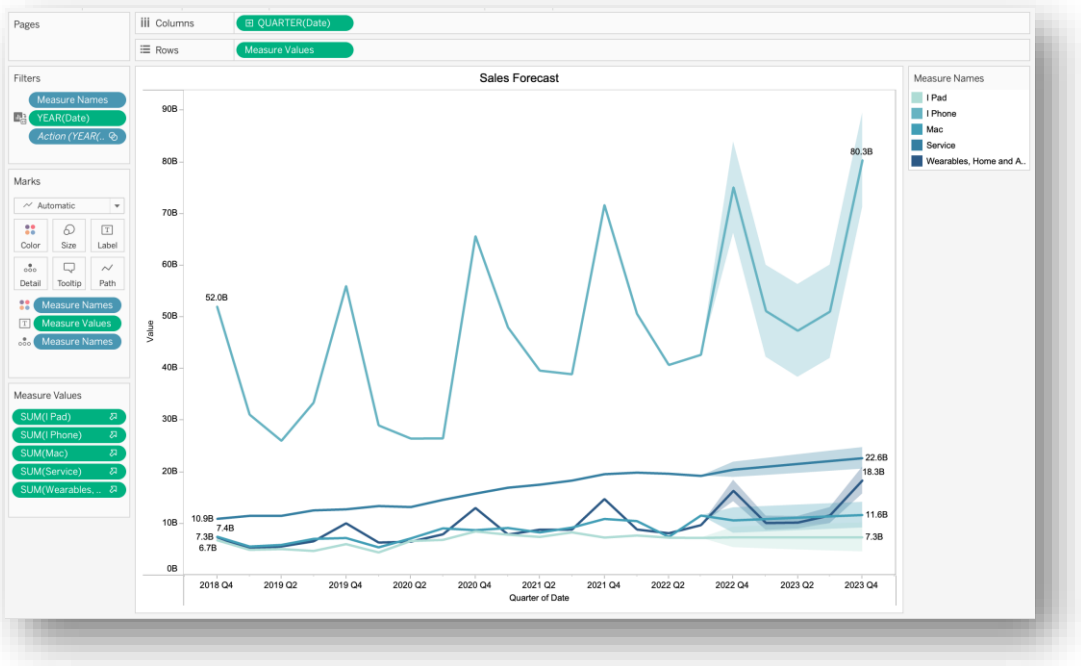
In terms of revenue, we see a significant increase from 2009 to 2011, where it nearly triples, before continuing to increase steadily until 2021. This can be attributed to a combination of factors such as the release of new models with more advanced features, the expansion of the iPhone's global market, and increased pricing.

As for units sold, there is a consistent upward trend with a few dips, such as in 2019 where sales dropped by around 23 million units compared to the previous year. This could be due to increased competition from other smartphone brands, the higher pricing of newer models, and overall saturation of the smartphone market.

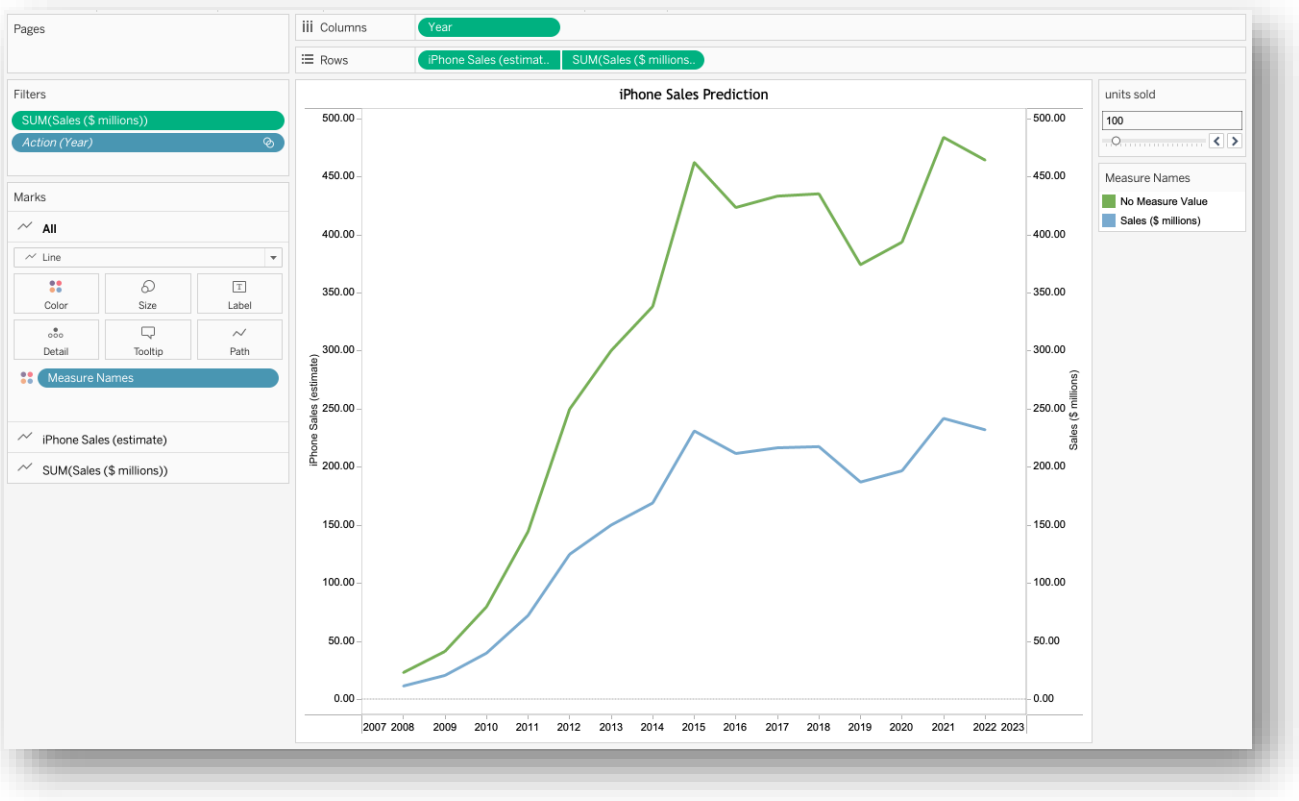
It's worth noting that while revenue and profit have generally increased over time, there have been a few years where there was a dip or slower growth in revenue despite an increase in units sold, such as in 2016 and 2017. This could be attributed to changes in pricing, increased production costs, or other factors affecting profit margins.

Overall, iPhone has continued to sell well and generate significant revenue and profit, there may be challenges in maintaining steady growth in an increasingly competitive market.

## Sales Forecast

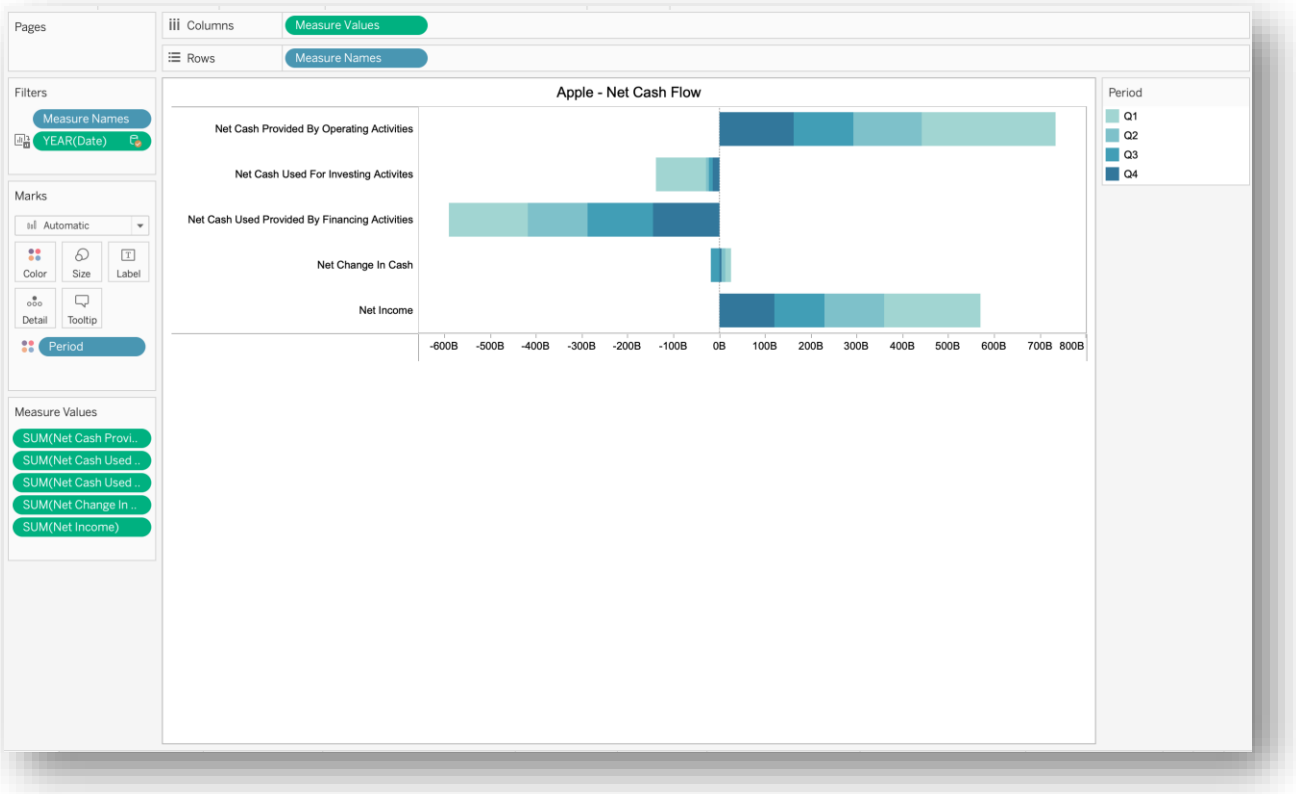


The **Sales Forecast** line graph displays the sales forecast of 5 products such as iPad, iPhone, Mac, Service and Wearables.




The dual-axis line graph for **iPhone Sales Prediction** utilizes the What-if analysis to determine the impact of increasing the number of units of iPhones sold on revenue. The iPhone category contributes significantly to the company's overall revenue, making it a crucial factor in achieving the company's goal of a 10% revenue increase.

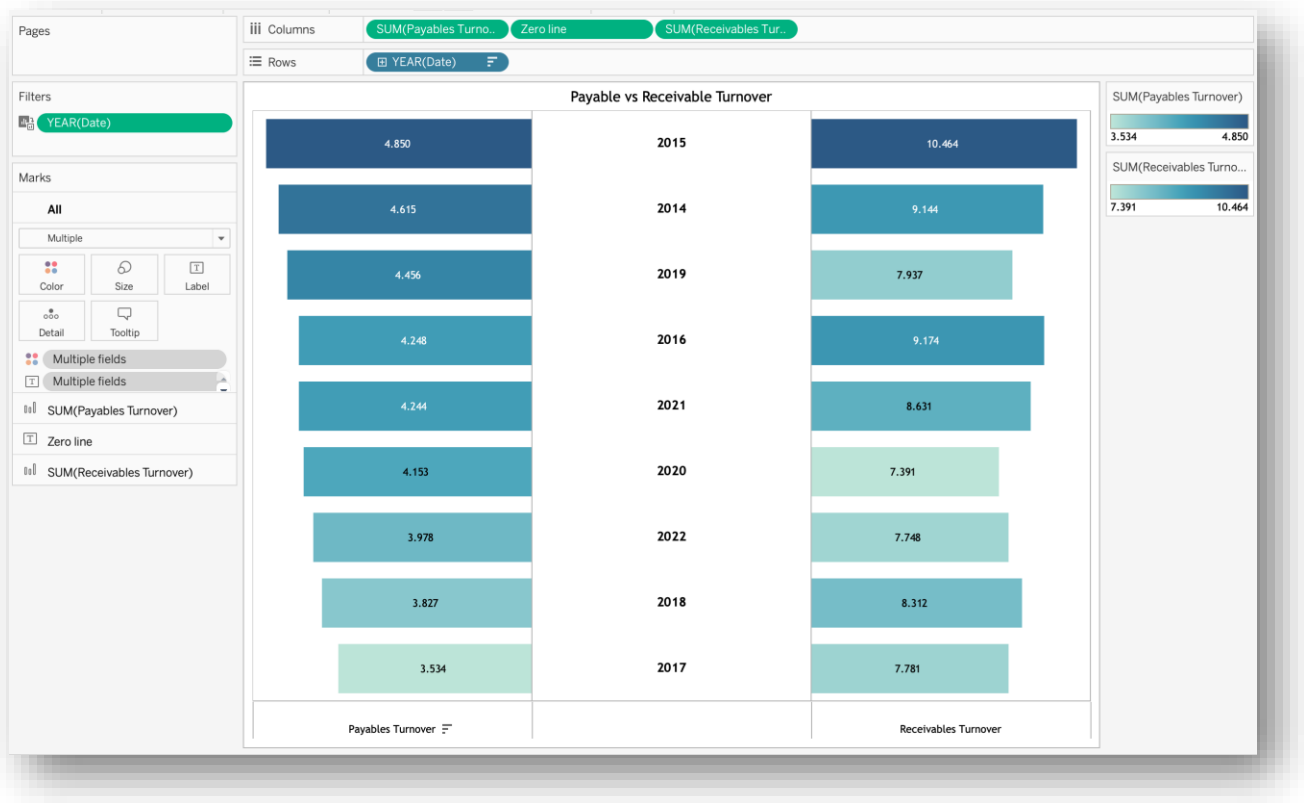
## Cash Flow Analysis




The company's net income varies from year to year, but generally appears to be quite strong, ranging from around $10 billion to $30 billion. The net change in cash is also quite variable, with some years showing a positive change and others showing a negative change.

Looking at the three categories of cash flow, we can see that the company has consistently generated a significant amount of cash from operating activities, which is generally a good sign. However, the company has also consistently used cash for investing activities, which may indicate that the company is investing heavily in growth opportunities or acquisitions. Finally, the company has mostly used cash for financing activities, which could include things like debt repayments, share buybacks, or dividend payments.

Overall, it appears that the company has been able to generate strong profits and cash flow from its core operations but has also been investing heavily and relying on financing activities to fund its growth. Without more detailed information about the company's strategy and performance goals, it is difficult to say whether this is a sustainable approach or if there are areas for improvement.

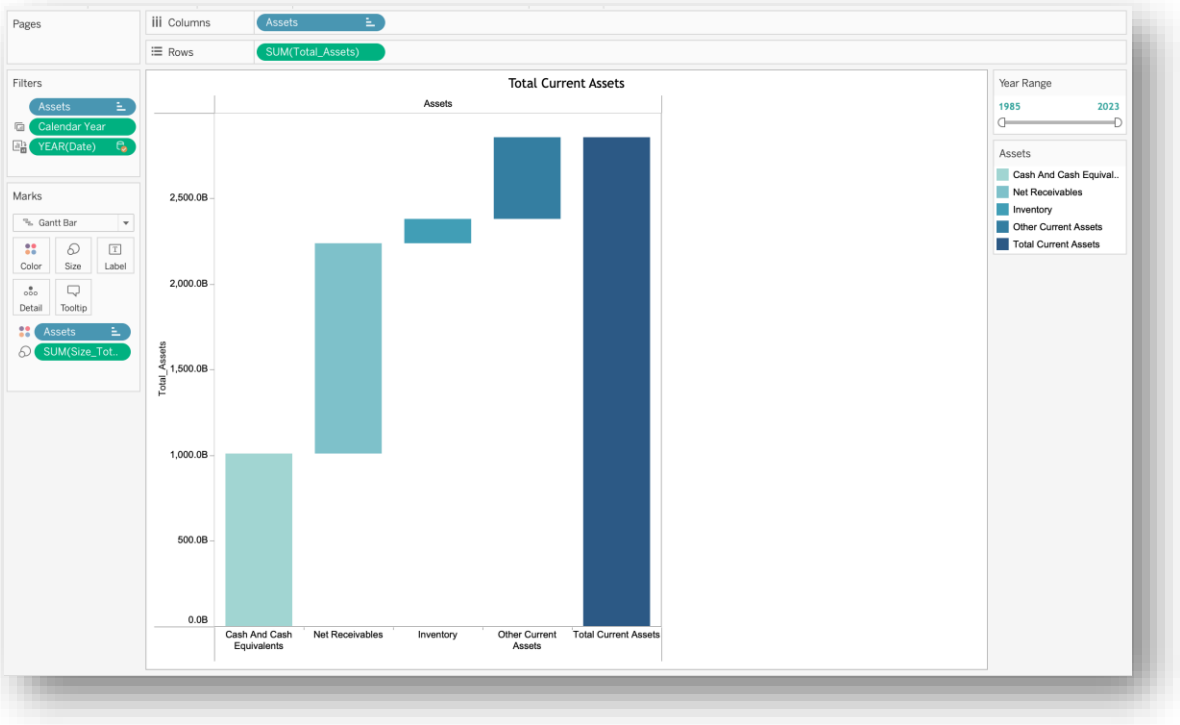


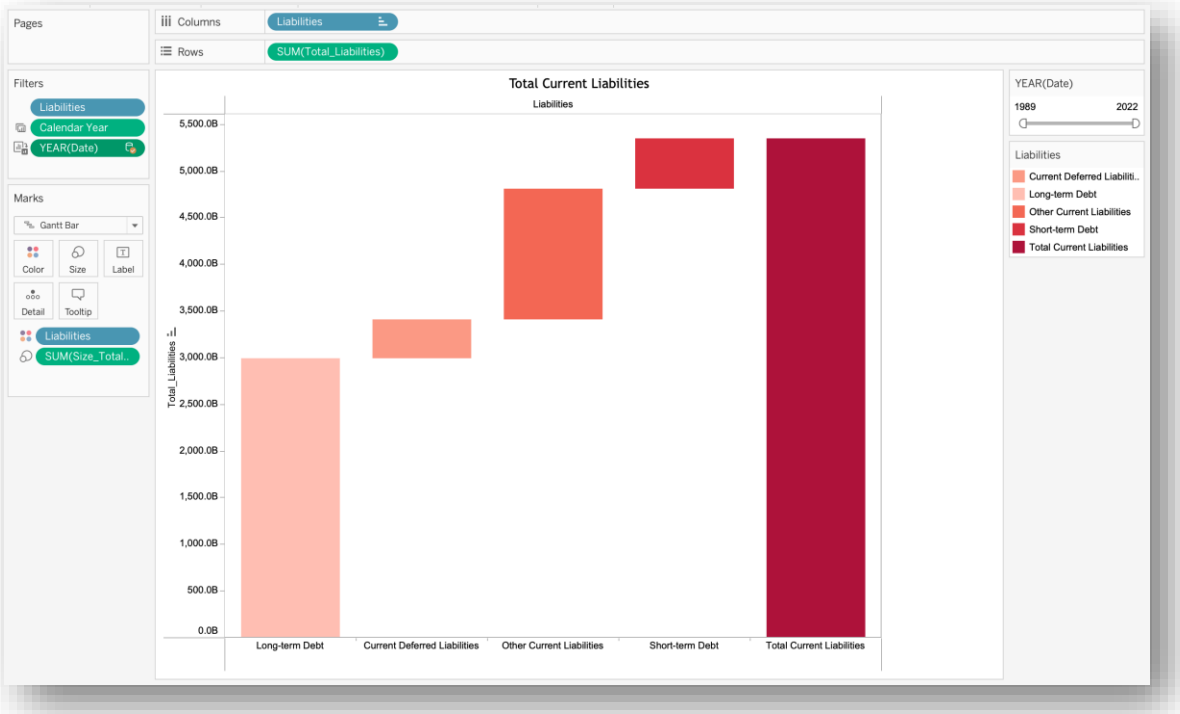

The payables turnover and receivables turnover ratios are used to measure a company's ability to manage its working capital. The payables turnover ratio measures how many times a company pays off its accounts payable during a period, while the receivables turnover ratio measures how many times a company collects its accounts receivable during a period.

Looking at the data, we can see that the payables turnover ratio has fluctuated between 0.66 and 1.83, while the receivables turnover ratio has fluctuated between 1.28 and 4.68. This suggests that the company may be managing its accounts receivable better than its accounts payable.

However, it's important to note that these ratios can vary depending on the industry and company size, so it's difficult to say whether these ratios are good or bad without more information. Additionally, these ratios should be compared to industry averages or the company's historical ratios to gain a better understanding of the company's performance.

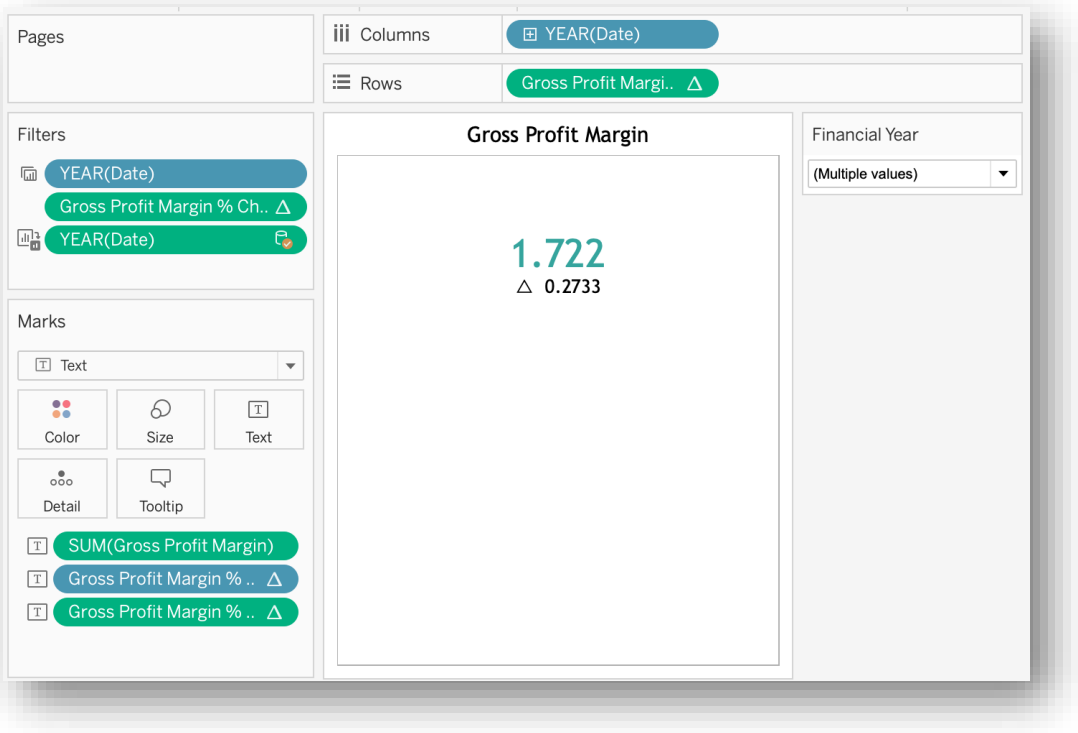
## Assets and Liabilities



it seems that the company's total current assets and total current liabilities have been fluctuating over time. In general, the company's total current assets have been higher than its total current liabilities, which is a good sign as it indicates that the company has enough short-term assets to cover its short-term obligations.

## Key Financial Ratios

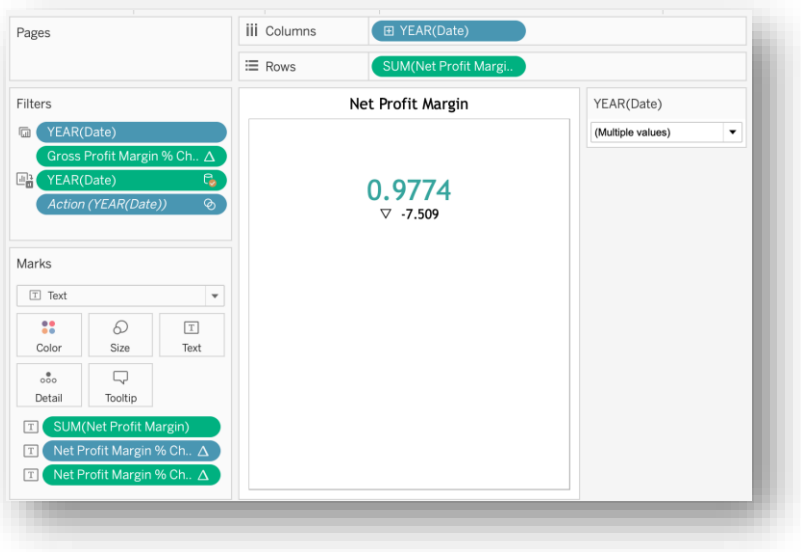



Gross profit margin is a financial metric that measures a company's profitability by expressing its gross profit as a percentage of its total revenue. It is calculated as follows:

Gross Profit Margin = (Revenue - Cost of Goods Sold) / Revenue

A gross profit margin of 1.722 for the year 2022 means that for every dollar of revenue generated in 2022, the company had a gross profit of $0.722.

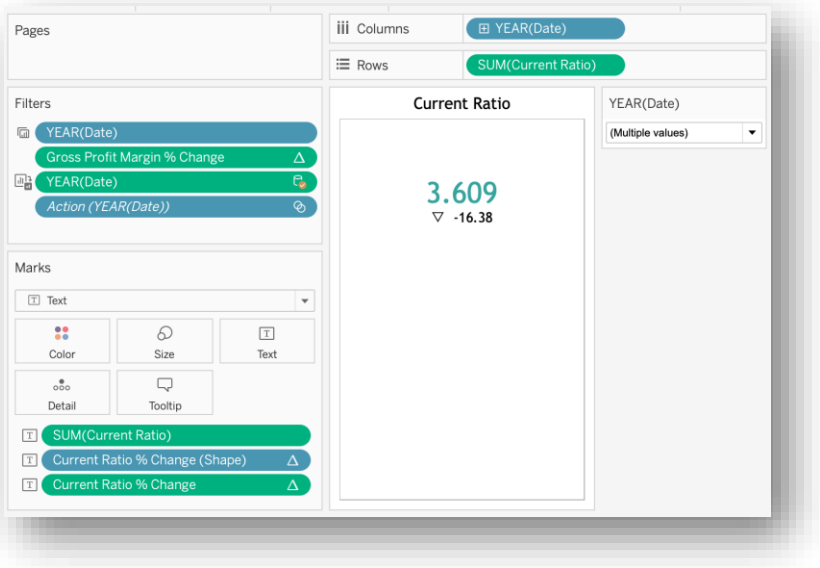
The company's gross profit margin increased by 0.2733% compared to the previous year. This could indicate that the company was able to increase its profitability in 2022 by improving its cost management or increasing its revenue.



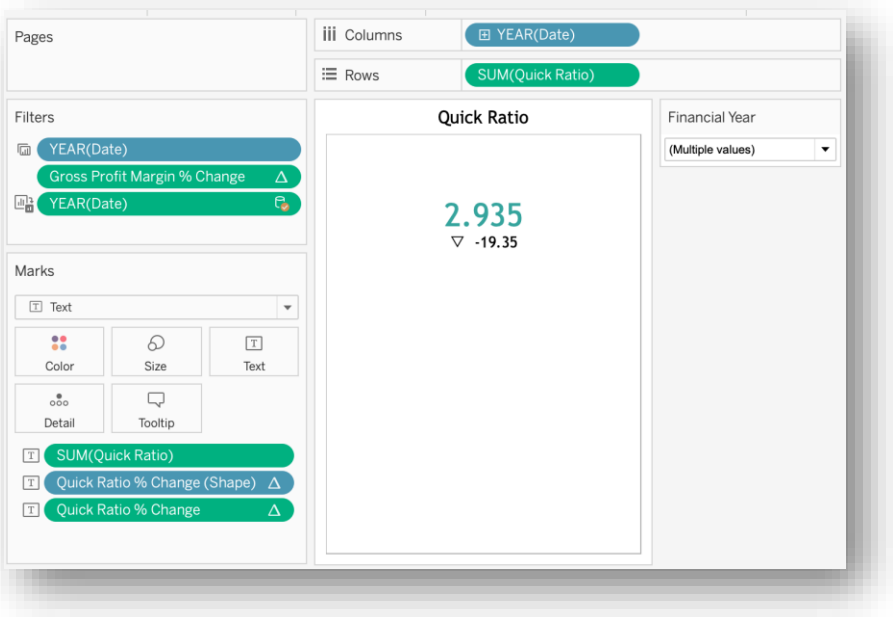

Net profit margin is a profitability ratio that measures how much profit a company generates per dollar of revenue after deducting all expenses, including taxes and interest.

A net profit margin of 0.9774 in 2022 means that for every dollar of revenue the company generates, it earns a net profit of $0.9774.

The net profit margin has decreased by 7.509% from the previous year's net profit margin. This could indicate that the company's profitability has decreased over the past year.

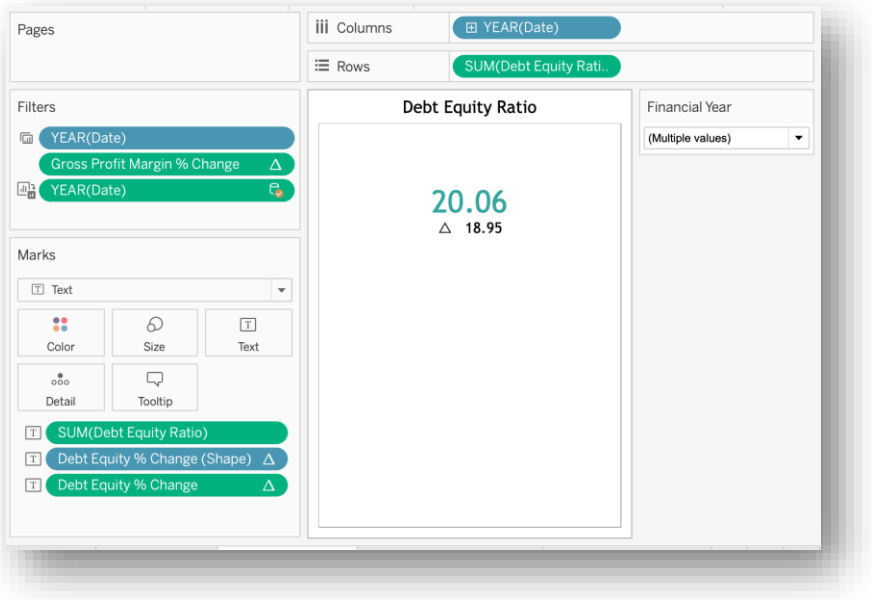



A current ratio of 3.609 indicates that the company has 3.609 times more current assets than current liabilities.



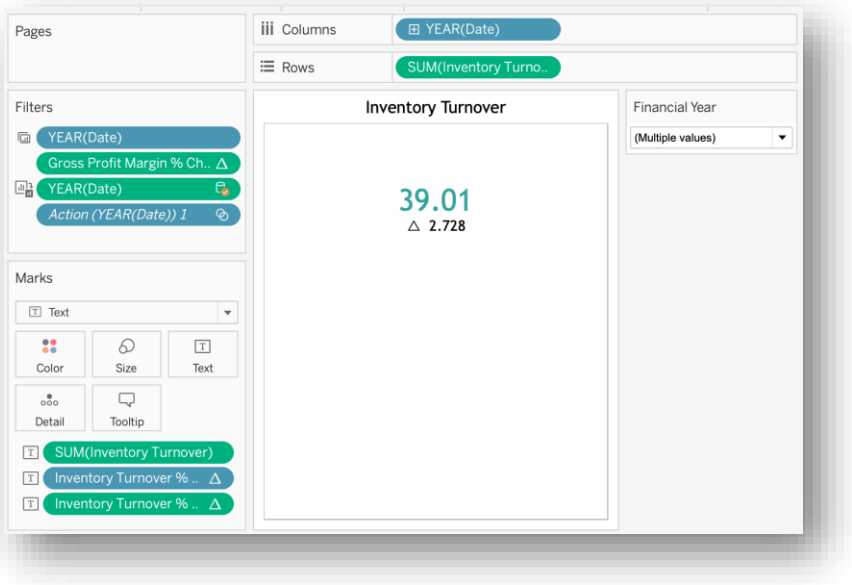

The quick ratio, also known as the acid-test ratio, is a financial ratio used to measure a company's short-term liquidity position.

A quick ratio of 2.935 in 2022 means that the company has 2.935 times more quick assets than current liabilities. This indicates that the company has a strong ability to meet its short-term obligations using its most liquid assets.



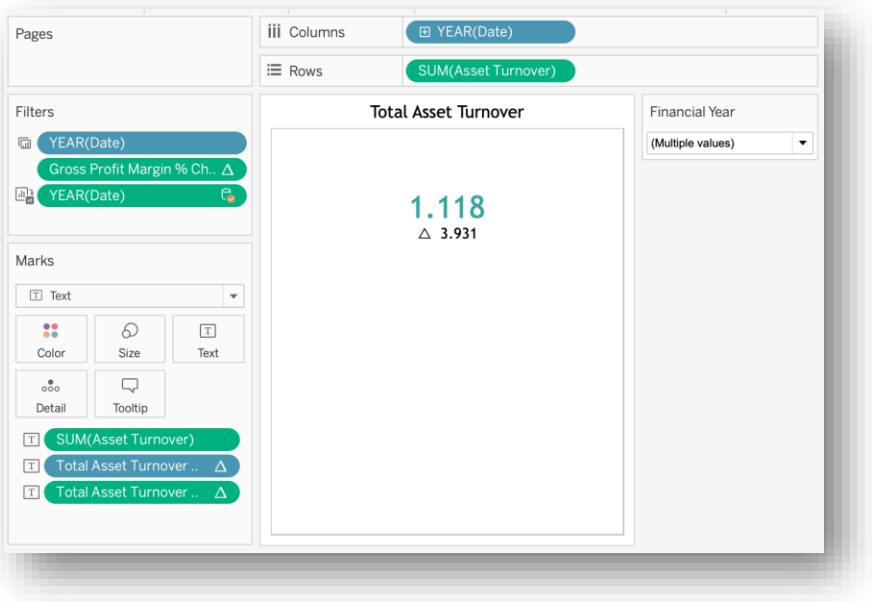

The debt-to-equity ratio is a financial ratio used to measure a company's leverage. It is calculated by dividing a company's total liabilities by its shareholder equity. A debt-to-equity

ratio of 20.06 means that the company has 20.06 dollars of debt for every dollar of equity. This indicates that the company is relying heavily on debt financing to fund its operations, which can be risky in the long term if the company is unable to meet its debt obligations.



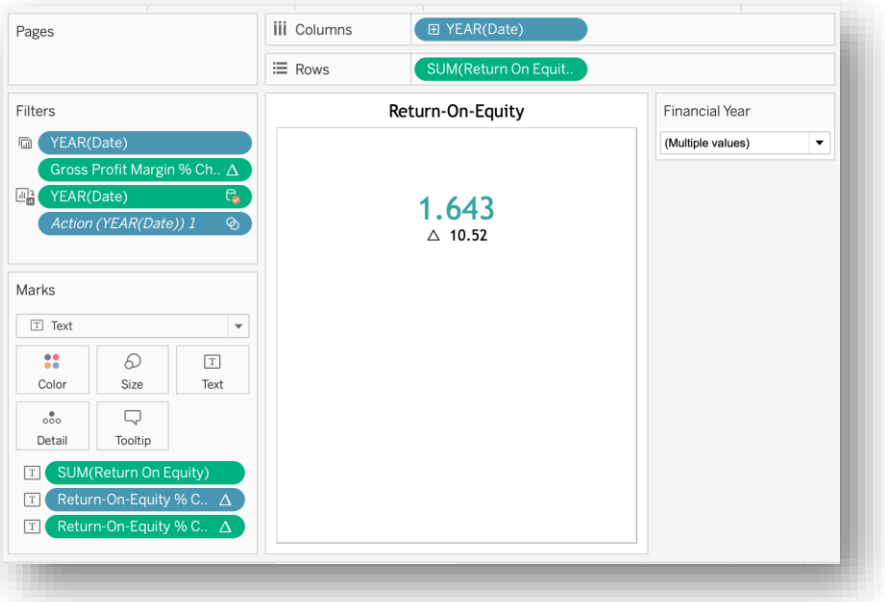

Inventory turnover is a financial ratio that measures the number of times a company's inventory is sold and replaced over a certain period. It is calculated by dividing the cost of goods sold by the average inventory value.

An inventory turnover ratio of 39.01 indicates that the company is selling and replacing its inventory 39.01 times during the year. This high inventory turnover can be seen as a positive sign as it suggests that the company is effectively managing its inventory levels and not holding onto excess inventory, which can tie up cash and increase storage costs. However, it's also important to consider the industry standards and the company's specific circumstances before making any conclusions about its inventory turnover ratio.




Total asset turnover is a financial ratio that measures a company's efficiency in using its assets to generate revenue. It is calculated by dividing a company's total revenue by its average total assets for a given period.

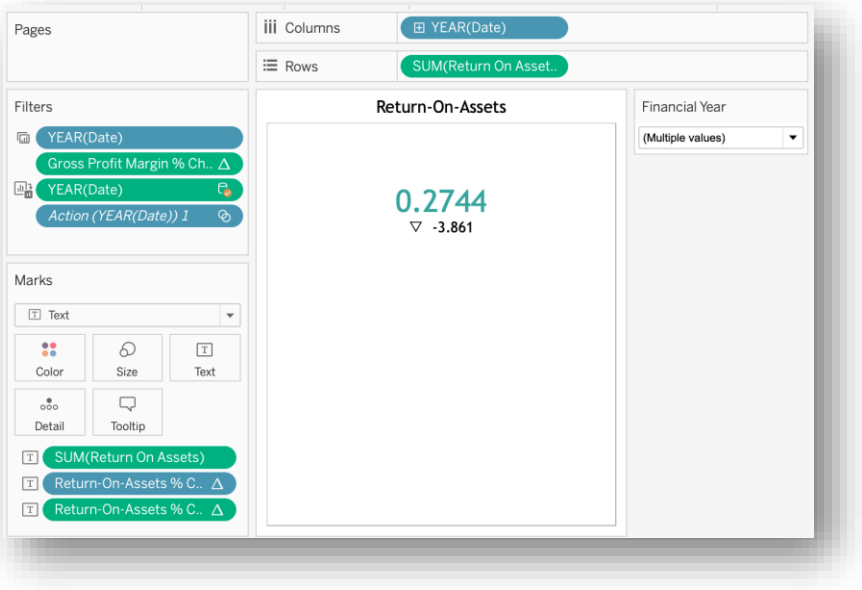
In this case, a total asset turnover of 1.118 for a specific year means that the company generated $1.118 in revenue for every dollar of average total assets during that year. It is important to note that a high total asset turnover ratio is generally considered better, as it indicates that the company is efficiently using its assets to generate revenue.



Return on equity (ROE) is a financial ratio that measures a company's profitability by calculating the amount of net income returned as a percentage of shareholders' equity.

A return on equity of 1.643 means that for every dollar of shareholders' equity, the company generated a profit of $0.0164.

In general, a higher ROE is better as it indicates that the company is generating more profit per unit of shareholders' equity. However, the interpretation of a particular ROE depends on the industry and the company's stage of growth.



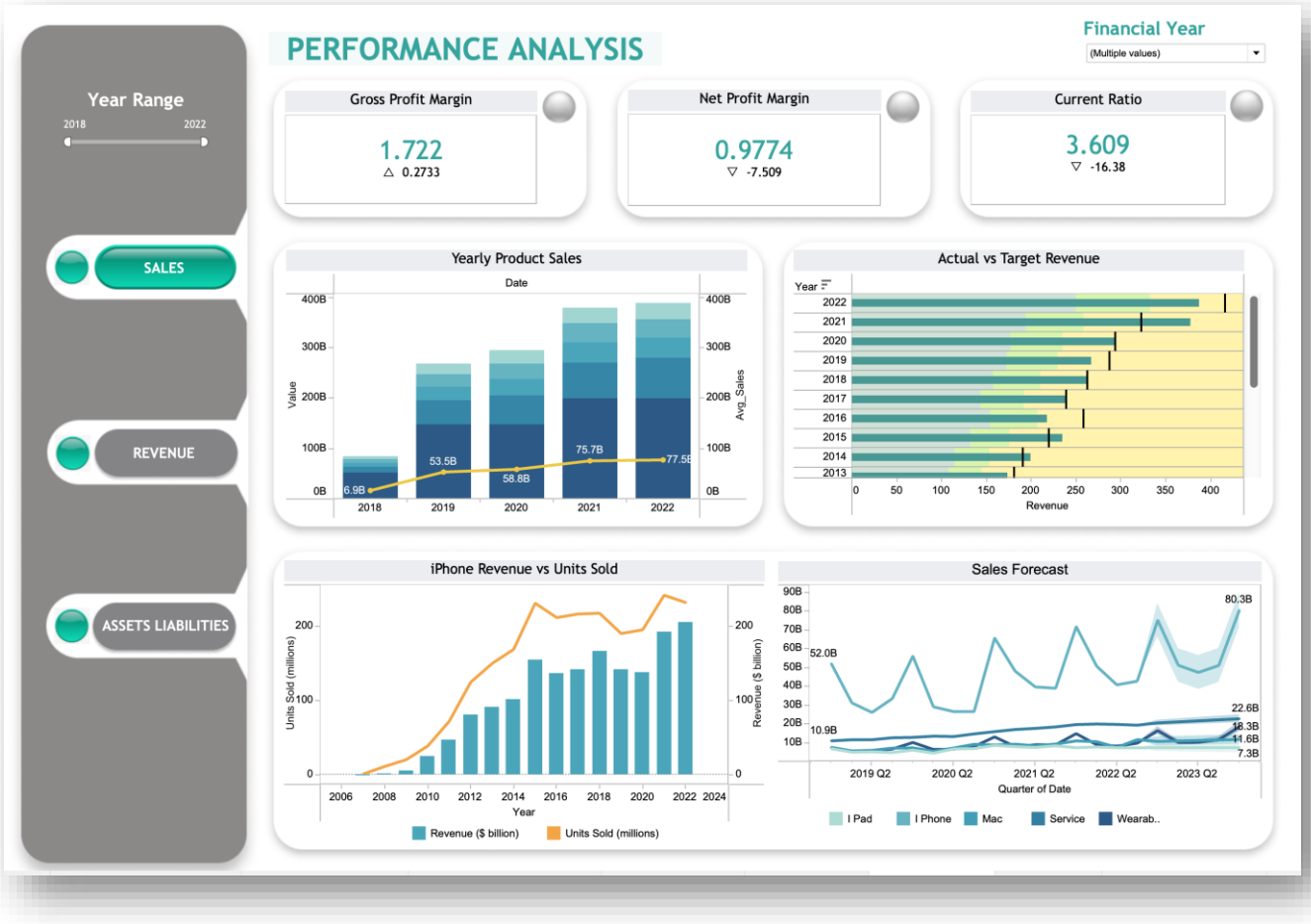

Return on assets (ROA) is a financial ratio that measures how effectively a company is using its assets to generate profits. It is calculated by dividing the net income by the total assets.

A ROA of 0.2744 means that for every dollar of assets owned by the company, it generated approximately $0.27 of net income. This indicates that the company is generating a moderate level of profits from its assets.

However, it is important to consider the industry and company's peers to determine if the ROA is adequate. A ROA that is lower than the industry average could suggest that the company is not utilizing its assets efficiently compared to its competitors.

Overall, a company with a ROA of 0.2744 may be performing reasonably well in terms of generating profits from its assets

# Tableau Dashboard

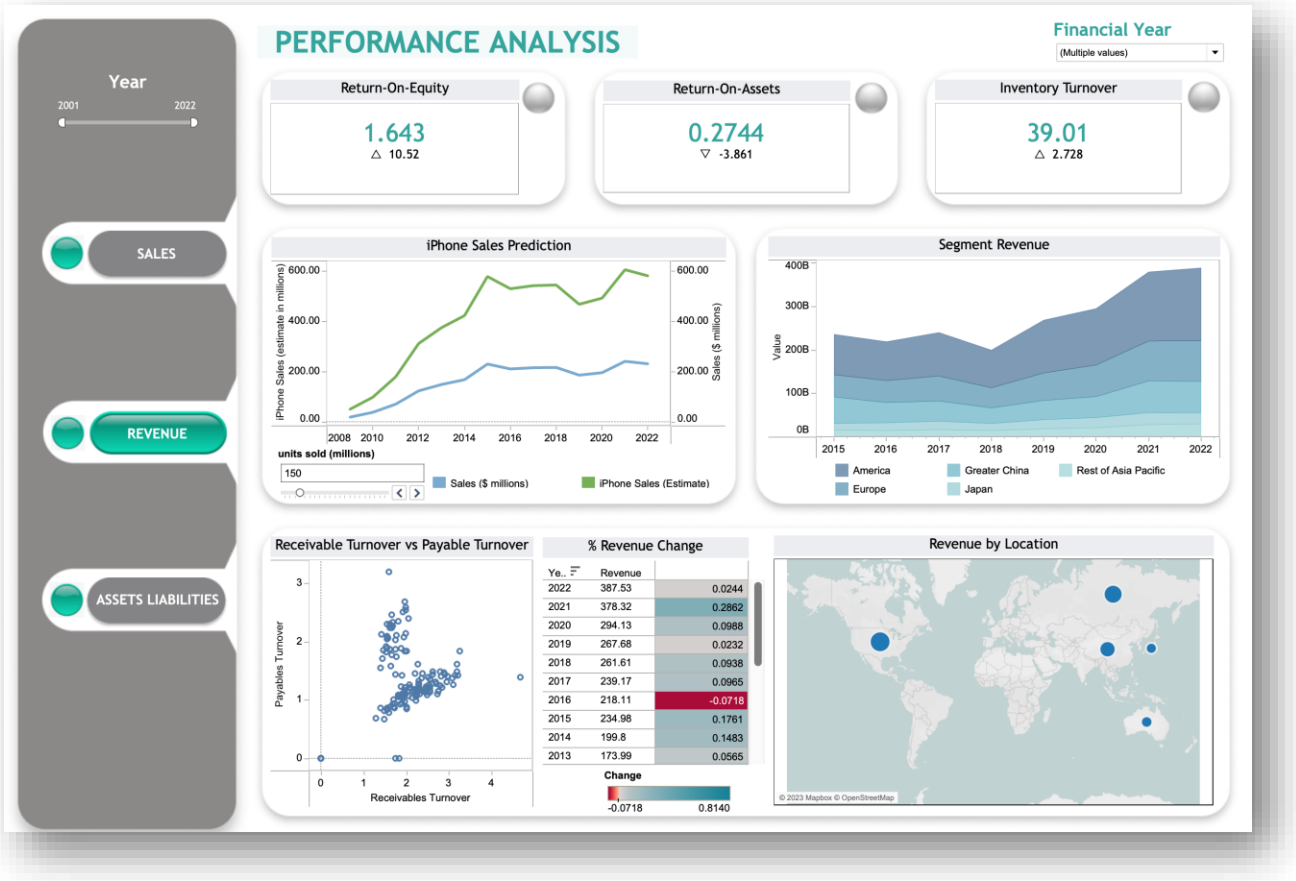



## Interface of the dashboard

The Home page of the Tableau dashboard created for this report includes information about the sales of all the products of the Apple Inc. company. It includes:

- 2 Filters – **Year Range** and **Financial Year**
    - **Year Range** – It is a slider that ranges between the years 2018 and 2022 to visualize the trend of sales and revenue for **Yearly Product Sales**, **Actual vs Target Revenue** and **Sales Forecast** plots.
    - **Financial Year** – It is a multiple-values drop-down filter to choose a financial year (for e.g., 2021-2022) to calculate and display the **Gross Profit Margin**, **Net Profit Margin**, **Current Ratio** values.
- 3 KPIs – **Gross Profit Margin**, **Net Profit Margin**, **Current Ratio** and their change in percentage compared to the previous year.

- Bar chart – The **Yearly Product Sales** bar chart projects the sales of 5 different Apple products along with the average sales every year in billions.
- Bullet graph – The **Actual vs Target Revenue** graph visualizes performance against a target revenue. The vertical line represents the target revenue value, and the length of the horizontal bar represents the actual value, while shading or color indicates progress towards the target revenue. The progress is set for 60% and 80% respectively.
- Line chart – The **Sales Forecast** line chart uses the Forecast option of the Analytics tab in Tableau to forecast the sales for the next  4 quarters of the future.
- Dual-Axis Line/Bar chart – In the **iPhone Revenue vs Units Sold**, the bar chart showcases the revenue generated by iPhone across different years, while the line chart illustrates the number of iPhone units sold during the same period.




The second page of the Tableau dashboard created for this report includes information about the revenue by each segment, percentage of change in revenue every year, revenue of one specific product – iPhone, and the prediction of sales of iPhone products based on the number of units sold. It includes:

- 2 Filters – **Year Range** and **Financial Year**

    - **Year Range** – It is a slider that ranges between the years 2018 and 2022 to visualize the trend of sales and revenue for **iPhone Sales Prediction**, **% Revenue Change** and **Revenue by Location** plots.
    - **Financial Year** – It is a multiple-values drop-down filter to choose a financial year (for e.g., 2021-2022) to calculate and display the **Return-On-Equity**, **Return-On-Assets**, **Inventory Turnover** values.
- 3 KPIs – **Return-On-Equity**, **Return-On-Assets** and **Inventory Turnover** and their change in percentage compared to the previous year.
- Area Chart – The **Segment Revenue** area chart displays the revenue generated in 5 different segments – **America**, **Europe**, **Greater China**, **Japan**, and **Rest of Asia Pacific** regions.
- Map - The map for **Revenue by Location** illustrates the revenue generated across the 5 segments, with the circle size proportional to the amount of revenue.
- Heat Map The heatmap named **% Revenue Change** illustrates the revenue generated each year and the percentage change of revenue compared to the preceding year. The visualization uses a color scheme where the cells with the highest and lowest revenue values are shaded in dark blue and dark red, respectively.
- Dual-Axis line graph – The dual-axis line graph of **iPhone Sales Prediction** incorporates a what-if analysis to exhibit the sales figures with an increase in the number of units sold. This analysis assists in predicting the estimated sales, enabling the company to make informed decisions about the number of additional units required to achieve a certain sales profit.
- Scatter Plot – The **Receivable Turnover vs Payable Turnover** scatter plot is a graphical representation that shows the relationship between the receivable turnover and payable turnover of the company. The receivable turnover refers to the number of times the company collects its accounts receivable during a given period, while the payable turnover is the number of times the company pays its accounts payable during the same period. By plotting the two measures against each other, the scatter plot helps to identify any patterns or correlations between them. This can provide useful insights into the company's cash flow management, liquidity, and overall financial health.


The third page of the Tableau dashboard created for this report includes information about the assets and liabilities of the company. It includes:

- 2 Filters – **Year Range** and **Financial Year**
    - **Year Range** – It is a slider that ranges between the years 2018 and 2022 to visualize the trend of sales and revenue for **Total Current Assets** and **Total Current Liabilities** plots.
    - **Financial Year** – It is a multiple-values drop-down filter to choose a financial year (for e.g., 2021-2022) to calculate and display the **Quick Ratio**, **Debt Equity Ratio**, and **Total Asset Turnover** values.
- 3 KPIs – **Quick Ratio**, **Debt Equity Ratio**, and **Total Asset Turnover** and their change in percentage compared to the previous year.
- Horizontal bar chart – The **Net Cash Flow** bar chart presents information on the sources and uses of cash by the company in different activities such as operating, investing, and financing. It provides a visual representation of the net cash flow generated or used by the company during a given period. The chart includes bars for each category of cash flow, such as operating, investing, and financing activities, along with the net change in cash and net income. The length of the bars represents the magnitude of the cash flow,

with positive bars indicating cash inflows and negative bars indicating cash outflows. The chart helps in analyzing the cash flow position of the company and identifying trends over time.

- Butterfly chart – The **Payable vs Receivable Turnover** butterfly chart is a visual representation of the relationship between the payable turnover and receivable turnover of a company over multiple years. The chart displays the data for each year in a butterfly-like pattern, with the payable turnover on one side and the receivable turnover on the other side.

  The chart helps in analyzing the efficiency of a company's accounts receivable and accounts payable management over the years. It provides insights into the company's ability to collect payments from customers and pay its vendors on time. A higher receivable turnover indicates that the company is able to collect payments from its customers in a timely manner, while a higher payable turnover indicates that the company is able to pay its vendors promptly.

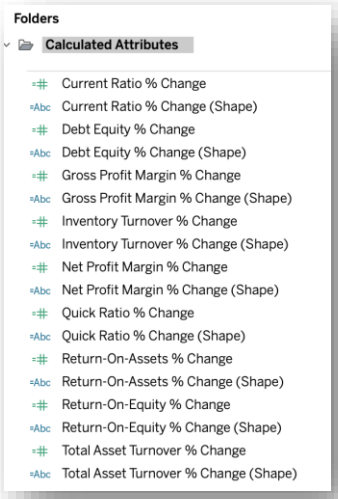
  By comparing the payable turnover and receivable turnover year-over-year, the company can identify any changes in its payment trends and improve its cash flow management accordingly.
- Waterfall chart – The **Total Current Assets** and **Total Current Liabilities** waterfall chart is a visualization tool that shows how changes in these two categories impact a company's overall financial position.

  The chart displays the starting and ending balance of current assets and current liabilities, with changes shown in between. Each step in the chart represents a change in the balance of either current assets or current liabilities. The length of the step corresponds to the amount of change, and the color of the step indicates whether the change is positive or negative.

  The waterfall chart is useful in highlighting trends and changes in a company's liquidity position over time. It can help in identifying areas where the company may need to make adjustments to improve its financial position.

## Calculated Fields and Parameters

Following is the list of 18 calculated fields used for data visualization:




**Calculated Fields**:

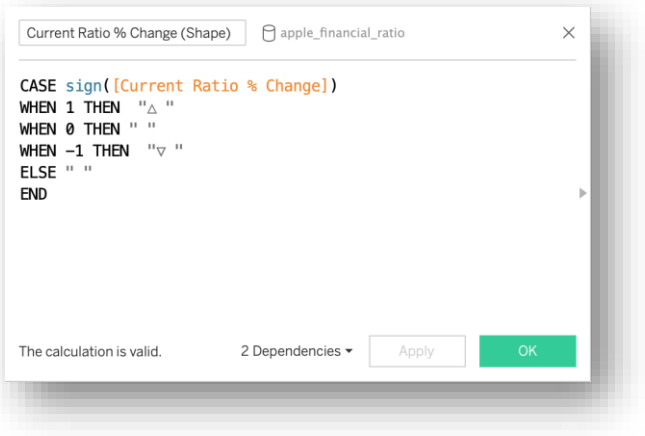
- **Current Ratio % Change**:


Here is a step-by-step breakdown of the formula:

- ZN(SUM([Current Ratio])) - LOOKUP(ZN(SUM([Current Ratio])), -1): This part of the formula calculates the difference between the current period's current ratio and the previous period's current ratio. The LOOKUP function is used to access the previous period's value.
- ABS(LOOKUP(ZN(SUM([Current Ratio])), -1)): This part of the formula calculates the absolute value of the previous period's current ratio.

- The previous two parts of the formula are then divided and multiplied by 100 to convert it to a percentage. The result is the percentage change in the current ratio from the previous period.

- **Current Ratio % Change (Shape)**:



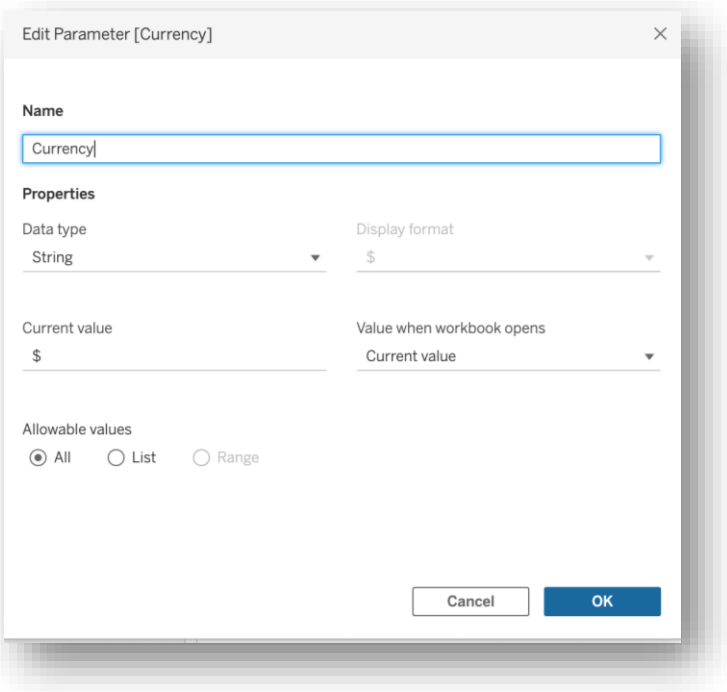

It uses a CASE statement to assign a symbol to represent the percentage change in the current ratio.
If the current ratio has increased (i.e., the percentage change is positive), it assigns the symbol "△" (delta) to indicate an upward trend. If the current ratio remains the same (i.e., the percentage change is 0), it assigns a blank space. If the current ratio has decreased (i.e., the percentage change is negative), it assigns the symbol "▽" (downward triangle) to indicate a downward trend. If none of these conditions are met, it assigns a blank space.
This calculated field can be used in data visualizations to help identify trends in the current ratio over time.

- The other calculated fields also use a similar formula structure for various financial ratios.

**Calculated Parameters:**

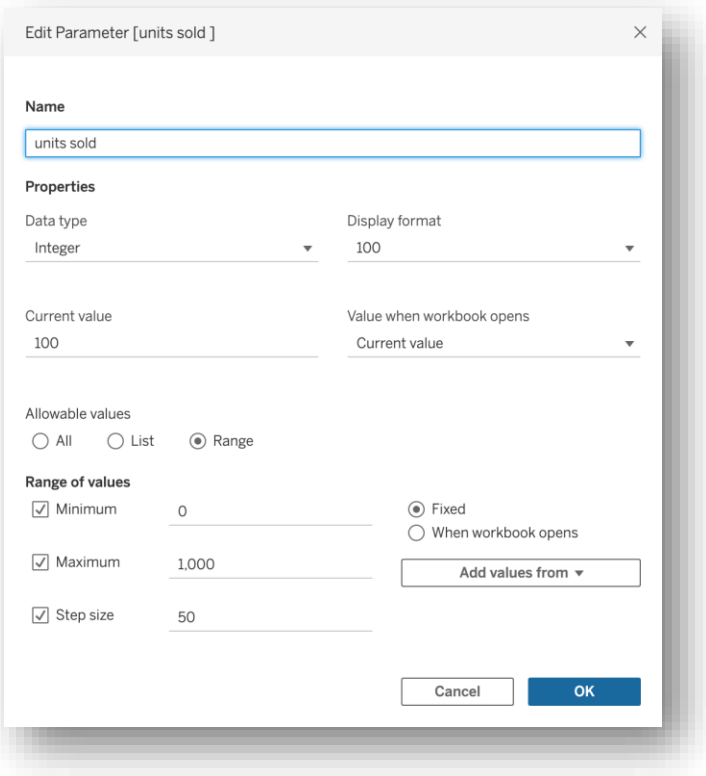
Following are the two calculated parameters used for data visualization:

- **Currency**:




  This parameter displays the currency symbol in dollars.

- **Units sold**:




This parameter is used to change the number of units sold. The minimum value is 0 and the maximum value is 1000 with the step size of 50.

## What-if Analysis

The what-if analysis conducted in this report aims to determine the impact of changing the sales generated by a particular product category (iPhone) on the total revenue of the company. The analysis shows that the iPhone product category has the highest percentage contribution to the total revenue of the company. Changing the revenue generated by this product category has a significant impact on the total revenue of the company.

## Recommended Action

Based on the findings of the analysis, it is recommended that Apple Inc. continues to focus on the iPhone product category, as it has the highest percentage contribution to the total revenue of the company. The company should also consider diversifying its product portfolio to reduce its dependence on the iPhone product category.

# Conclusion

In conclusion, the sales and revenue of Apple Inc. have been analyzed, and the contribution of each product category to the total revenue has been determined. The Tableau dashboard created for this report provides an interactive experience, and advanced Tableau charts and features are used to provide a clear understanding of the data. Based on the findings of the analysis, it is recommended that Apple Inc. continues to focus on the iPhone product category while diversifying its product portfolio.

# Ethical Issues of Data Visualization

Discussing ethical issues associated with presenting data visualizations is an important aspect of data analysis. Here are some ethical measures that should be considered when presenting data visualizations:

- **Accuracy**: It is essential to ensure that the data being presented is accurate and unbiased. The data should be collected from reliable sources and analyzed using appropriate methods.
- **Transparency**: The audience should be provided with clear and concise explanations of how the data was collected, analyzed, and visualized. This helps to build trust with the audience and ensures that they understand the limitations of the data.
- **Privacy**: The privacy of individuals should be respected when collecting and presenting data. Sensitive data should be anonymized or masked to prevent any identification of individuals.
- **Bias**: It is important to be aware of any potential bias in the data or analysis, and to make efforts to mitigate or eliminate it. Bias can be introduced at any stage of the analysis, from data collection to visualization, so it is important to be vigilant throughout the process.
- **Interpretation**: The visualizations should be presented in a way that is clear and easy to understand. It is important to avoid misrepresenting the data or leading the audience to draw incorrect conclusions.
- **Cultural sensitivity**: The audience should be considered when presenting data visualizations. It is important to ensure that the visualizations are culturally sensitive and do not offend or misrepresent any group of people.

By taking into account these ethical considerations when presenting data visualizations, we can ensure that the data is presented in a clear and unbiased manner, and that the audience can make informed decisions based on the insights provided.

# References


- Apple Inc. (2021). Financial Statements. Retrieved from https://www.apple.com/investor/financial-statements/
- Tableau Software. (2021). Tableau Help. Retrieved from https://help.tableau.com/current/pro/desktop/en-us/default.htm#Welcome.html
- GuruFocus https://www.gurufocus.com/term/Accts+Payable/AAPL/Accounts-Payable--Accrued-Expense/Apple
- Financial Modelling Prep https://site.financialmodelingprep.com/developer/docs/


# Tableau References


- Tableau Public https://public.tableau.com/app/profile/pradeepkumar.g/viz/SpendAnalyticsDashboard_16667357420150/ExecutiveSummary https://public.tableau.com/app/profile/.83057946/viz/SalesFunnelDashboard_16570254084520/SalesPipelineDashboard

# Appendix

## Raw Data

The financial data is taken from the Financial Modelling Prep website. The data is in .json format. The data is converted to .csv and xlsx files using a Python code.

```
[ ]
try:
    # For Python 3.0 and later
    from urllib.request import urlopen
except ImportError:
    # Fall back to Python 2's urllib2
    from urllib2 import urlopen

import certifi
import json

def get_jsonparsed_data(url):
    """
    Receive the content of ``url``, parse it as JSON and return the object.

    Parameters
    ----------
    url : str

    Returns
    -------
    dict
    """
    response = urlopen(url, cafile=certifi.where())
    data = response.read().decode("utf-8")
    return json.loads(data)
```

```
[ ]
m_a_url = ("https://financialmodelingprep.com/api/v4/mergers-acquisitions-rss-feed?page=0&apikey=56994cda5d4d42dbbfec5df2ca228e98")
print(get_jsonparsed_data(m_a_url))
```

```
<ipython-input-3-d6160818e8be>:23: DeprecationWarning: cafile, capath and cadefault are deprecated, use a custom context instead.
  response = urlopen(url, cafile=certifi.where())
[{'companyName': 'GRIZZLY NEW PUBCO, INC.', 'cik': '0001946991', 'symbol': 'CDCN', 'targetedCompanyName': 'DTRT HEALTH ACQUISITION CORP.', 'targetedCik': '000186553
```

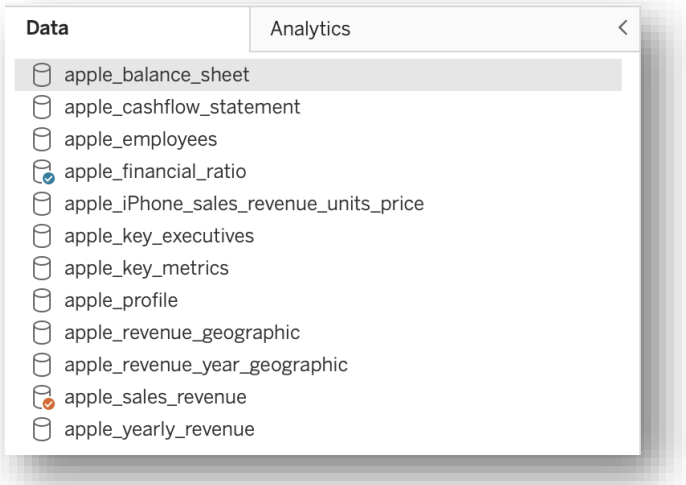
```
[ ]
import pandas as pd

merger_df = pd.DataFrame(get_jsonparsed_data(m_a_url))
merger_df
```

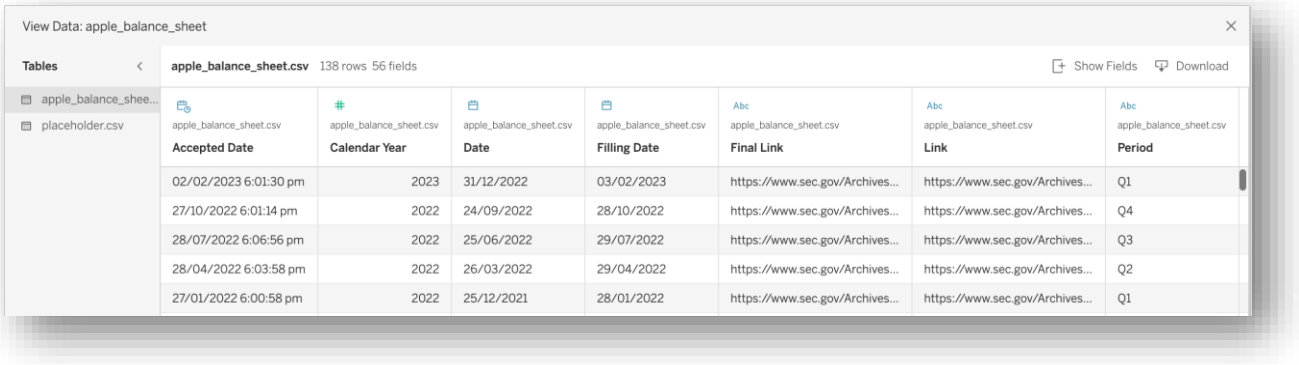
```
[ ]
merger_df.to_csv("/content/drive/My Drive/Colab_Notebooks/StockGenieBot/merger_acquisition.csv")
```

## Data for Analysis

The following are the list of datasets used for analysis:




The sample of the data is as follows:




## Data Dictionary

The below table displays the fields used in different data sets.

| Dataset | Attributes used |
|---|---|
| **apple_key_metrics** | • Net Income Per Share<br>• Revenue Per Share<br>• Free Cash Flow Per Share<br>• Operating Cashflow Per Share<br>• Year |
| **apple_balance_sheet** | • Inventory<br>• Calendar Year<br>• Other Current Assets<br>• Other Current Liabilities<br>• Total Current Assets |

| | |
|---|---|
| | • Total Current Liabilities<br>• Cash And Cash Equivalents<br>• Net Receivables<br>• Inventory<br>• Other Current Assets<br>• Total Current Assets<br>• Long-Term Debt<br>• Current Deferred Liabilities<br>• Other Current Liabilities<br>• Short-term Debt<br>• Total Current Liabilities |
| **apple_cashflow_statement** | • Accounts Payables<br>• Accounts Receivables<br>• Cash At Beginning Of Period<br>• Cash At End Of Period<br>• Net Cash Provided By Operating Activities<br>• Net Cash Used for Investing Activities<br>• Net Cash Used Provided By Financing Activities<br>• Net Change In Cash<br>• Net Income |
| **apple_employees** | • Employee Count<br>• Filing Date |
| **apple_financial_ratio** | • Return On Equity<br>• Return On Assets<br>• Receivables Turnover<br>• Payables Turnover<br>• Asset Turnover<br>• Fixed Asset Turnover<br>• Inventory Turnover<br>• Operating Cycle<br>• Cash Conversion Cycle<br>• Gross Profit Margin<br>• Net Profit Margin<br>• Current Ratio<br>• Working Capital<br>• Quick Ratio |

| | |
|---|---|
| | • Leverage<br>• Debt Equity<br>• Total Asset Turnover<br>• Return-On-Equity<br>• Return-On-Assets |
| **apple_revenue_geographic** | • Date<br>• America<br>• Europe<br>• Greater China<br>• Japan<br>• Rest of Asia Pacific |
| **apple_sales_revenue** | • I Pad<br>• I Phone<br>• Mac<br>• Service<br>• Wearables, Home and Accessories<br>• Date |
| **apple_yearly_revenue** | • Year<br>• Revenue<br>• Target |
| **apple_revenue_year_geographic** | • Longitude<br>• Latitude |
| **apple_iPhone_sales_revenue_units_price** | • Year<br>• Revenue ($ billion)<br>• iPhone Sales (estimate in millions)<br>• Sales ($ millions) |