

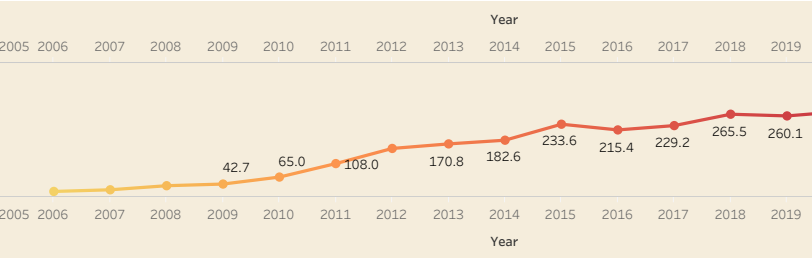
KPI \_2

Revenue Generated	Units sold (mm)	Active Users (mm)
205	232	1,334

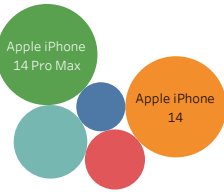
KPI

	Discount		Sale	Star	sales dif
Brand	t Perce..	Mrp	Price	Rating	ference
Apple	0	77,000	77,000	5	0

Annual Revenue



model-share



MODEL SPECIFICATION

APPLE I..	A Bionic Chip	12MP	12MP + 12MP	Black	92,800
APPLE IPHONE ..	A Bionic Chip with Next Ge..	12MP	12MP + 12MP	Black	199,700
				Blue	59,900
APPLE	A Bionic Chip	12MP	12MP + 12MP	Blue	74,900
IPHONE ..	A Bionic Chip with Next Ge..			Black	74,900
APPLE I..	A Bionic Chip	12MP	12MP + 12MP	Blue	149,800
APPLE I..	A Bionic Chip, ..	12MP	12MP + 12MP	Blue	189,800
APPLE I..	A Bionic Chip, ..	12MP	12MP + 12MP	Blue	99,900