





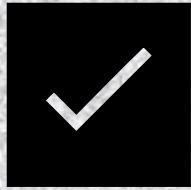


Is Apple still
worth investing
in?   ”






“10 years of R&D, revenue & performance
trends (2015–2024)”

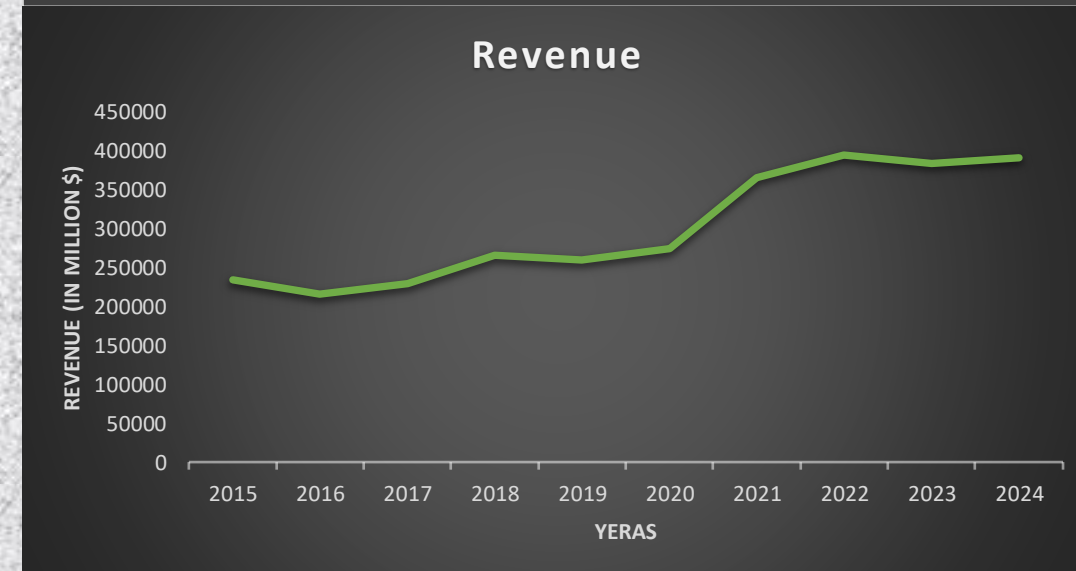
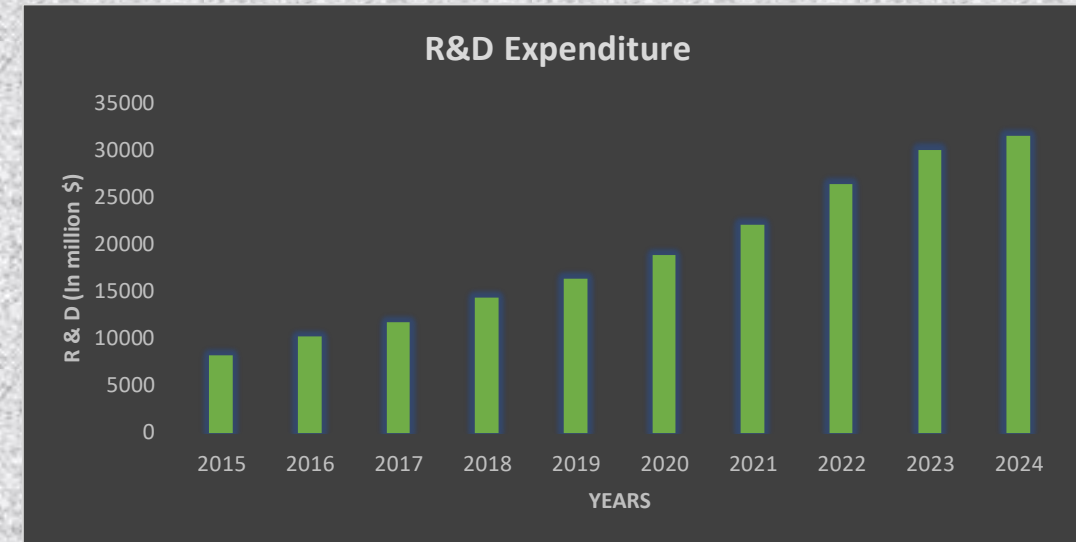
“ The Dataset” (2015–2024)

-  R&D Expenditure
-  Revenue (in \$ millions)
-  ROA, ROE, ROI (in percentage)
-  EPS (in thousand \$)




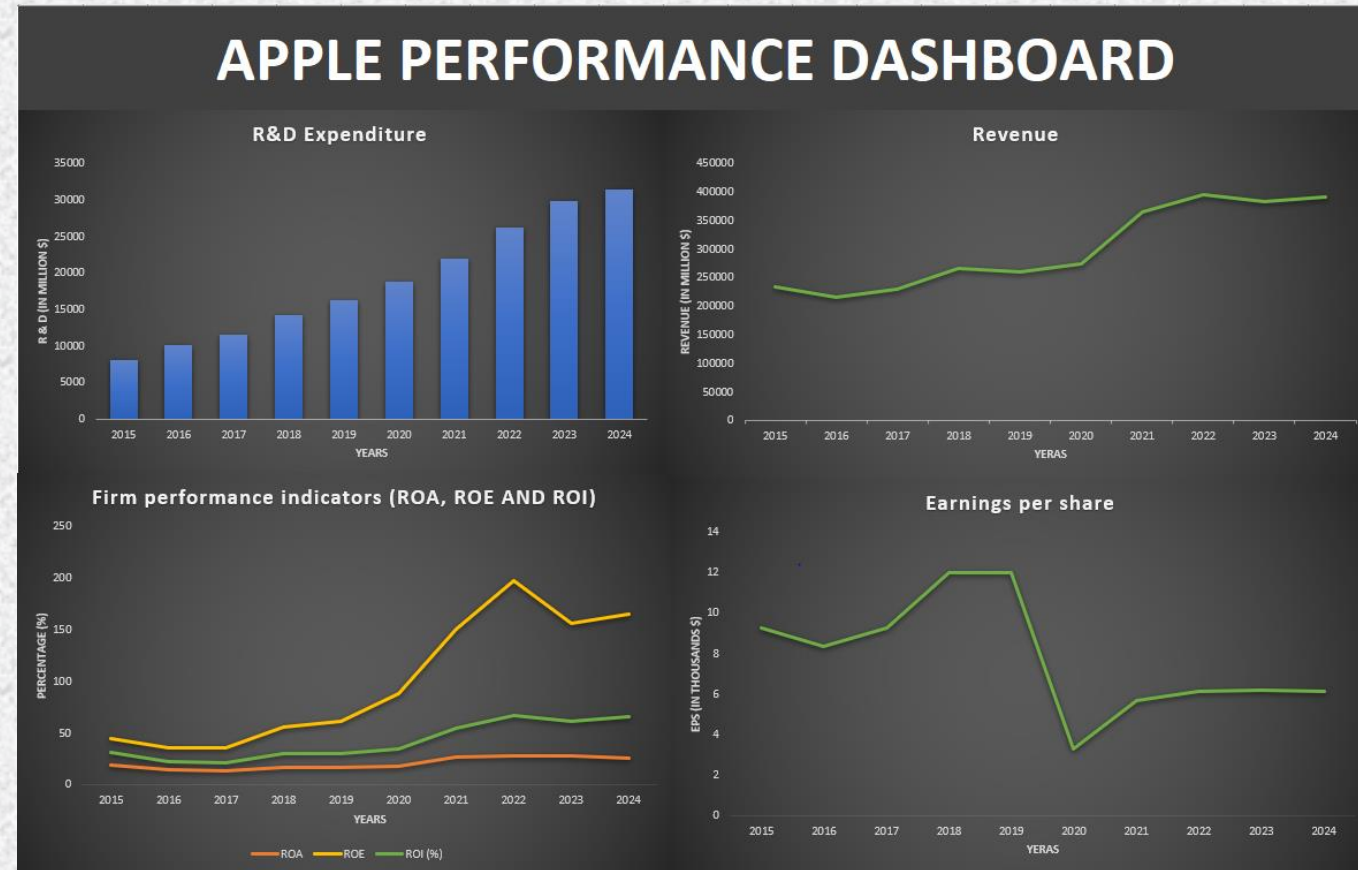
Key Findings

- R&D grew from **\$8B in 2015** → **\$31B in 2024**
- Revenue peaked at **\$394B (2022)**
- Correlations with R&D:
 -  Revenue: **0.95**
 -  ROA: **0.86**
 -  ROE: **0.92**
 -  ROI: **0.93**
 -  EPS volatile (-0.56 correlation)



What This Means

- R&D is Apple's **engine of growth** 
- Higher R&D → stronger profitability (ROA, ROE, ROI)
- Revenue remains resilient despite global challenges
- EPS noise ≠ weakness — fundamentals are solid



Investment Outlook

- Apple is a **buy-and-hold stock** ✓
- Long-term growth supported by R&D
- Shareholder value likely to remain strong



See full analysis & dashboard on GitHub:
[<https://github.com/Tayoowonikoko/Excel-Data-analysis-project>]