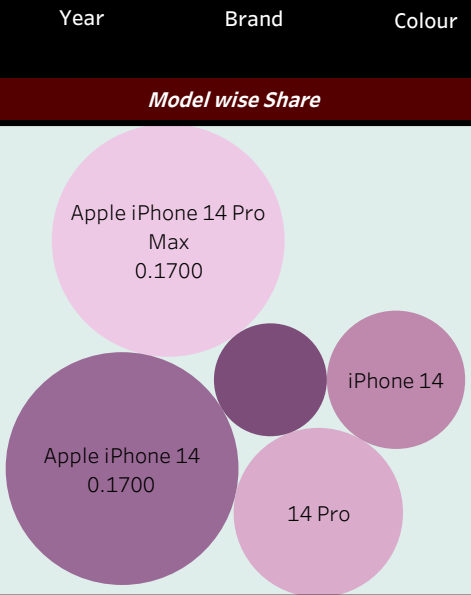


KPI						
Revenue Generated		Units sold (mm)			Active Users (mm)	
91.2		150.2			329.0	
Brand	Discount Percentage	Mrp	Number Of Reviews	Star Rating	Sale Price	Sales difference
Apple	0	77,000	794	5	77,000	0

Annual Revenue (2006 - 2022)

Year	Avg. Revenue (\$bn)
2006	37.4
2007	40.0
2008	45.0
2009	50.0
2010	65.0
2011	108.0
2012	156.3
2013	170.8
2014	185.0
2015	233.6
2016	215.4
2017	230.0
2018	265.5
2019	260.1
2020	274.5
2021	365.8
2022	394.3



Model	Processor	Front Cam..	Rear Camera	Colour	
APPLE IPHONE 12	A Bionic Chip with Next Generation N..	12MP	12MP + 12MP	Blue	59,900
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation N..	12MP	12MP + 12MP	Blue	74,900
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue	149,800
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	189,800
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	99,900