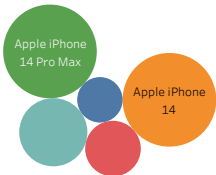


KPI

Brand	Discoun..	Mrp	Number..	Sale Pri..	sales dif..
Apple	0	77,000	11,202	77,000	0

Model Share



KPI_2

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

Model Specification

Model	Processor	Rear Camera	Front Cam..	Colour	Colour	
APPLE IPH..	A Bionic Chip	12MP + 12MP	12MP	Black	Black	92,800
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP + 12MP	12MP	Black	Black	199,700
				Blue	Blue	59,900
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP + 12MP	12MP	Black	Black	74,900
				Blue	Blue	74,900
APPLE IPH..	A Bionic Chip	12MP + 12MP	12MP	Blue	Blue	149,800
APPLE IPH..	A Bionic Chip, Core	12MP + 12MP	12MP	Blue	Blue	189,800
APPLE IPH..	A Bionic Chip, Core	12MP + 12MP	12MP	Blue	Blue	99,900

Annual revenue

