IREVOLUTION

KPI

	Discoun	Sale	Sales dif	
Brand	t Perce	Mrp	Price	ference
Apple	0	77,000	77,000	0

KPI-2

Revenue Generated	Units sold (mm)	Active Users (mm)
13.00	20.70	25.00



Model-Share



Model Specification

Model	Process	Front Ca	Rear Camera	Colour	
APPLE IP	A Bionic	12MP	12MP + 12MP	Black	92,800
APPLE	A Bionic	12MP	12MP + 12MP	Black	199,700
IPHONE	Chip wit			Blue	59,900
APPLE	A Bionic Chip wit	12MP	12MP + 12MP	Blue	74,900
IPHONE				Black	74,900
APPLE IP	A Bionic	12MP	12MP + 12MP	Blue	149,800
APPLE IP	A Bionic	12MP	12MP + 12MP	Blue	189,800
APPLE IP	A Bionic	12MP	12MP + 12MP	Blue	99,900