**APPLE SALES ANALYSIS DASHBOARD PROJECT**

**Chart

Description automatically generated with medium confidence**

**PRODUCT BY REVENUE**

First of all, it's important to note that the chart displays the total revenue made by Apple from selling each of the five products annually, and the revenue figures are given in US dollars.

Looking at the chart, we can see that the product with the highest revenue is the MacBook, which has generated $10,548,938 annually. This is followed by the iPhone with $8,710,623 in revenue, and then the AirPods with $7,702,731. The iPad comes in fourth with $5,623,730, and the iWatch has generated the lowest revenue at $3,531,828.

One thing to note is that the revenue figures vary widely between the different products. The MacBook generates more than three times the revenue of the iWatch, for example. This is likely due to a combination of factors, such as differences in pricing, market demand, and the features and capabilities of each product.

Another interesting observation is that the iPhone and MacBook generate significantly more revenue than the other three products, while the iPad, AirPods, and iWatch are more closely clustered together in terms of revenue. This could indicate that the iPhone and MacBook are Apple's flagship products, while the other three products are more supplementary.

Overall, this column chart provides a clear and concise overview of the total revenue generated by each of Apple's five products.

**QUANTITY OF PRODUCTS PRODUCED**

The chart displays the quantity of products produced annually for five different products: AirPods, iPad, iPhone, iWatch, and MacBook. The quantity figures are given in absolute numbers and are represented by different colored segments in the pie chart.

Looking at the chart, we can see that the product with the highest quantity produced annually is the AirPods, which accounts for 33.9% of the total production. This is followed by the MacBook at 22.4%, the iPhone at 20.3%, the iPad at 13.5%, and the iWatch at 9.9%.

One advantage of a pie chart is that it allows viewers to easily see the relative proportions of the different segments, as each segment's area is proportional to the quantity it represents. In this case, we can quickly see that the AirPods and MacBook account for a larger proportion of the production than the other three products.

**MONTHLY REVENUE GENERATED**

This line chart shows the total revenue made by Apple over a period of 12 months (January-December) in thousands of US dollars. The revenue appears to fluctuate over the year with some months having higher revenue than others. The highest revenue in the year appears to be in January with $626K followed by May with $600K, while the lowest revenue in the year appears to be in December with $235K.

There is a noticeable pattern in the data, with revenue peaking in January and May, and then decreasing until October. After October, revenue starts to increase again until it reaches its second peak in December.

Overall, the trend seems to show a seasonal pattern with higher revenue during the spring and summer months and lower revenue in the fall and winter months. This could be due to factors such as holiday sales or the release of new products during certain times of the year.

The chart displays the total revenue made by Apple in US dollars (in millions) for each of the 12 months from January to December. The revenue figures are represented by a line that connects the data points for each month.

Looking at the chart, we can see that the revenue figures for each month vary widely. There are several peaks and valleys in the line, which indicate fluctuations in maximum revenue over the course of the year.

In particular, we can see that revenue was relatively low in January and February at $3M and $2M respectively. Revenue then increased in March and May to $3M before dropping back down to $2M in April and June.

In July, there was a significant increase in revenue to $3M, which was then followed by a large spike in August to $6M. This represents the highest revenue figure in the entire year.

Revenue then gradually decreased over the following months, with a slight uptick in October to $5M before dropping back down to $4M in November and $1M in December.

One advantage of a line chart is that it allows viewers to easily see trends and changes in data over time. In this case, we can see that there are significant fluctuations in Apple's revenue over the course of the year, with several peaks and valleys.

However, it's worth noting that this chart doesn't provide any context or explanation for the changes in revenue over time. We don't know, for example, what factors may have contributed to the large spike in revenue in August. Therefore, further analysis would be needed to fully understand the trends and patterns in Apple's revenue over this period.

Overall, this line chart effectively presents the total revenue figures for Apple over a 12-month period, and allows viewers to quickly and easily see trends and fluctuations in revenue over time.

**MONTHLY EXPENDITURE**

The chart displays the total expenditures made by Apple in US dollars (in millions) for each of the 12 months from January to December. The expenditure figures are represented by bars of varying heights for each month.

Looking at the chart, we can see that there are several peaks and valleys in the expenditure figures over the course of the year. In particular, we can see that expenditure was relatively low in February and June at $649,206 and $592,451 respectively. Expenditure then increased in March and May to $1,025,227 and $1,223,425 before dropping back down to $626,420 in April and $974,413 in July.

In August, there was a significant increase in expenditure to $1,925,399, which represents the highest expenditure figure in the entire year. Expenditure then gradually decreased over the following months, with a slight uptick in October to $1,472,849 before dropping back down to $1,146,583 in November and $296,403 in December.

One advantage of a bar chart is that it allows viewers to easily compare the values of different data points, as the heights of the bars are proportional to the values they represent. In this case, we can see that the highest expenditure figures occur in August, May, and October.

Overall, this bar chart effectively presents the total expenditure figures for Apple over a 12-month period, and allows viewers to quickly and easily compare the values of different months.

**PERCENTAGE REVENUE GENERATED BY SALES METHOD**

The chart displays the percentage revenue made by Apple based on different sales methods, including in-store sales, online store sales, referral sales, and sales through third-party channels. The chart is in the form of a doughnut, with each sales method represented by a different colored segment.

Looking at the chart, we can see that the largest share of Apple's revenue comes from sales through third-party channels, which account for 29.16% of the total revenue. In-store sales account for the second largest share at 31.16%, followed by online store sales at 26.90% and referral sales at 12.78%.

One advantage of a doughnut chart is that it allows viewers to easily compare the proportions of different segments in relation to the whole. In this case, we can see that in-store and online store sales are relatively close in proportion, while third-party sales account for a larger share of revenue.

**COST AND SELLING PRICE BY PRODUCT**

The column chart provides a clear comparison between the cost price per unit product and the selling price per unit product of five products sold by Apple: airpods, iPad, iPhone, iWatch, and MacBook.

The chart shows that the cost price per unit product is generally lower than the selling price per unit product for each of the five products. The difference between the cost price and selling price varies across the products, with some products having a larger profit margin than others.

For example, the cost price per unit for the iWatch is the lowest among the five products, at $4,652, while the selling price per unit is $12,872, resulting in a profit margin of $8,220 per unit. In contrast, the cost price per unit for the MacBook is the highest among the five products, at $13,669, while the selling price per unit is $39,809, resulting in a profit margin of $26,140 per unit.

Overall, the chart highlights the profitability of Apple's products, with all five products having a significant profit margin. The chart also suggests that Apple is able to charge a premium for its products, with the selling price per unit significantly higher than the cost price per unit.

Top of Form

**EXPENSES VS REVENUE BY REGION**

Based on the provided data, we can make the following comparative analysis between the expenditure and revenue of Apple by region:

1. APAC: The expenses made by Apple in the Asia-Pacific (APAC) region were the highest among the four regions, at $4,565,446. However, the revenue generated in the APAC region was also the highest, at $13,726,359. This suggests that Apple is investing heavily in the APAC region, likely in order to capture the growing market potential in this region, and that these investments are paying off in terms of revenue.
2. EMEA: The expenses made by Apple in Europe, the Middle East, and Africa (EMEA) were the lowest among the four regions, at $1,909,140. However, the revenue generated in the EMEA region was also the second-lowest, at $6,170,609. This suggests that Apple may not be investing as heavily in the EMEA region as it is in other regions, and that there may be untapped market potential in this region.
3. North America: The expenses made by Apple in North America were the second-highest among the four regions, at $2,639,520. The revenue generated in North America was also the second-highest, at $7,957,283. This suggests that Apple is investing significantly in its home market of North America, likely due to the large and mature market potential in this region.
4. South America: The expenses made by Apple in South America were the second-highest among the four regions, at $2,947,824. The revenue generated in South America was also the second-highest, at $8,263,598. This suggests that Apple is investing significantly in South America, likely due to the growing market potential in this region, and that these investments are paying off in terms of revenue.

Overall, the data suggests that Apple is investing heavily in all regions, likely due to the growing market potential in these regions, and that these investments are paying off in terms of revenue. However, there may be untapped market potential in certain regions, such as EMEA, that Apple could further capitalize on.