

iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India

Market insights

Regional Annalysis

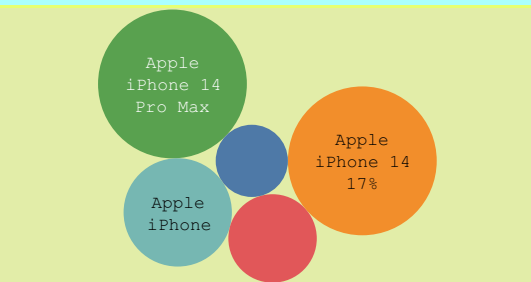
KPI

Brand	Count of app..	Discount Per..	Mrp	Number Of ..	Number Of ..	Sale Price	Star Rating
Apple	1	20	52,900	79,582	6,804	41,999	5

KPI_2

Revenue Generated	Units sold (mm)	Active Users (mm)
192	242	1,231

Model Wise Share



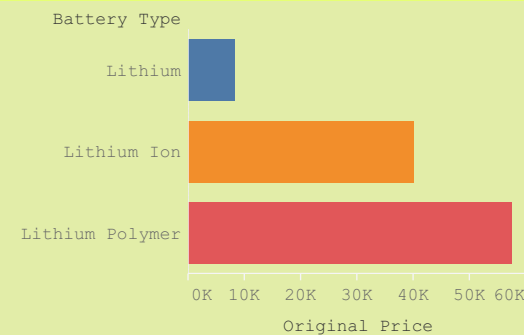
Brand Price Comparison

APPLE 0GB 90,900	SAMSUNG 5GB 30,138	VIVO 5GB 21,904	OPPO 4GB
XIAOMI 6GB 20,871	REALME 5GB 20,038		

Model Specification

Model	Processor	Front C..	Rear Ca..	Colour
APPLE IPHONE 12	A Bionic Chip wi..	12MP	12MP + 12MP	Blue
APPLE IPHONE ..	A Bionic Chip wi..	12MP	12MP + 12MP	Blue
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue
APPLE IPHONE 14	A Bionic Chip, ..	12MP	12MP + 12MP	Blue
APPLE IPHONE ..	A Bionic Chip, ..	12MP	12MP + 12MP	Blue

Battery Type Distribution



iRevaluation



Measure Names
All

Upe
MOBF9Z7ZS6GF5UAP

Year
2021

Colour
Blue

Brand
APPLE

Blue

Models

- Apple iPhone 13
- Apple iPhone 14
- Apple iPhone 14 Plus
- Apple iPhone 14 Pro
- Apple iPhone 14 Pr..

Avg. Original Price
7,999 90,900

Brand
ITEL

Battery Type

- Lithium
- Lithium Ion
- Lithium Polymer

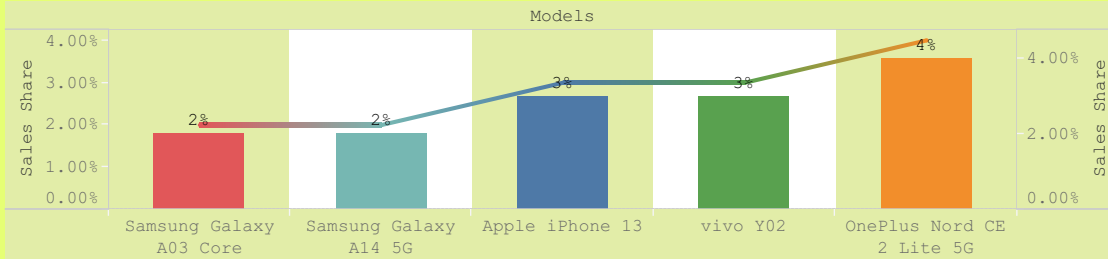
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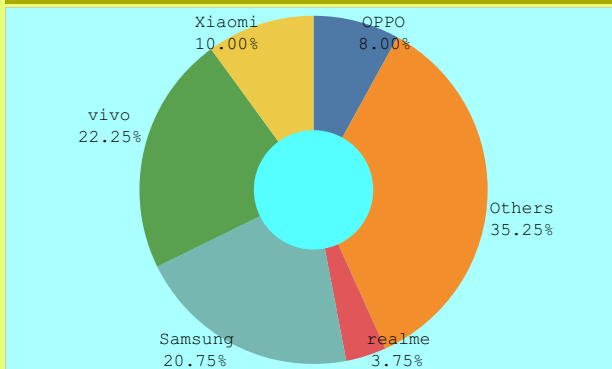
Regional Annalysis

Country wise Best selling smart phone

Country
All



Quarterly-Share



Global Market Price

Year
2017



Annual Revenue

