

Government Art And Science Collage Thennagur
604 408

Thiruvalluvar University



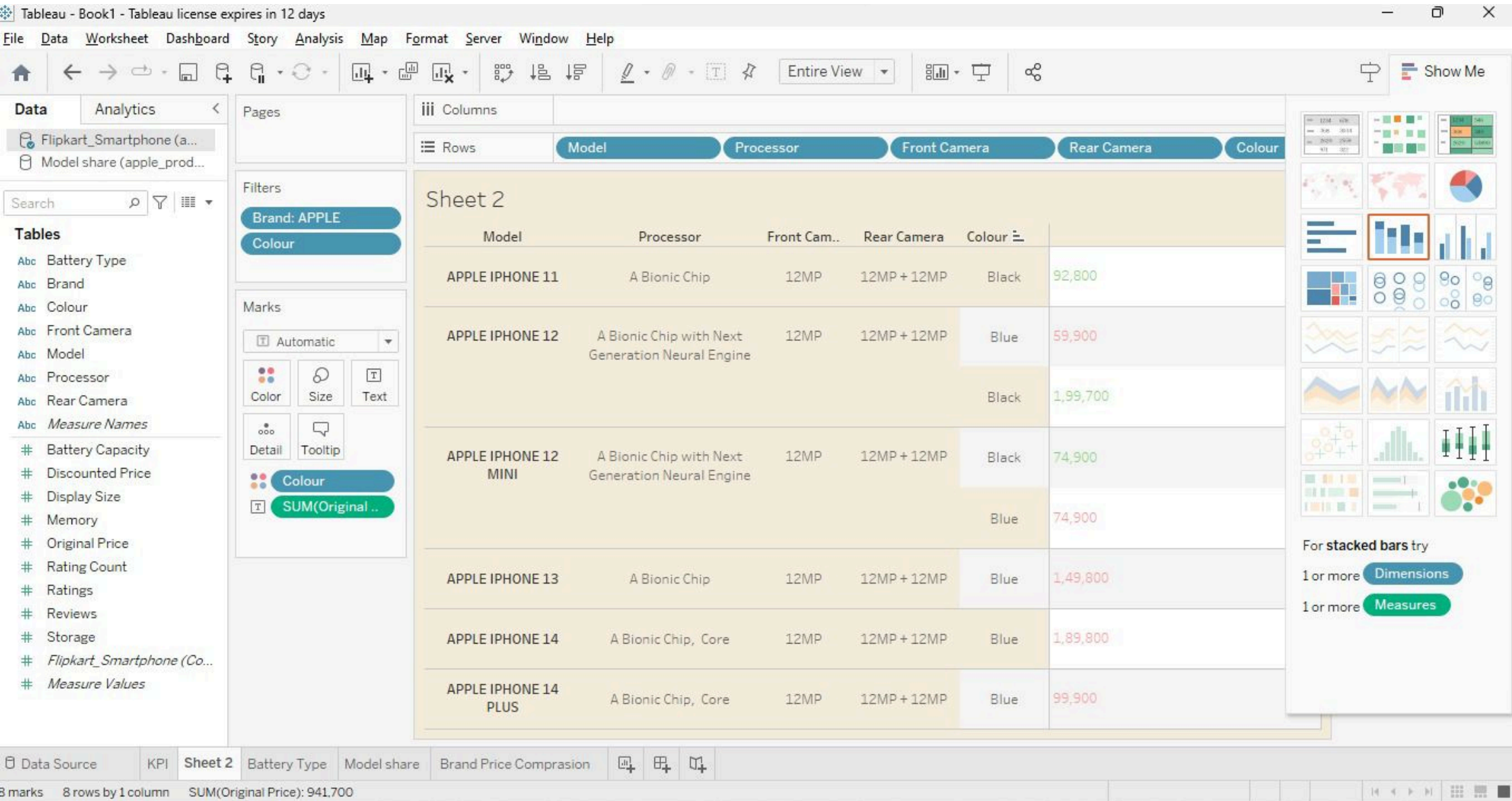
Thiruvannamalai District

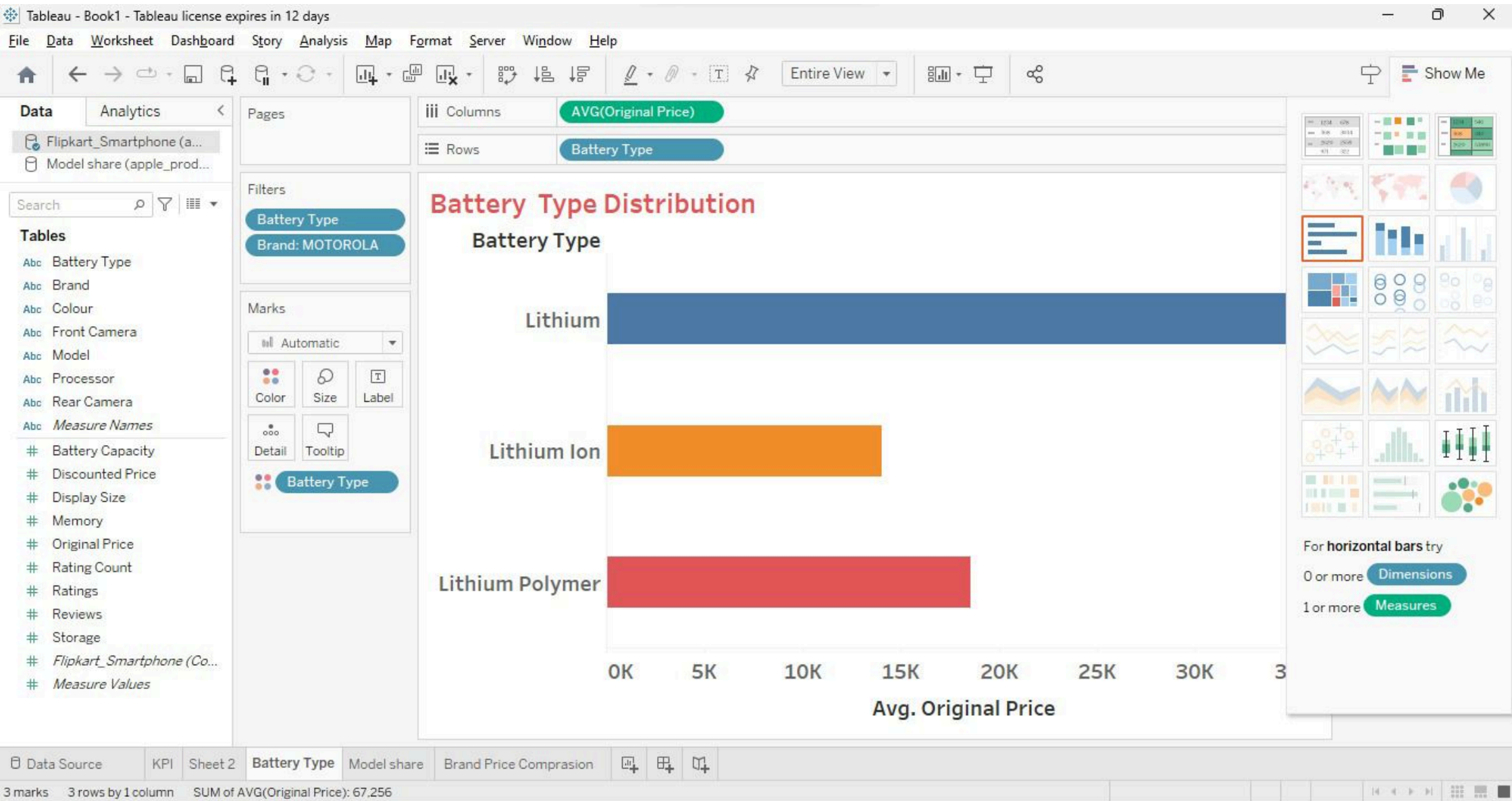
IMPACT OF IPHONE

SUBMITTED BY

**S. VIGNESH
K. PRAVIN
P. SANDHIYA
B. JEEVANATHAN**

**GUIDED BY
MR. SUDHAKAR**







Year

2022

Brand

APPLE

Colour

(All)

KPI

Units sold (mm)

232

Revenue Generated (\$bn)

205

Active Users (mm)

1,334

Brand

Mrp

Sale Price

Star Rating

Discount
Percentage

Number Of Reviews

Apple

59,900

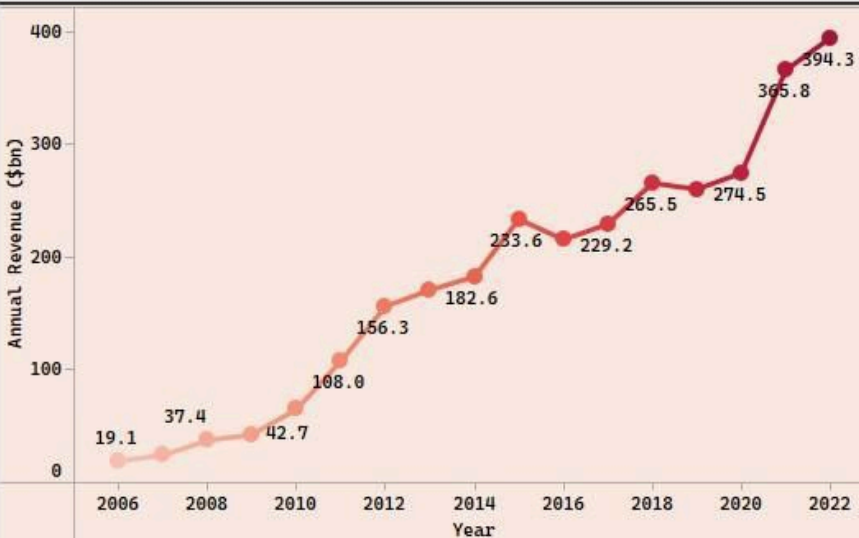
54,999

5

8

3,331

Annual Revenue (2006- 2022)



iRevolution- Think DIFFERent

Model wise share

Apple iPhone 14
Pro Max
17.00%Apple iPhone
14 Pro
9.00%Apple iPhone 14
17.00%Apple
iPhone

Model specification

Model	Processor	Front Cam..	Colour	Rear Camera	
APPLE IPHONE 11	A Bionic Chip	12MP	Black	12MP + 12MP	₹ 92,800.00
			Red	12MP + 12MP	₹ 92,800.00
			White	12MP + 12MP	₹ 92,800.00
			Yellow	12MP + 12MP	₹ 43,900.00
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	Black	12MP + 12MP	₹ 199,700.00
			Blue	12MP + 12MP	₹ 59,900.00
			Green	12MP + 12MP	₹ 74,900.00

Data Analytics

Flipkart_Smartphone (a...
Model share (apple_prod...

Search

- Tables**
- Abc Battery Type
 - Abc Brand
 - Abc Colour
 - Abc Front Camera
 - Abc Model
 - Abc Processor
 - Abc Rear Camera
 - Abc Measure Names
 - # Battery Capacity
 - # Discounted Price
 - # Display Size
 - # Memory
 - # Original Price
 - # Rating Count
 - # Ratings
 - # Reviews
 - # Storage
 - # Flipkart_Smartphone (Co...
 - # Measure Values

Pages

Filters

Brand: APPLE

Marks

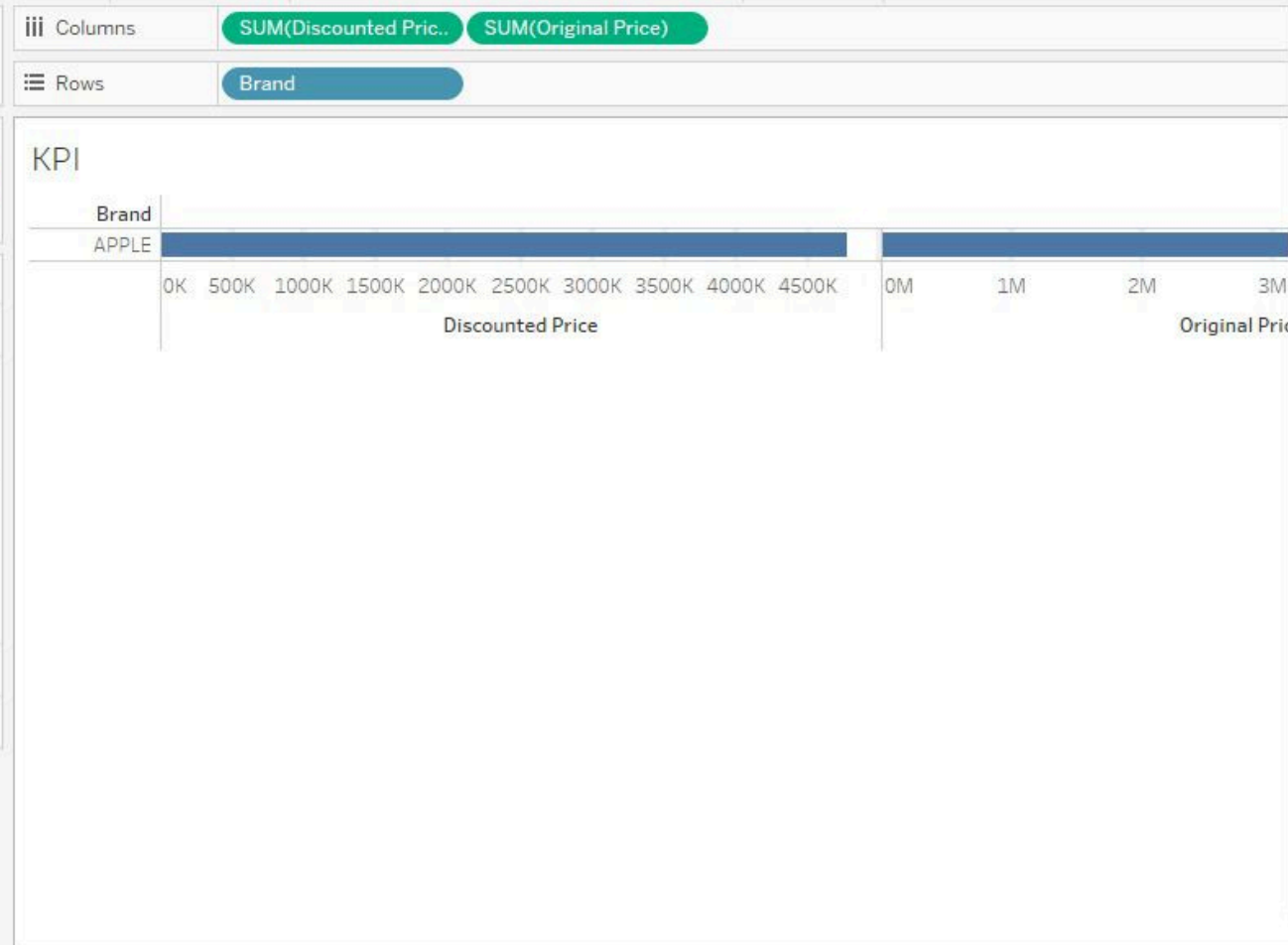
All

Automatic

Color Size Label

Detail Tooltip

SUM(Discounte...
SUM(Original P...



Show Me

For scatter plots try

0 or more Dimensions

2 to 4 Measures

Data Analytics

Flipkart_Smartphone (a...
Model share (apple_prod...

Search

Tables

Models

Measure Names

Sales Share

Model share (Count)

Measure Values

Pages

Columns

Rows

Filters

Marks

Circle

Color

Size

Label

Detail

Tooltip

SUM(Sales Sh..

Models

Sales Share

Models

Model share

Apple iPhone 14 Pro Max
0.1700

Apple iPhone 13

Apple iPhone 14

0.1700

Apple iPhone 14 Pro

0.0900

Apple iPhone 14 Plus

0.0600

Show Me

For a Gantt view try

1 date

1 or more Dimensions

0 to 2 Measures



iRevolution- Think DIFFERent

Year

2020

Country

India

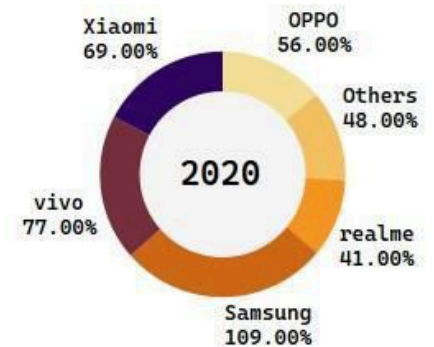
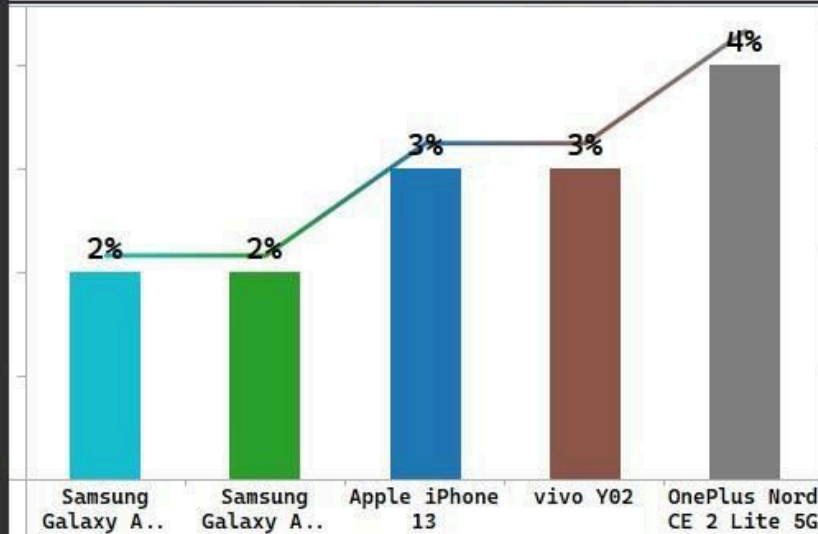
Brand

OPPO

Global Market Share



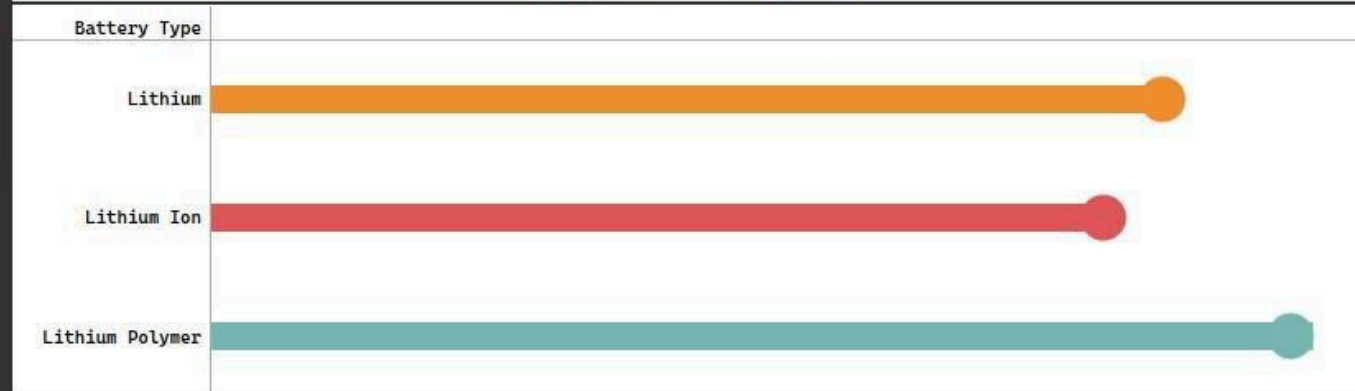
Country-wise best selling smartphone



Brand Price comparison

APPLE 0 89,900	NOTHING 1 39,999	MOTOROLA 4 17,999	IQOO 3 17,999	REALME 5 17,999
		VIVO 5 19,990		
	SAMSUNG 5 18,999	OPPO 4 19,499	TECNO 4 13,499	ITEL 3
GOOGLE 2 51,999	ONEPLUS 2 19,999	XIAOMI 6 17,999	MICROMAX 2	LAVA 3
			I KALL 2	MARQ

Battery Type Distribution





Thank you

