

Story 1

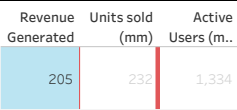
Apple continues to strengthen its standing in the smartphone market. The brand has risen to a position of particular dominance in the US. 6 of the top 10 most sold smartphone models in January 2021 were designed by Apple

More than 1 billion consumers currently use iPhone. Since it's initial launch, more than 1.9 billion iPhones have been sold. iPhone sales in 2021 surpassed the 2015 peak, but declined in 2022 to 232.2 million units.

Annual Revenue



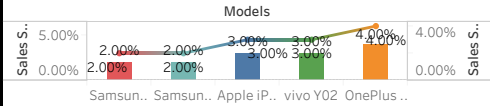
KPI_2



Quarterly-Share



Country wise best selling smartphone



Global Market Share



Country: China, France

Year: 2018

Brand: OPPO, Others, real

Year: 2006, 2022

Country: India

Country: India

Year: 2022

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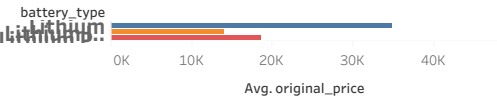
iPhone sales generated \$205 billion revenue for Apple in 2022, more than microsoft's total revenue. IT sold 232 billion iPhone units that year.

KPI

Model specification

model	processor	front_c..	rear_camera	colour
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Battery Type Distribution



Brand Price Comparison

APPLE	XIAOMI
0.00GB	6.00GB
89900	17999

model-share



Upc

MOBEXRGVZFZGZEWV

colour
Multiple values

Brand
APPLE

battery_type
Lithium Lithium Ion Lithium Pol...

Avg. origin.. 7999 90900

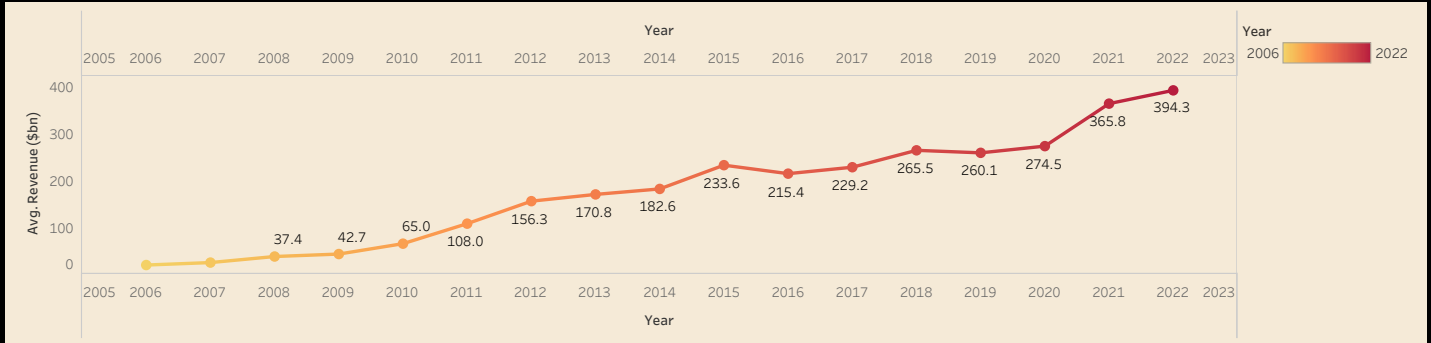
Models
Apple iPhone 13 Apple iPhone 14 Apple iPhone

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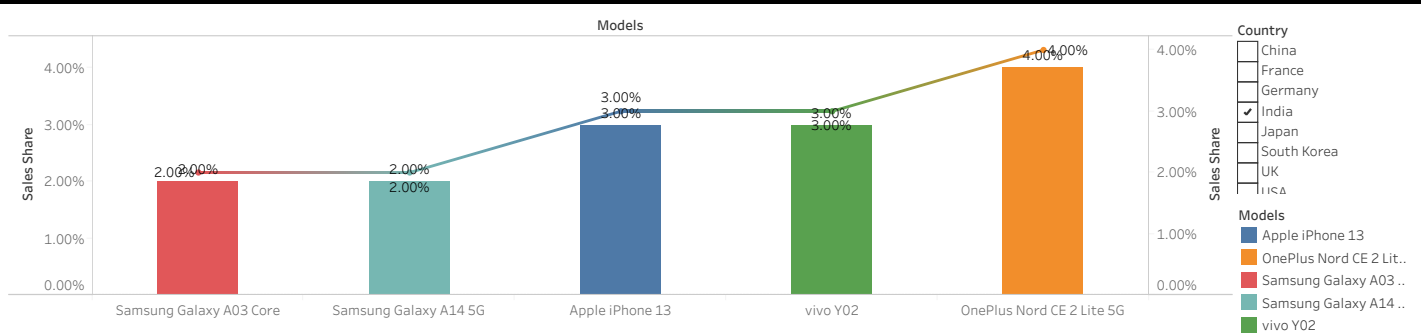


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