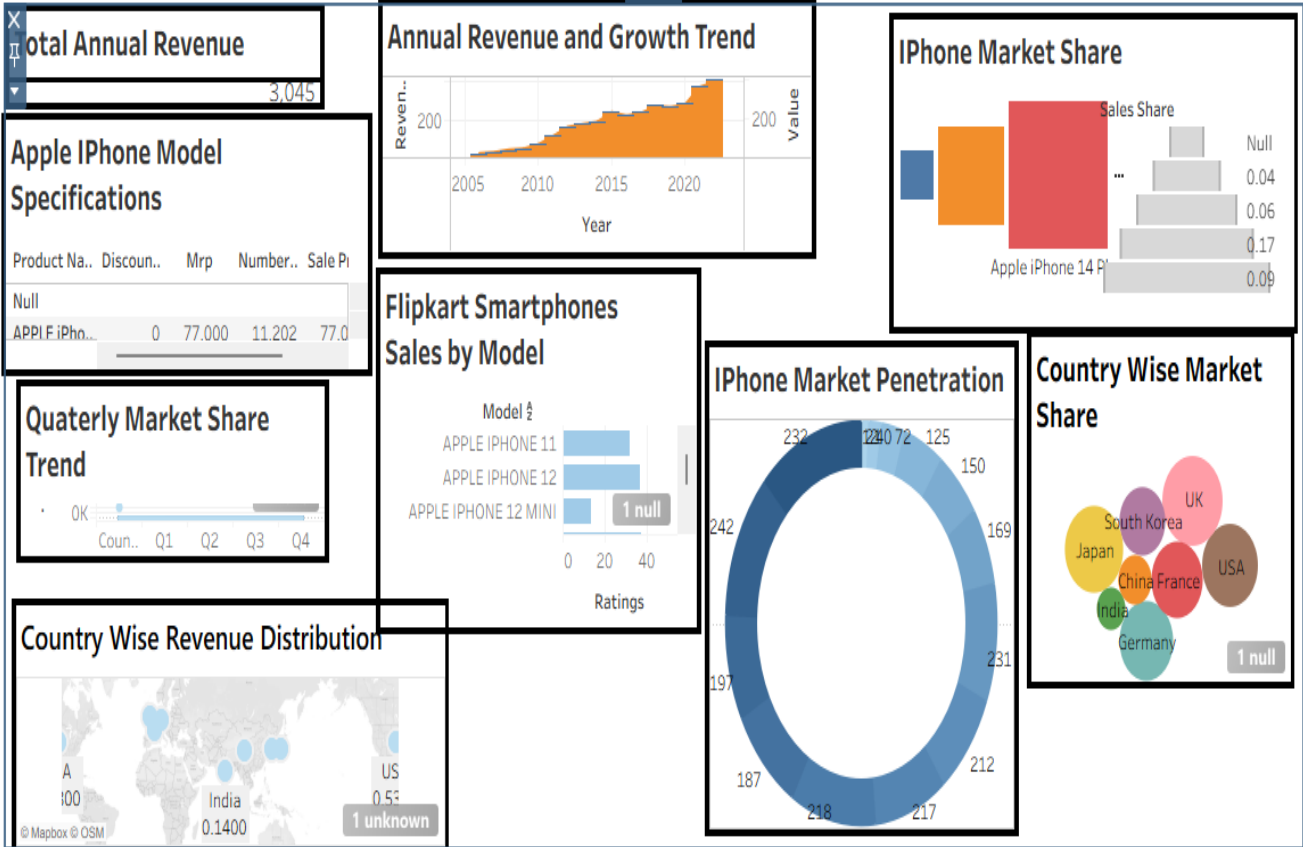


# DASHBOARD

## Apple iPhone Sales & Market Analysis Dashboard



# STORY

# Data-Driven Analysis of Apple Smartphone Sales Performance

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The total annual revenue shows overall business performance

Annual revenue has shown steady growth, with peak

Quarterly sales indicate seasonal trends. with higher

Market penetration analysis shows Apple's share compared to

Flipkart sales distribution highlights the too-selling

Premium models contribute a major portion of total sales

USA dominates revenue share followed by China and

>

Product Name	Discoun..	Mrp	Number..	Sale Pri..	Star Ra..
Null					
APPLE iPhone 8 (Gold, 25..	0	77,000	11,202	77,000	5
APPLE iPhone 8 (Silver, 25..	0	77,000	11,202	77,000	5
APPLE iPhone 8 (Space Gr..	0	77,000	11,202	77,000	5
APPLE iPhone 8 Plus (Gold..	0	49,900	3,431	49,900	5
APPLE iPhone 8 Plus (Silv..	0	49,900	3,431	49,900	5
APPLE iPhone 8 Plus (Silv..	0	84,900	3,431	84,900	5
APPLE iPhone 8 Plus (Spac..	0	49,900	3,431	49,900	5
APPLE iPhone 8 Plus (Spac..	0	84,900	3,431	84,900	5
APPLE iPhone 11 (Black, 6..	14	54,900	43,470	46,999	5
APPLE iPhone 11 (Black, 1..	8	59,900	43,470	54,999	5
APPLE iPhone 11 (Purple, ..	14	54,900	43,470	46,999	5
APPLE iPhone 11 (Red, 64 ..	14	54,900	43,470	46,999	5
APPLE iPhone 11 (Red, 12..	8	59,900	43,707	54,999	5
APPLE iPhone 11 (White, ..	14	54,900	43,470	46,999	5
APPLE iPhone 11 (White, ..	8	59,900	43,707	54,999	5
APPLE iPhone 11 Pro (Mid..	29	106,600	7,088	74,999	5

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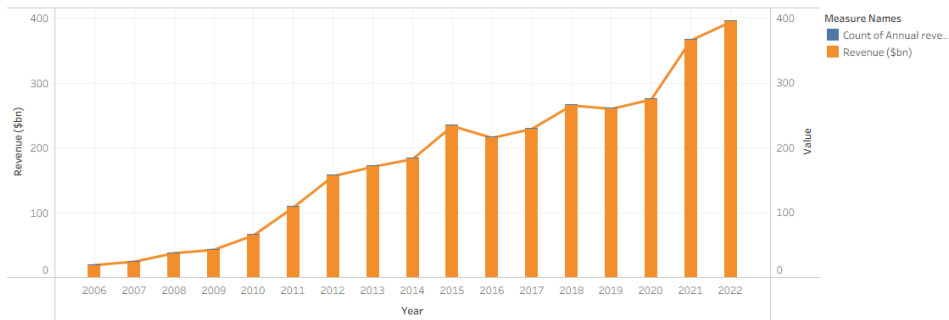
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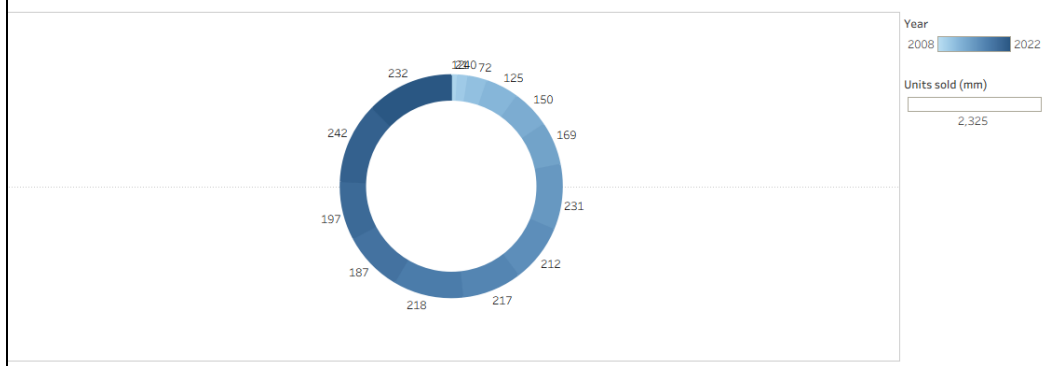
Market penetration analysis shows Apple's share compared to

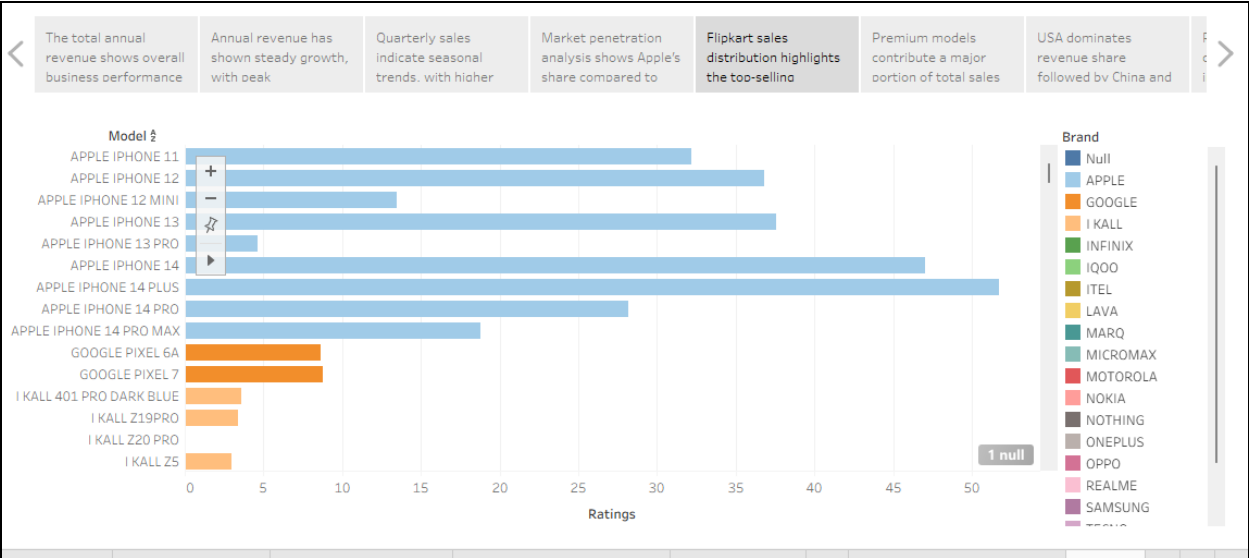
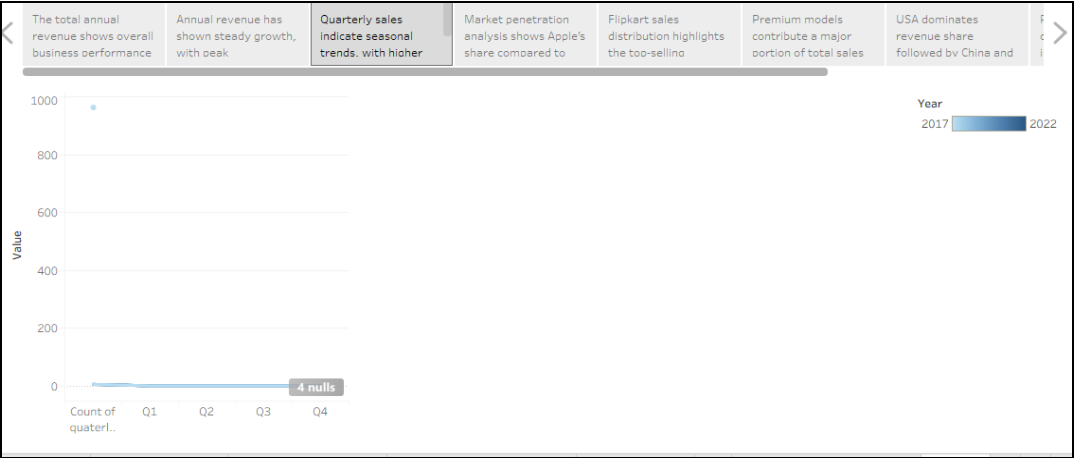
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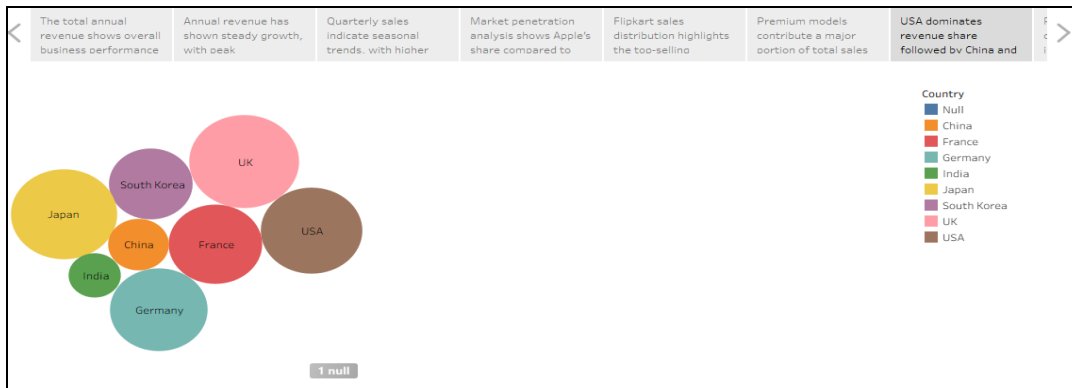
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## DASHBOARD LINK:

[https://public.tableau.com/views/dataset\\_17714022204070/AppIeIPhoneSalesMarketAnalysis?:language=en-GB&:sid=&:redirect=auth&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/dataset_17714022204070/AppIeIPhoneSalesMarketAnalysis?:language=en-GB&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link)

## STORY LINK:

[https://public.tableau.com/shared/W4DGZ2SWT?:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/shared/W4DGZ2SWT?:display_count=n&:origin=viz_share_link)

## PROJECTWEB INFERENCE LINK:

<http://127.0.0.1:5000>