

Story 1

more than one billion consumer currently use iphones. since its intial 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 genertaed \$205 billion revenue for Apple in 2022 , more than microsoft 's total revenue. It sold 232 million iphone units that year .

Comparative analysis amongst various other leading brands in the smartphone industry shows that iphone is yet to make ..

KPI_2

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

KPI

Brand	Discount Percentage	Mrp	Sale Price	Star Rating	sales differnce
Apple	0	77,000	77,000	5	0

Annual Revenue

Year	Avg. Re..
2006	0
2008	0
2010	65.0
2012	156.3
2014	233.6
2016	265.5
2018	365.8
2020	365.8
2022	365.8

model-share

Upc
MOBEXR..

Colour
Multiple va..

Brand
All

Year
2022

Model Specification

Model	Process..	Front Ca..	Rear Camera	Colour	
APPLE I..	A Bionic..	12MP	12MP + 12MP	Black	92,800
APPLE I..	A Bionic..	12MP	12MP + 12MP	Black	199,700
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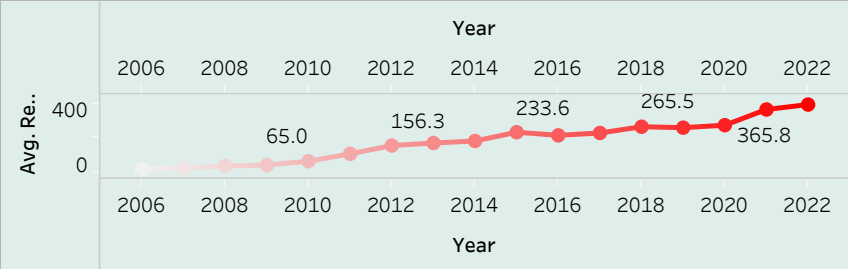
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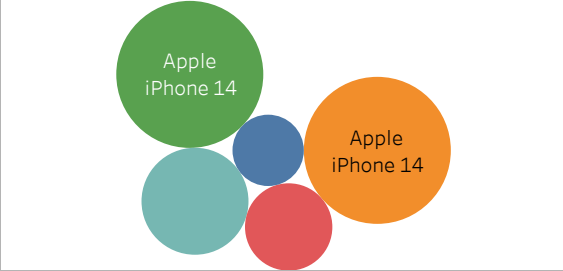
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Apple continues to strengthen its standing in the smartphone market . the brand has risen to a position of particular dominance in the US. 6 of the top 10 most sold sm..

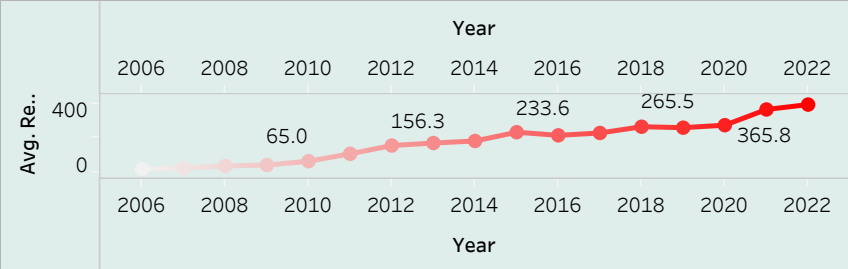
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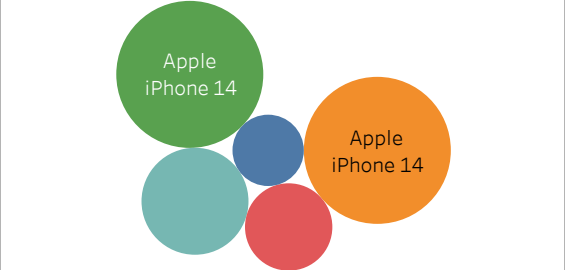
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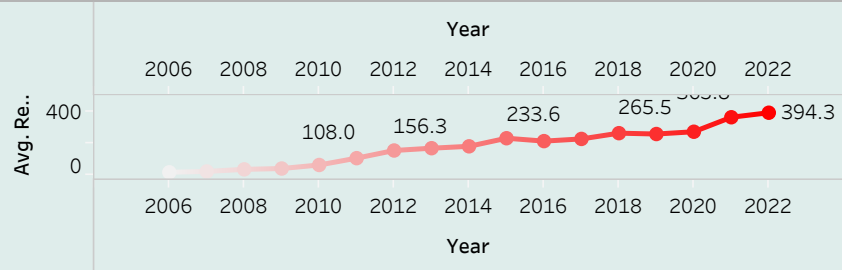
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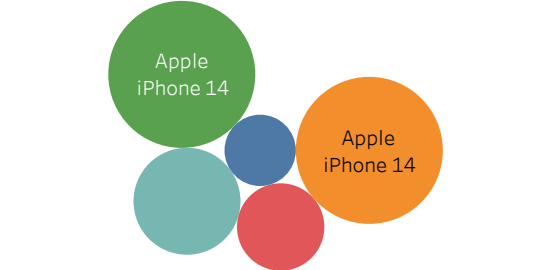
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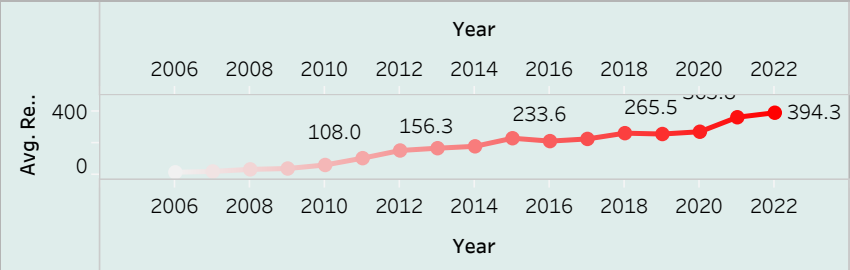
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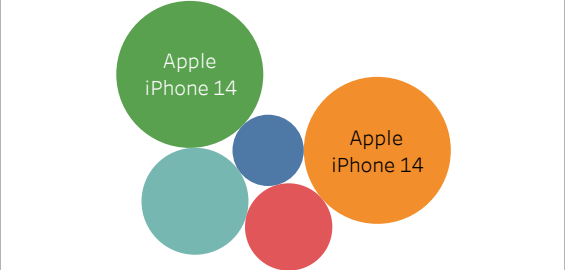
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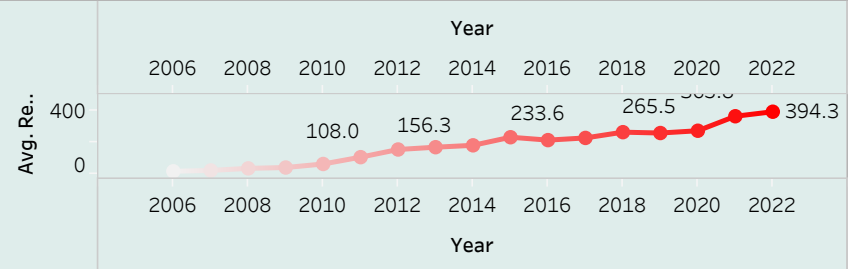
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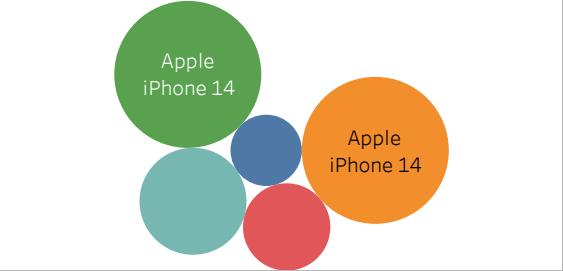
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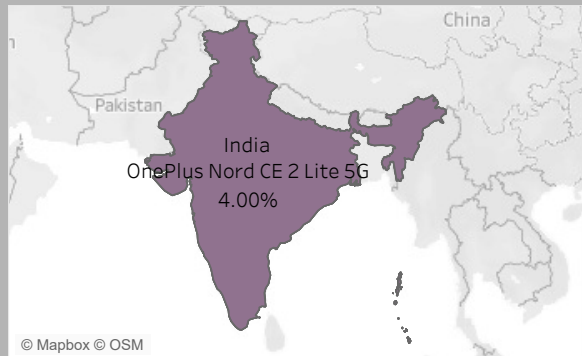
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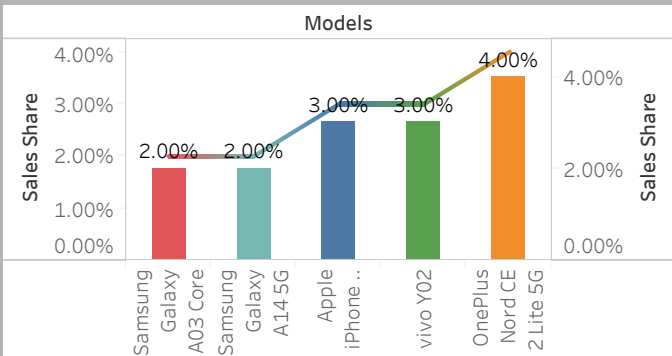
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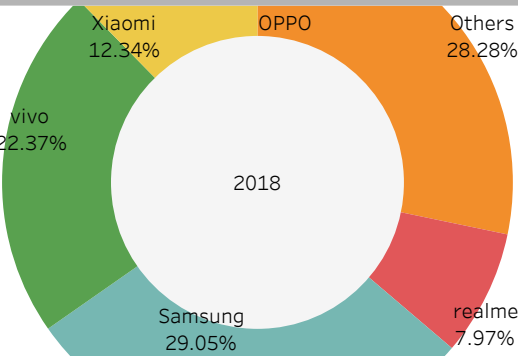
Global Merket Share



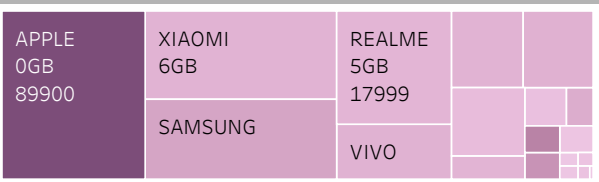
country wise best selling smartphone



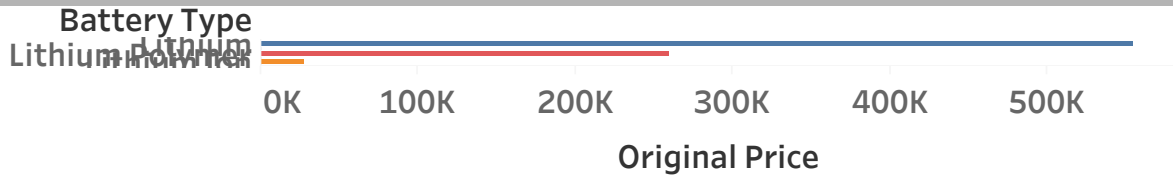
Quarterly-Share



Brand Price Comparison



Battery Type Distribution



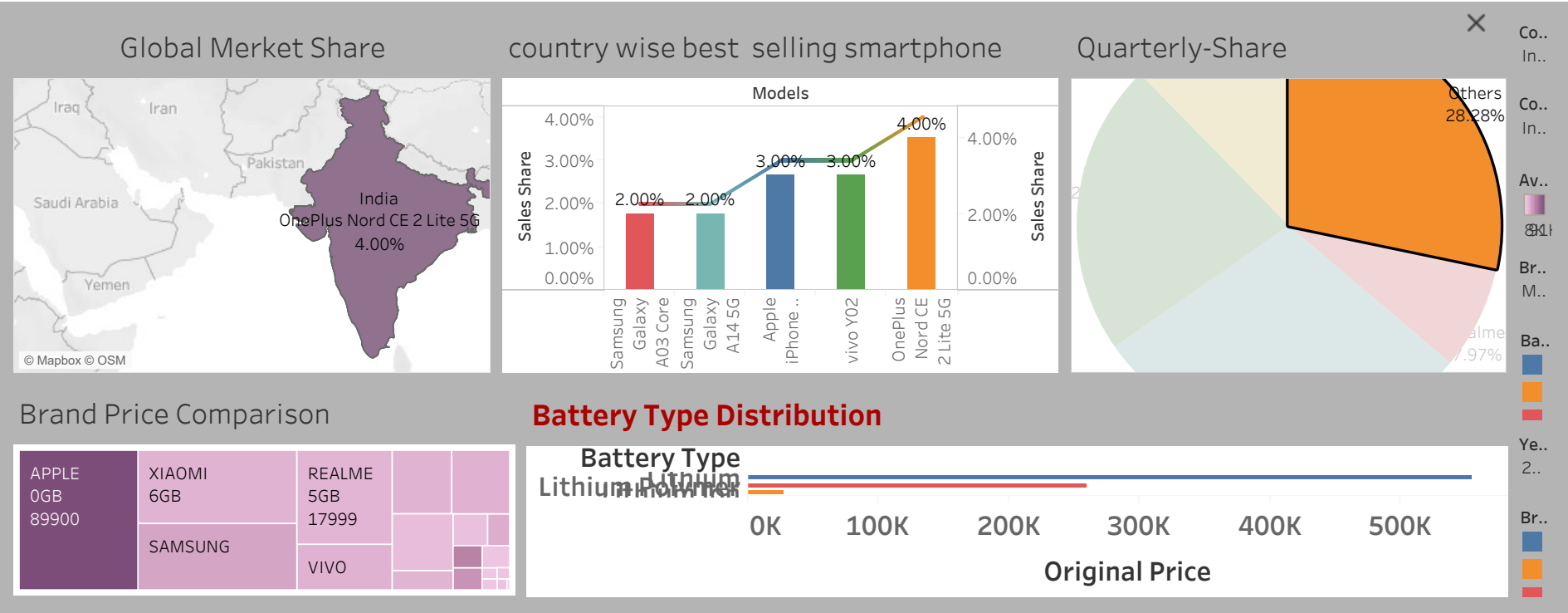
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Brand Price Comparison

Brand	Price
APPLE 0GB	89900
XIAOMI 6GB	17999
REALME 5GB	17999
SAMSUNG	
VIVO	

Battery Type Distribution

Battery Type	Original Price
Lithium-ion	~250K
Lithium	~100K

Story 2

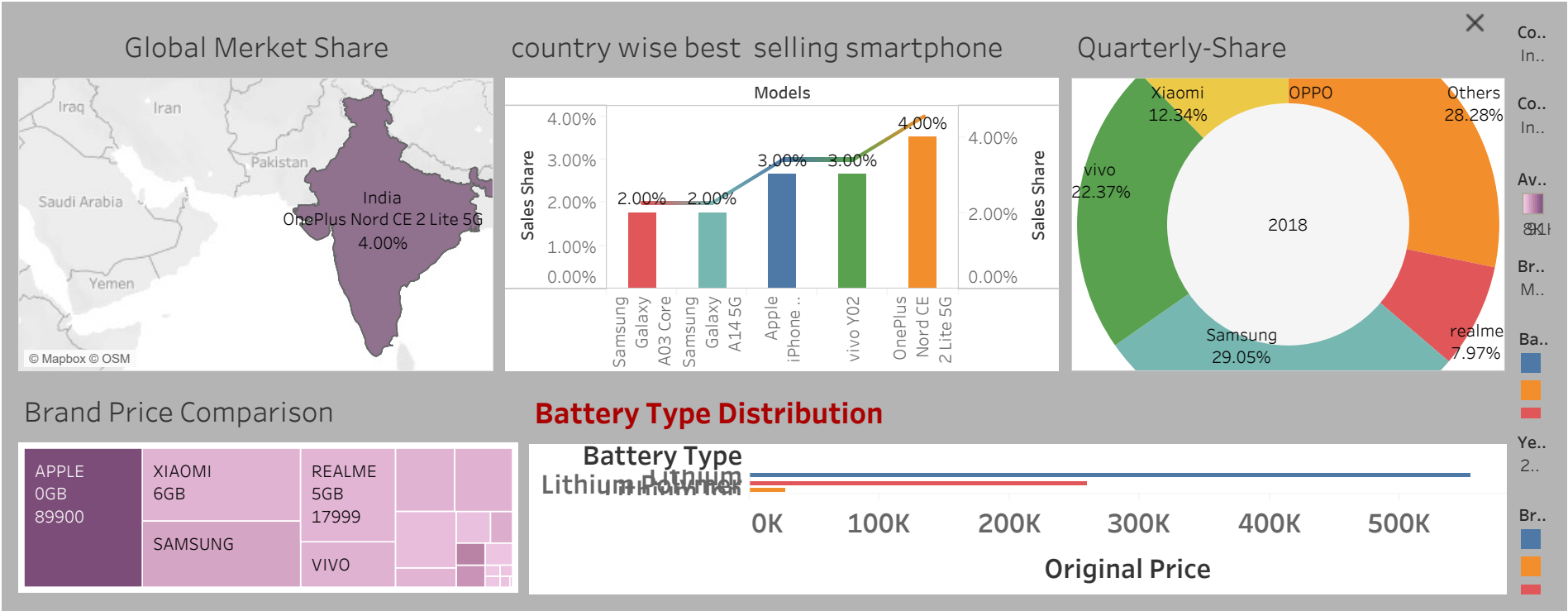
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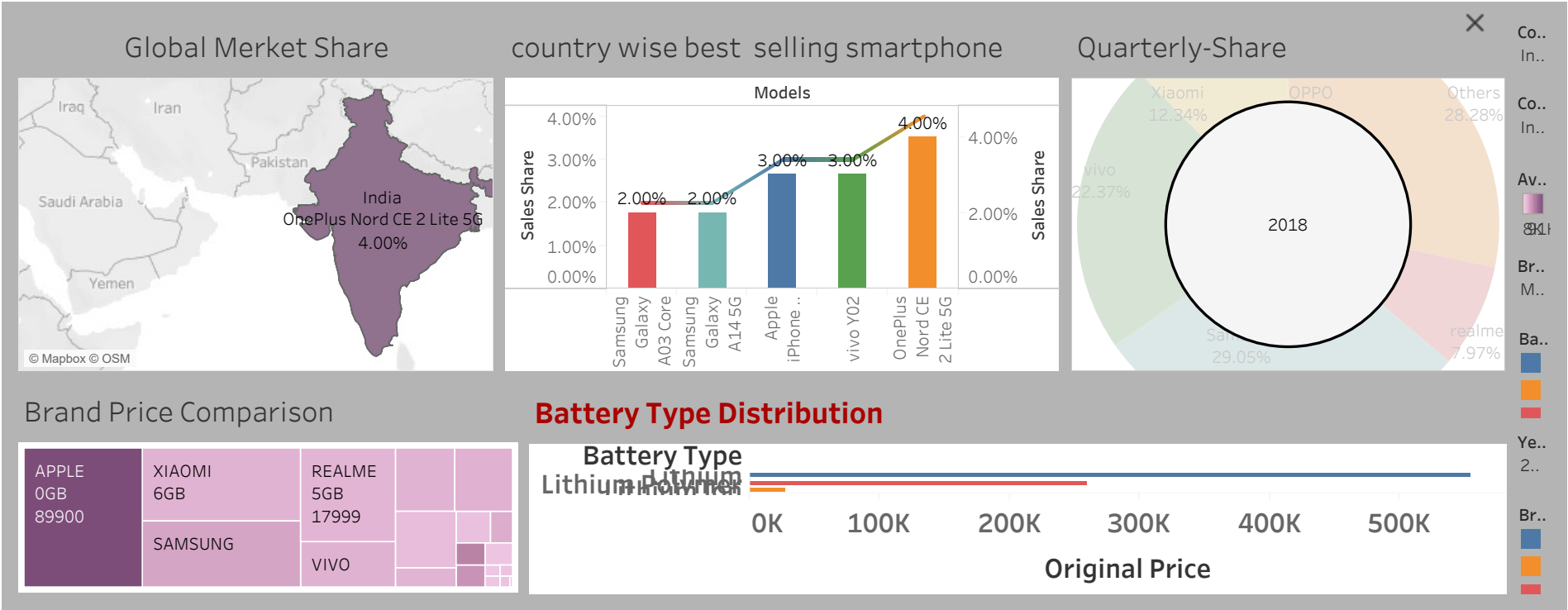
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