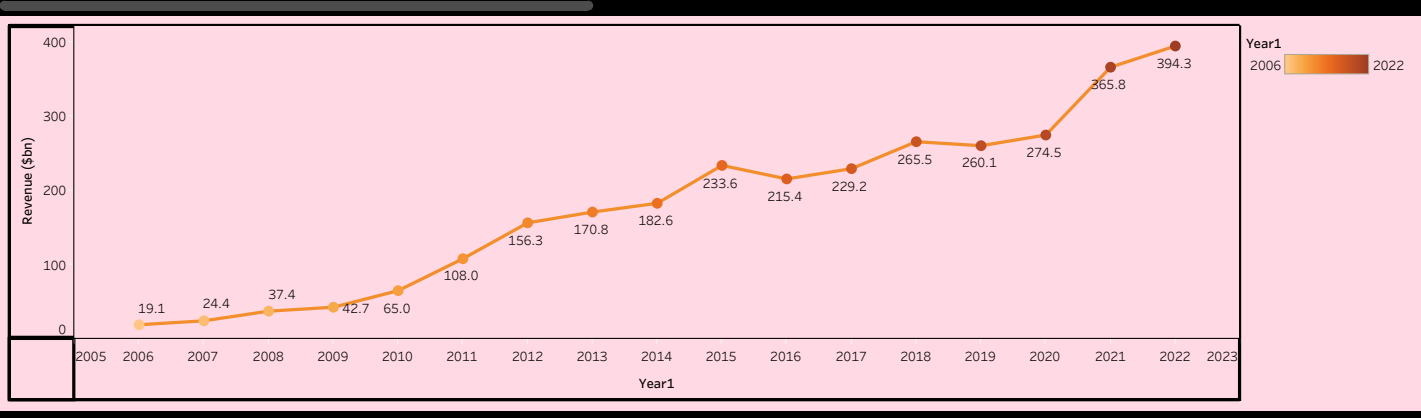


Story 1

Annual Revenue	Model Specification	Model share
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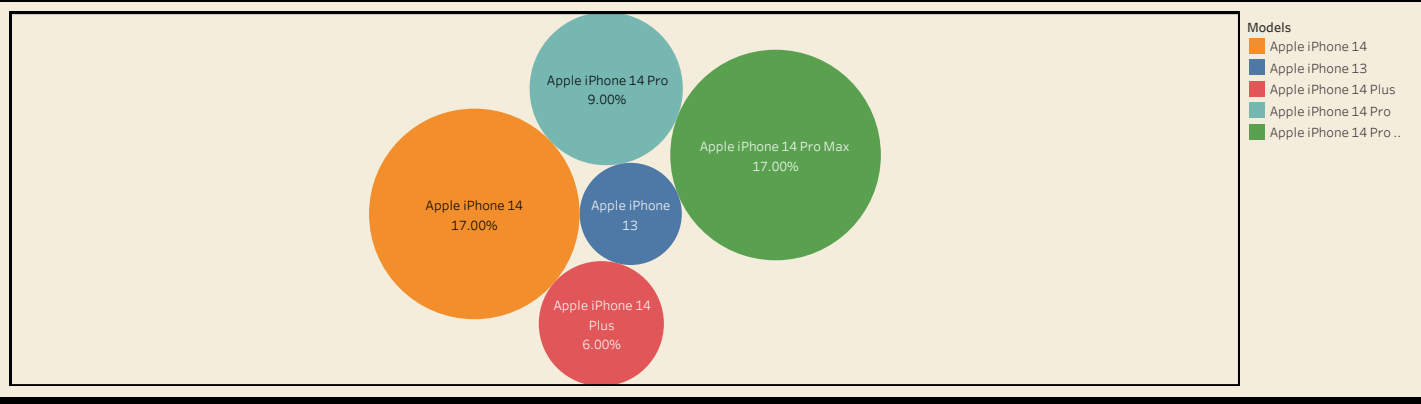
Story 1

Annual Revenue	Model Specification	Model share
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Model	Processor	Front Cam..	Rear Camera	Colour		<div>Colour</div> <div>Multiple values</div> <div>Brand</div> <div>APPLE</div> <div><div>Black</div></div> <div><div>Blue</div></div>
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	92,800	
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	199,700	
				Blue	59,900	
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	74,900	
				Blue	74,900	
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue	149,800	
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	189,800	
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	99,900	

Story 1

Model Specification	Model share	KPI 1
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Story 1

Model share	KPI 1	KPI 2
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Brand1	Discount Percentage	Mrp	Star Rating	Sale Price	Sales Difference
Apple	0	77,000	5	77,000	0

Story 1

KPI 1	KPI 2	Dashboard 1
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Revenue Generated	Units sold (mm)	Active Users (mm)	Year
205	232	1,334	2022

Story 1

KPI 1

KPI 2

Dashboard 1

Apple

Dashboard 1

2022

APPLE

Multipl..

KPI

Model share

Brand1

Discount Perc..

Mrp

Star Rating

Sale Price

Sales Differen..

Annual Revenue

Apple

iRevolution - Think Different

Model specification

Revenue (\$bn)

400

200

0

2006

2008

2010

2012

2014

2016

2018

2020

2022

37.4

156.3

182.6

233.6

215.4

229.2

365.8

274.5

Year1

Model	Processor	Front Cam...	Rear Camera	Colour	
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	95.5000
APPLE IPHONE 12	A Bionic Chip with Next ..	12MP	12MP + 12MP	Black	108.7000
				Blue	95.5000
APPLE IPHONE 12 MINI	A Bionic Chip with Next ..	12MP	12MP + 12MP	Black	78.5000
				Blue	78.5000
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue	146.8000
APPLE IPHONE 14	A Bionic Chip Core	12MP	12MP + 12MP	Blue	88.8000
APPLE IPHONE 14 PLUS	A Bionic Chip Core	12MP	12MP + 12MP	Blue	99.5000