

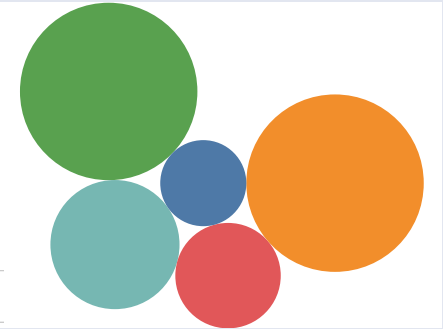


olution: A Data-Driven Exploration Of Apple's iPhone Impact In India

model share

KPI

Brand	Discount Perce..	Mrp	Number Of Revi..	S
Apple	0	77,000	794	



KPI_2

Revenue Generated	Units sold (mm)	Active Users (mm)
13.00	20.70	25.00

annual revenue



Model specification

Model	Processor	Front Cam..	Rear Camera	Colour
APPLE IPH..	A Bionic Chip	12MP	12MP + 12MP	Black
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Blue
APPLE IPH..	A Bionic Chip	12MP	12MP + 12MP	Blue
APPLE IPH..	A Bionic Chip, Core	12MP	12MP + 12MP	Blue
APPLE IPH..	A Bionic Chip, Core	12MP	12MP + 12MP	Blue