

Story 1

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

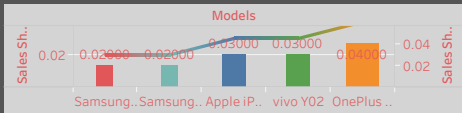
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Although the iphone isn't far below the competition, its 3% market share in the global market is depicted..

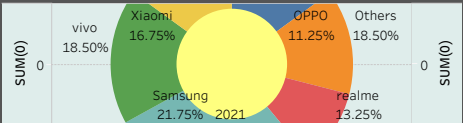
GLOBAL MARKET SHARE



COUNTRYWISE BEST SELLING SMARTPHONE



QUARTERLY SHARE



BRAND PRICE COMPARISON



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KPI

Brand	Count of appl..	Discount Perc..	Mrp	Number Of Ra..	Number Of Re..	Sale Price
Apple						
Active Users (mm)					8,723	
Count of Market Penetrat..					15	
Revenue Generated					1,634	
Units sold (mm)					2,325	

MODELSHARE

ANNUAL REVENUE

					Year				
	2006	2008	2010	2012	2014	2016	2018	2020	2022
	2006	2008	2010	2012	2014	2016	2018	2020	2022
					Year				

MODEL SPECIFICATION

Model	Processor	Front Camera	Rear Camera	Colour
APPLE	A Bionic Chip	12MP	12MP + 12MP	Black
IPHONE 11				Red
				White
				Yellow

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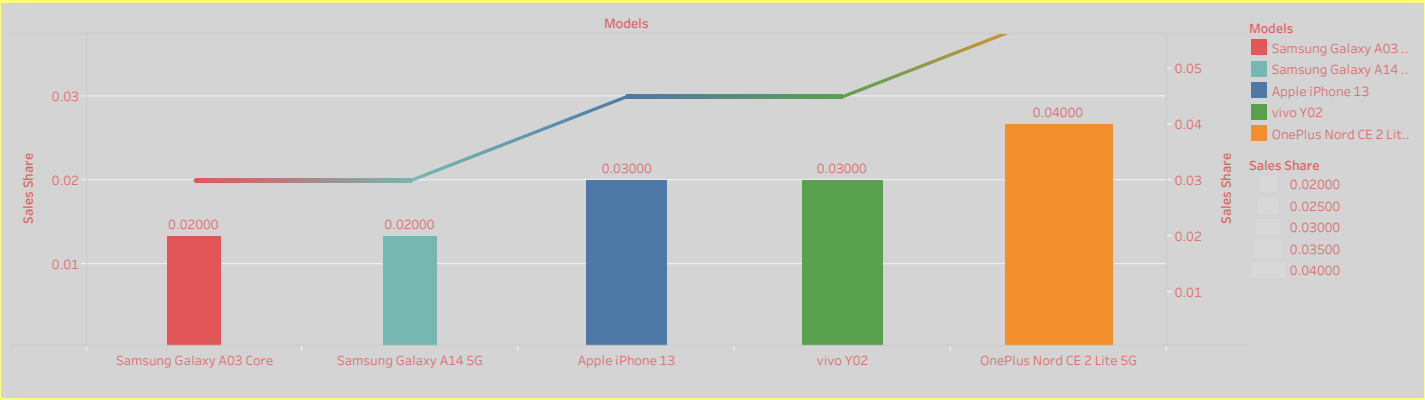
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