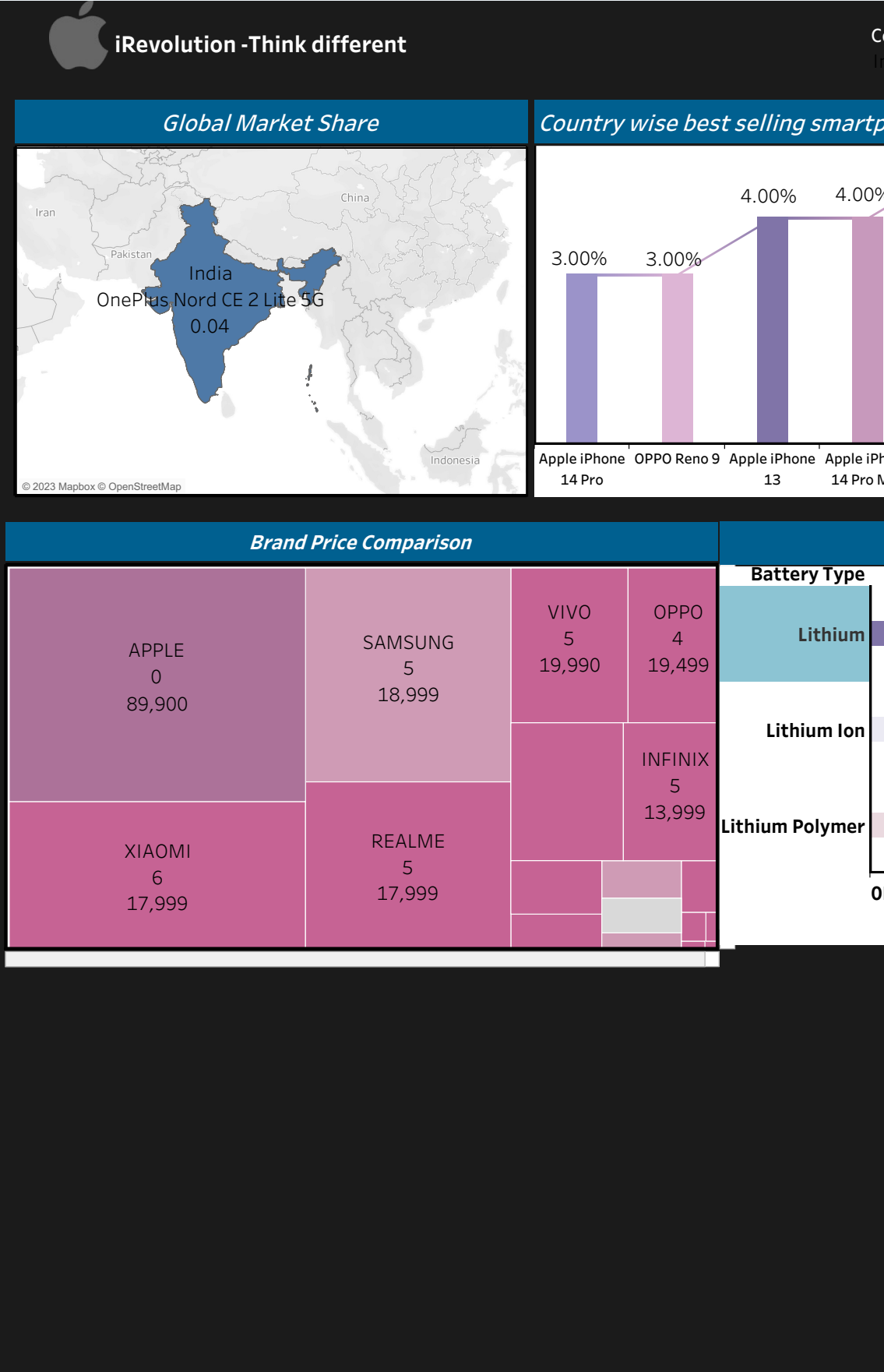


Story 1

Apple continuous 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

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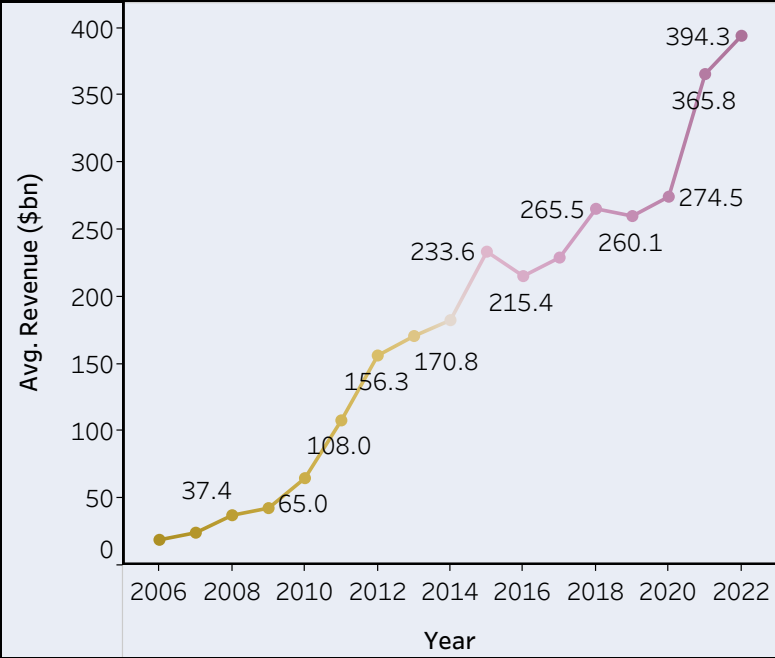
 iRevolution

KPI


Revenue Generated		Units sold (mm)		Active Users (mn)	
91.2		150.2			

Brand	Discount Percentage	Mrp	Number Of Reviews	Star Rating	Sale Price
Apple	0	77,000	794	5	77,000

Annual Revenue (2006 - 2022)



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



Think different

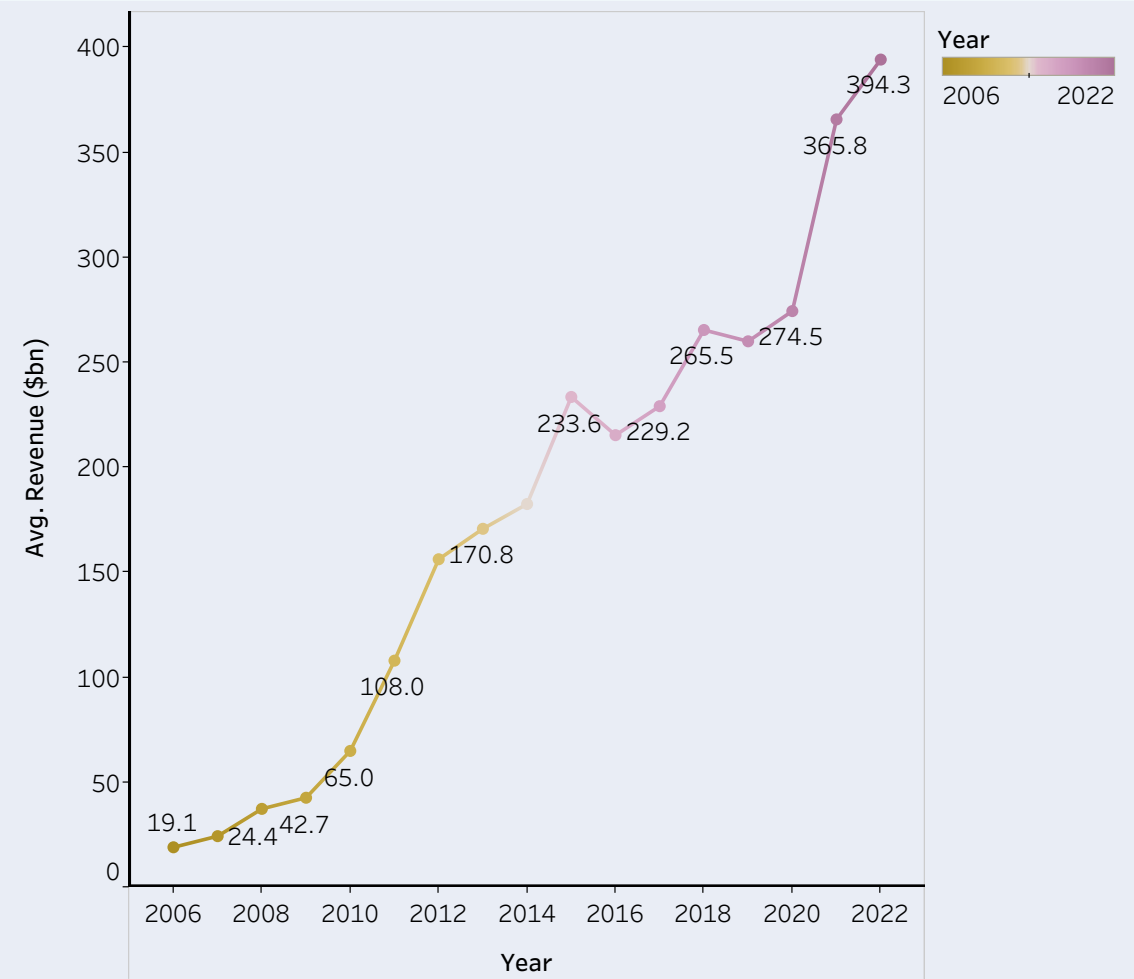
Model	Processor
APPLE IPHONE 12	A Bionic Next Generation
APPLE IPHONE 12 MINI	A Bionic Next Generation
APPLE IPHONE 13	A Bionic
APPLE IPHONE 14	A Bionic
APPLE IPHONE 14 PLUS	A Bionic

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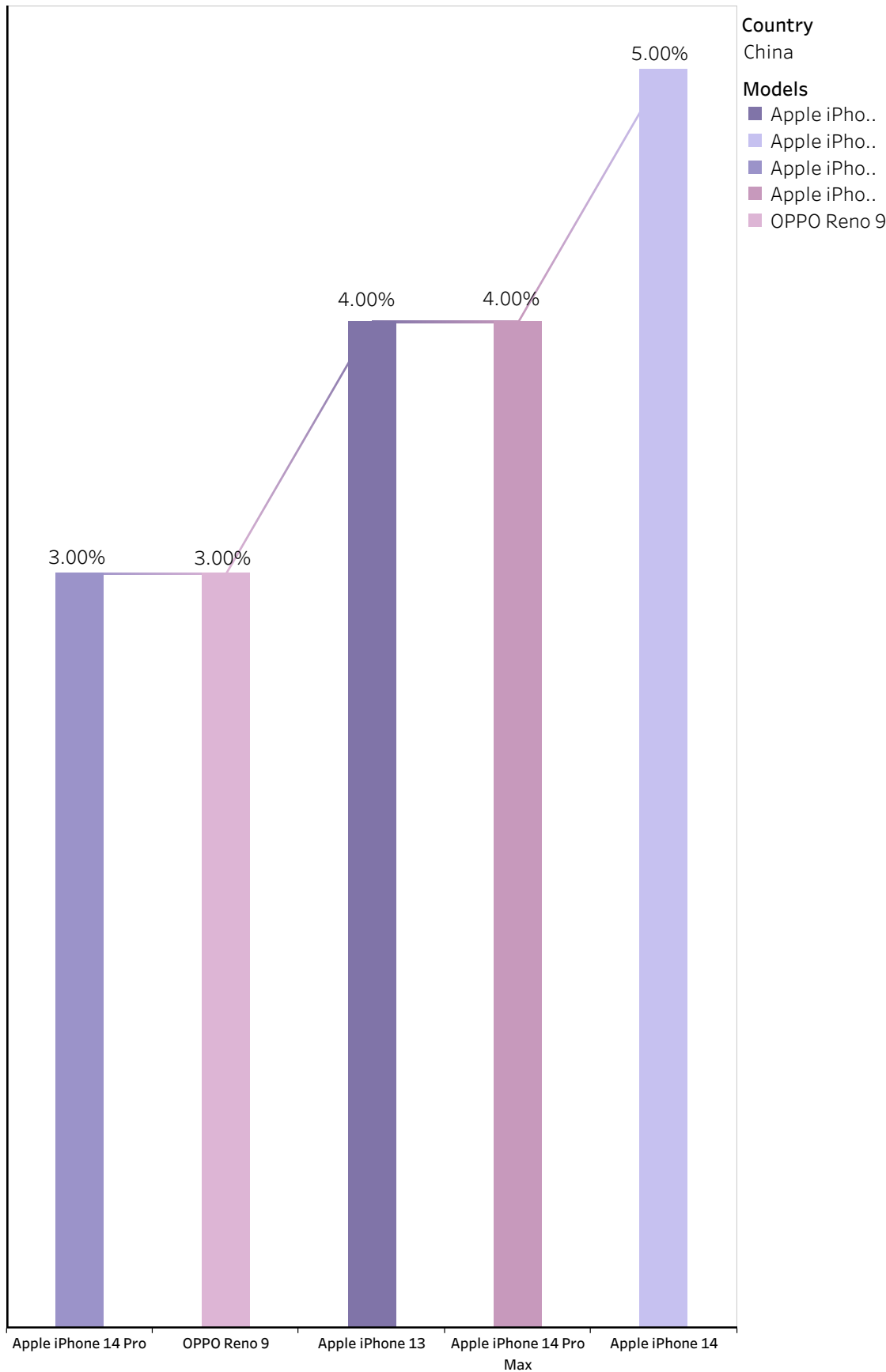


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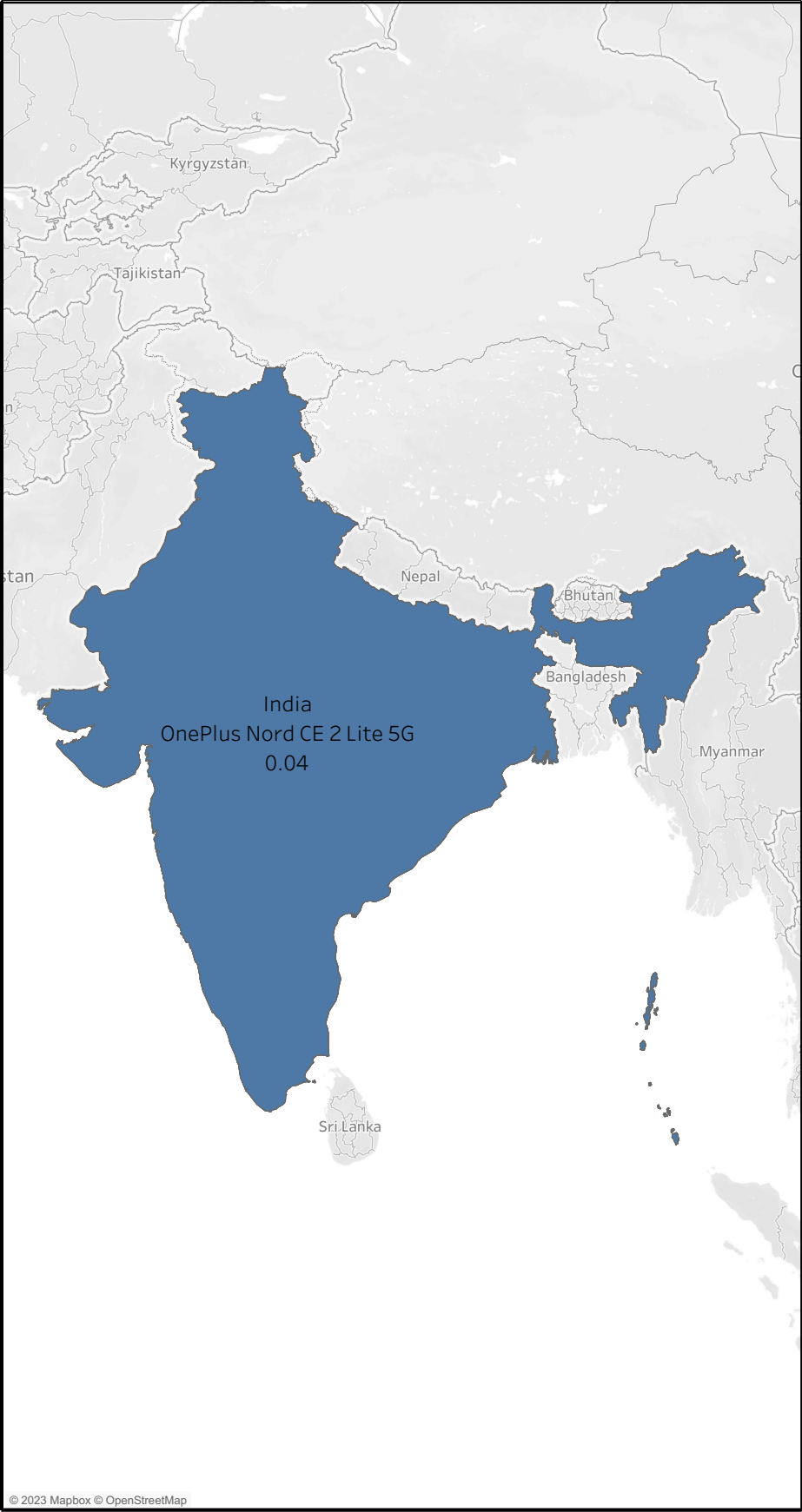


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Country
India