$\label{lem:continues} \mbox{ Apple continues to strengthen its standing in the }$ smartphone market. The brand has risen to a position of particular dominance in the US. $6\ \text{of the top 10}$ most sold smartphone models in Ja. MOTOROLA India 2018 **Country Wise Best Selling Quarterly-Share GMS Smartphone** ОРРО Xiaomi Others 28.28% 2.34% Models 4.00% 6.00% Share Sales Share 3.00% 4.00% India 22.1 One Plus Nord CE 2 Lite 5G 2.00% 2018 4.00% 1.00% 0.00% 0.00% ealme OnePlus 7.97% Samsung 29.05% © Mapbox © OSM **Brand Price Comparison Battery Type Distribution Battery Type** SAMSUNG REALME 5GB 5GB Lithium Polymer 18,999 17,999

VIVO

5GB

OPPO

4GB

INFINIX

5GB

XIAOMI 6GB

17,999

Lithium

10K 20K 30K

Avg. Original Pri..

Lithium Ion

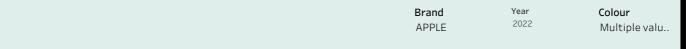
Storv 1

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 smartphone models in Ja.

More than 1 billion consumers currently use iphones.

Since its initial launch, more than 1.9 billion iphones have been sold.

sales generated \$205 billion revenue for Apple in 2022, more than Microsoft's total revenue. It soiphoneld 232 million iphone units that year. tive anal



KPI

| Brand | Discoun | Mrp | Sale Pri | Star Rat |
|-------|---------|--------|----------|----------|
| Apple | 0 | 77,000 | 77,000 | 5 |

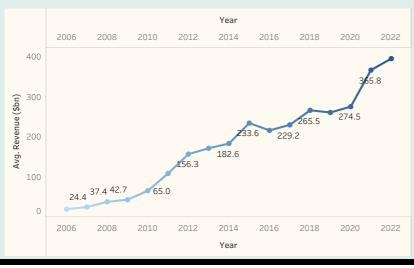
KPI 2

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

Apple iPhone 14 Pro Max 17.00% Apple iPhone 14 17.00%

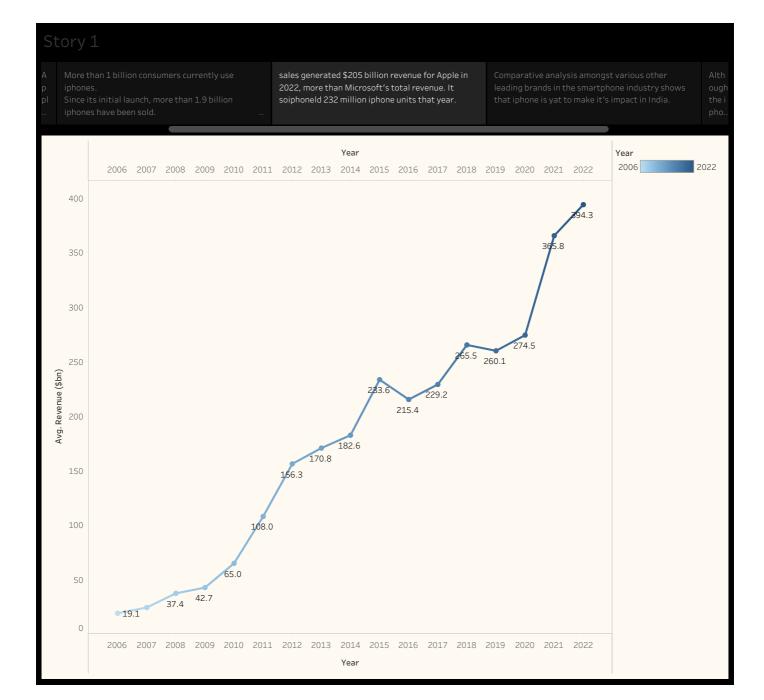
Model-Share

Annual Revenue



Model Specification

| Model | Process | Front Ca | Rear Ca | Colou |
|----------------------------|--|----------|---------------|-------|
| APPLE IPHONE 12 | A Bionic Chip with Next | 12MP | 12MP+ 12MP | Black |
| 12 | Generati. | | | Blue |
| APPLE IPHONE 12 MINI | A Bionic Chip with Next Generati. | 12MP | 12MP+ 12MP | Black |
| | | | | Blue |



Story 1

More than 1 billion consu

sales generated \$205 billion revenue for Apple in 2022, more than Microsoft's total revenue. It soiphoneld 232 million iphone units that year.

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