

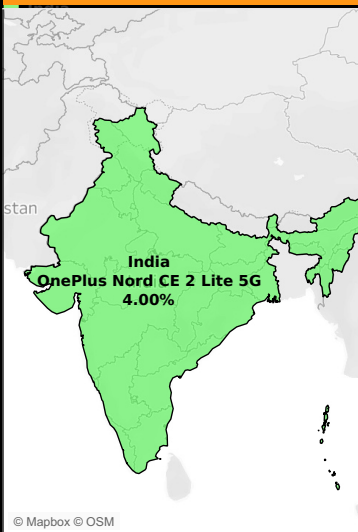
## Story 1

Apple continues to strengthen its standing in the smartphone market. The brand has risen to a position of particular dominance in the US. 6 of the top 10 most sold smartphone models in January 2021.

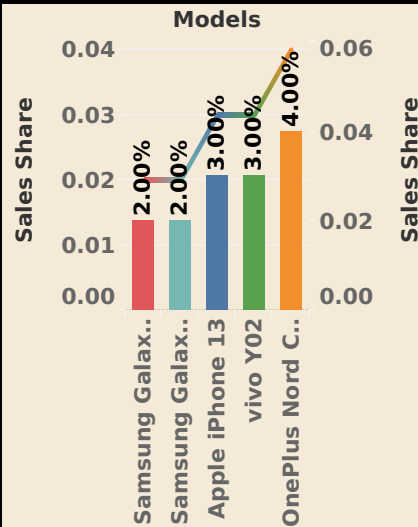
More than 1 Billion consumers currently use iPhones. Since the initial launch, more than 1.9 billion iPhones have been sold. iPhone sales in 2021 surpassed the 2015 peak, but declined in 2020.

Since its initiation in 2006, it has seen the tremendous increase in the sale and revenue generation over the years, though a slight bump is being seen in 2020.

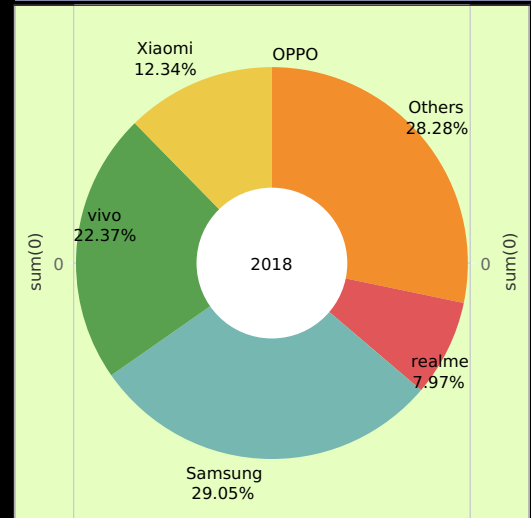
### GMS



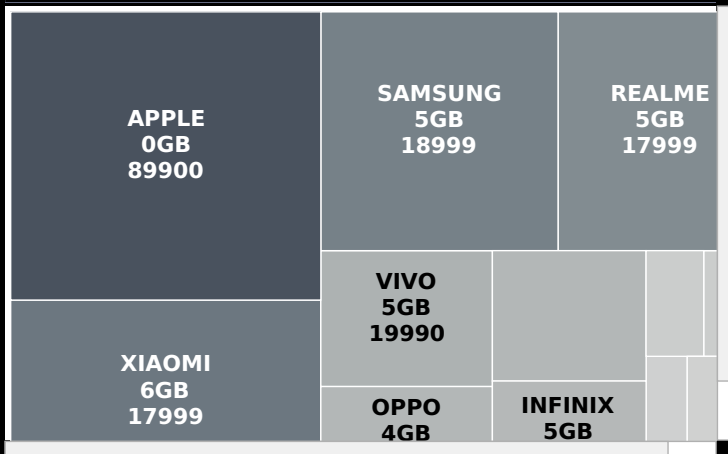
### Country Wise Best Selling Smartphone



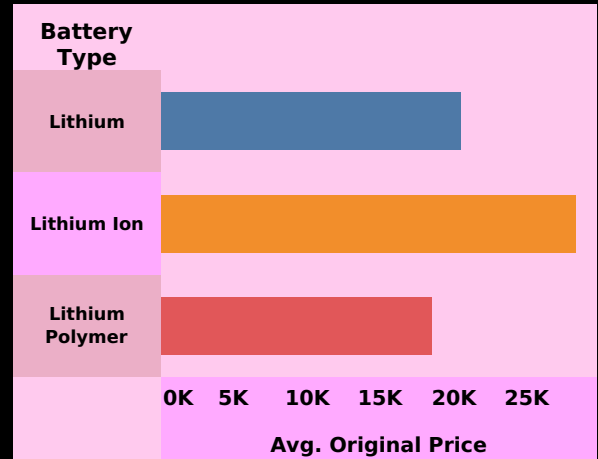
### Quarterly-Share



### Brand Price Comparison



### Battery Type Distribution



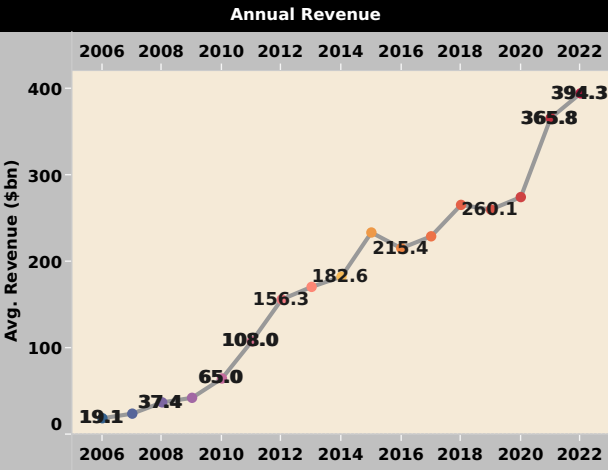
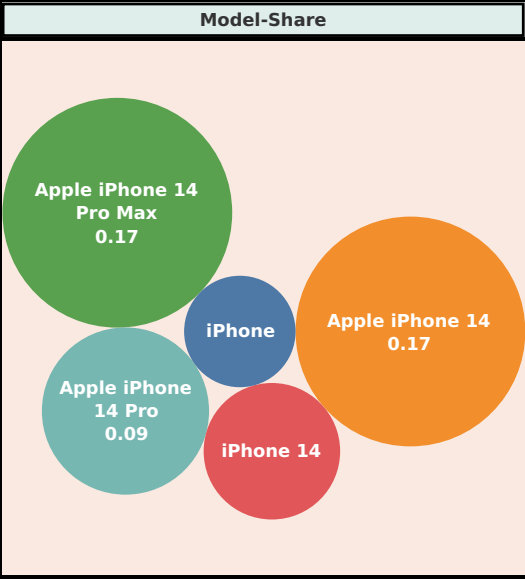
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Model Specification					
Model	Processor	Front C amera	Rear C amera	Colour	
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	92,800
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	199,700
				Blue	59,900
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	74,900
				Blue	74,900
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue	149,800
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	189,800



KPI					
Bra..	Discount %	Mrp	Star Rating	Sale Price	Sales difference
App..	0	77,000	5	77,000	0

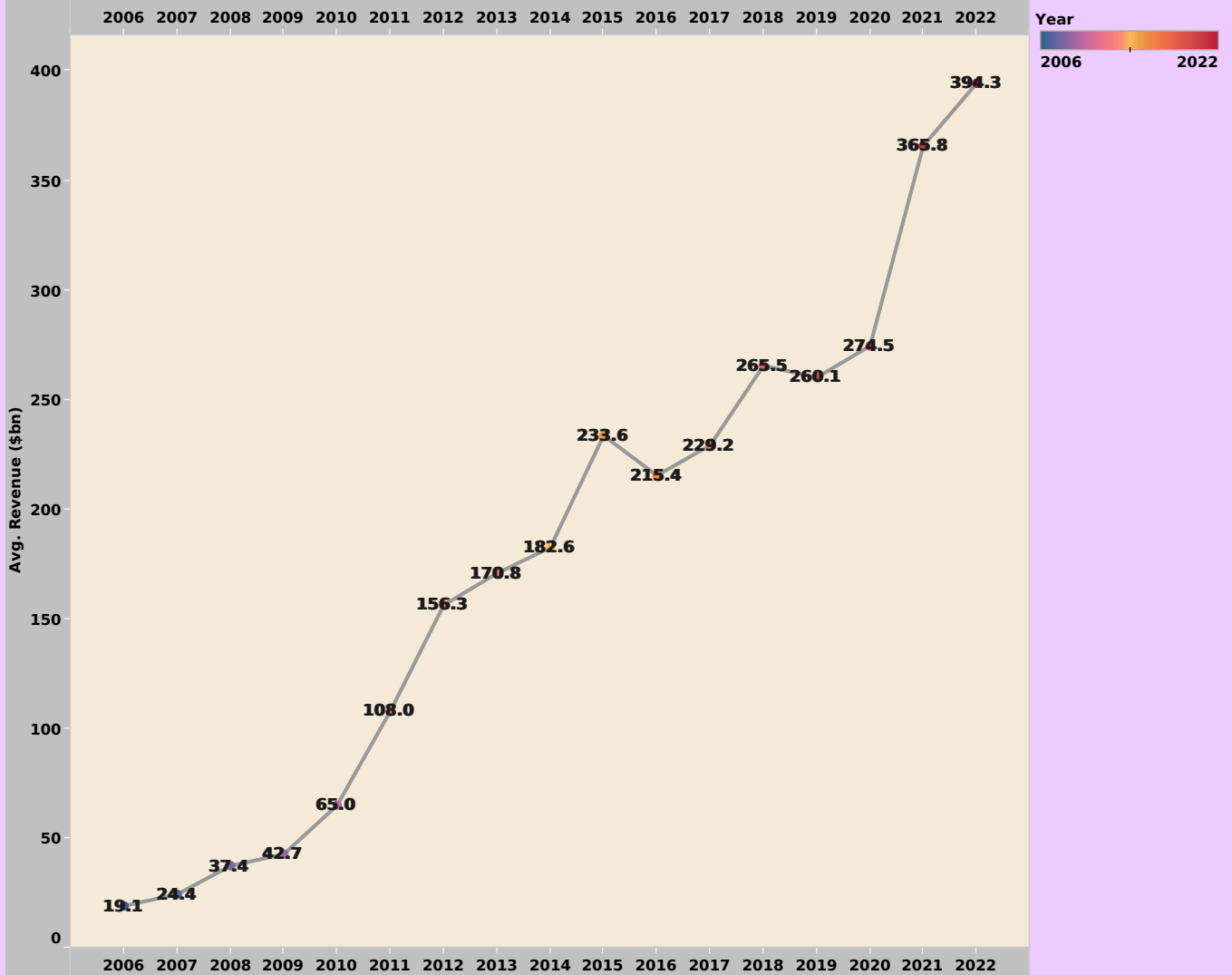
KPI_2		
Active Users (mm)	Revenue Generated	Units sold (mm)
25.00	13.00	20.70

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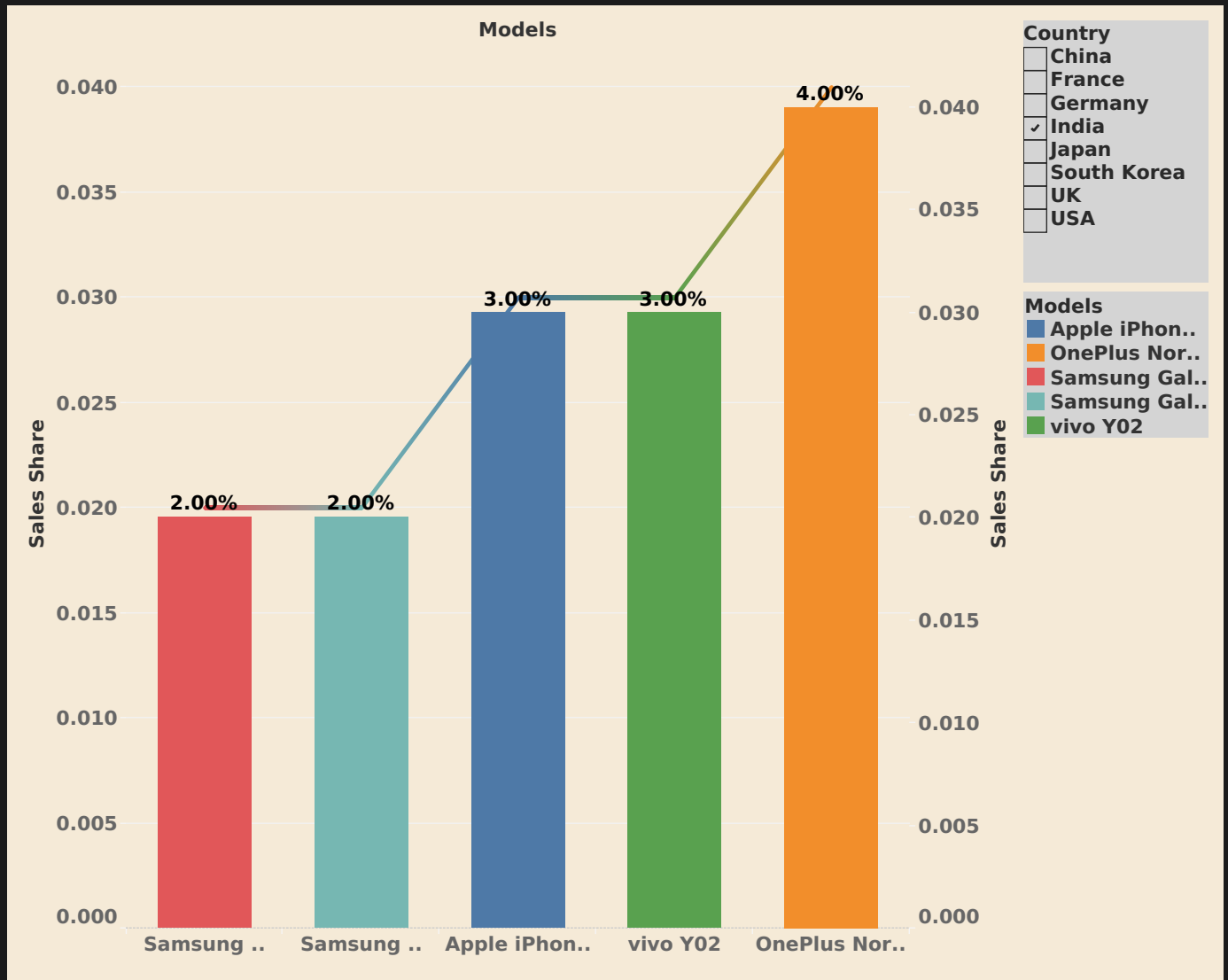


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Although the iPhone isn't far behind in the competition. It is yet to scale-up it's marketting strategies and policy formulations for Indian Audiunce.

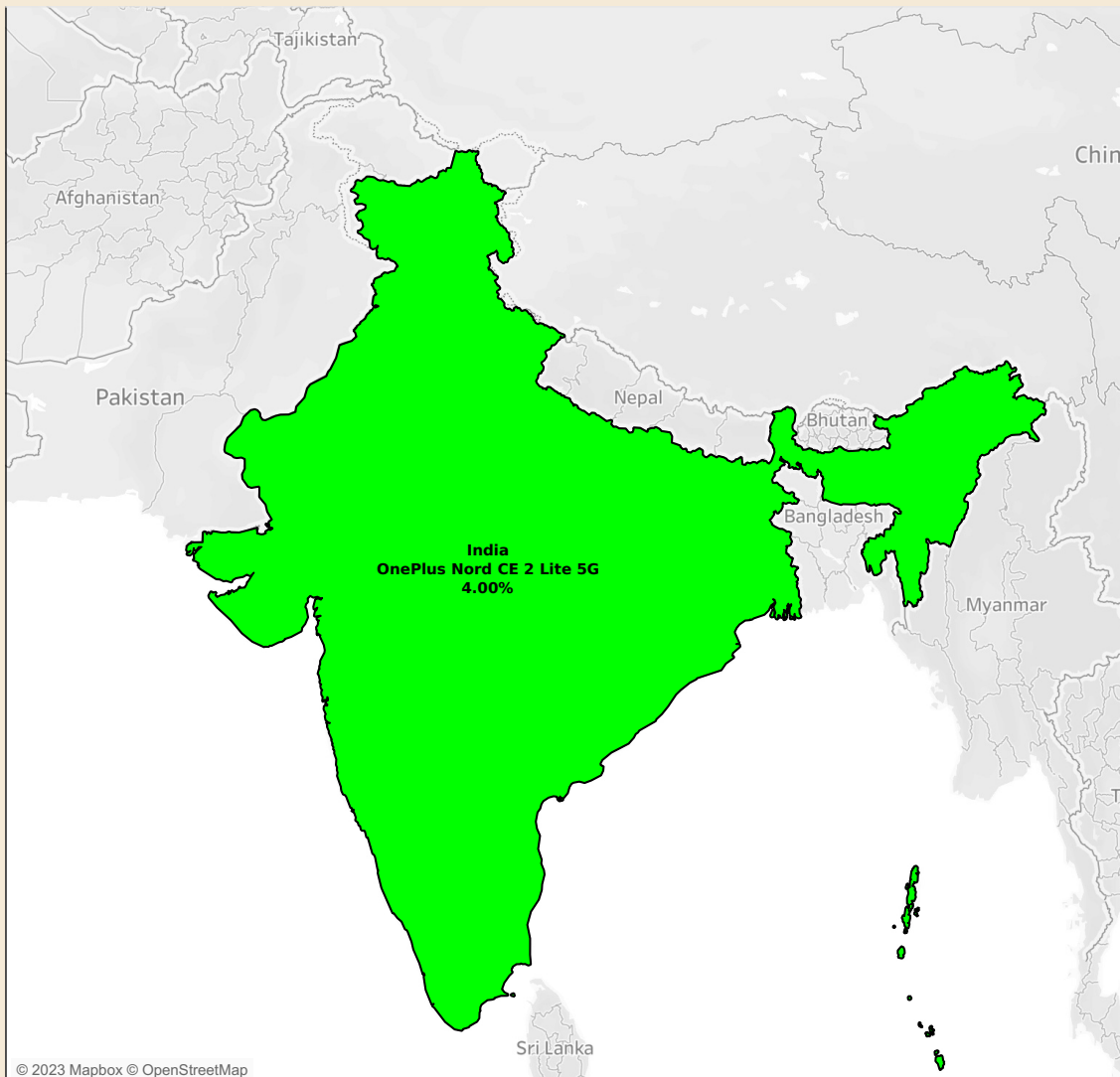


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### Models

- ☐ Apple iPhone 13
- ☐ Apple iPhone 14
- ☐ Apple iPhone 14 Plus
- ☐ Apple iPhone 14 Pro
- ☐ Apple iPhone 14 Pr..
- ☐ Apple iPhone SE 20..
- ☐ Google Pixel 6a
- ☒ OnePlus Nord CE 2 ..
- ☐ OPPO Reno 9
- ☐ Samsung Galaxy A0..
- ☐ Samsung Galaxy A0..
- ☐ Samsung Galaxy A13
- ☐ Samsung Galaxy A1..
- ☐ Samsung Galaxy M33
- ☐ Samsung Galaxy S2..
- ☐ vivo Y02

### Country

India

### Country

☒ India