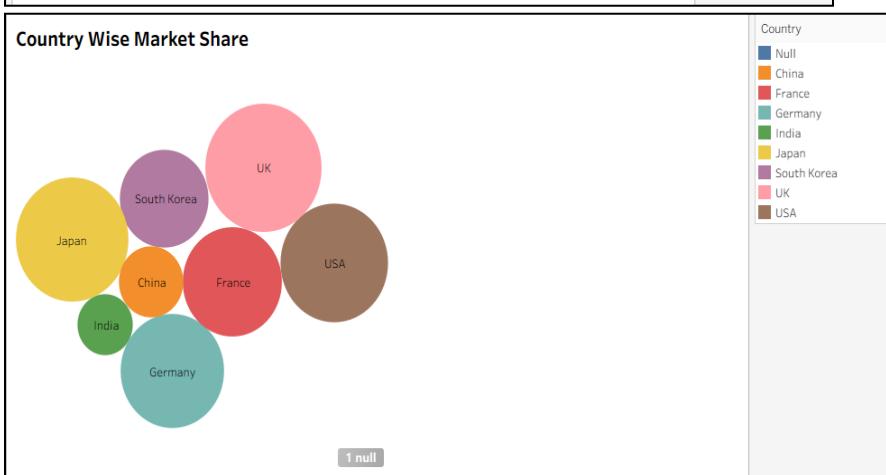
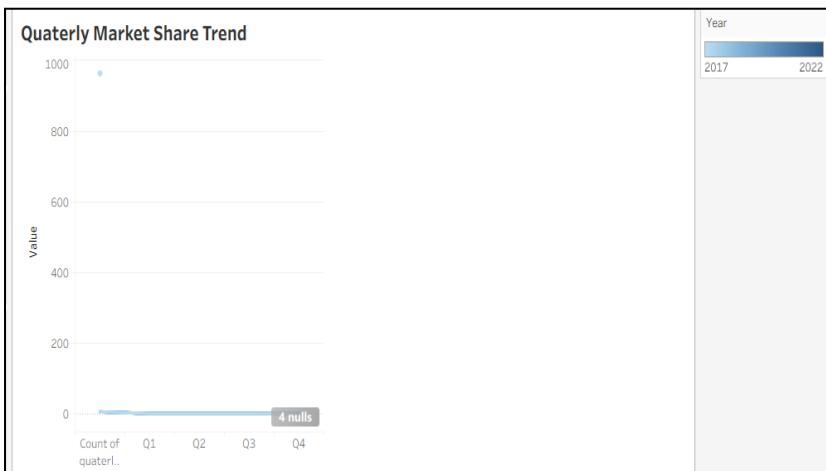


# Visualization

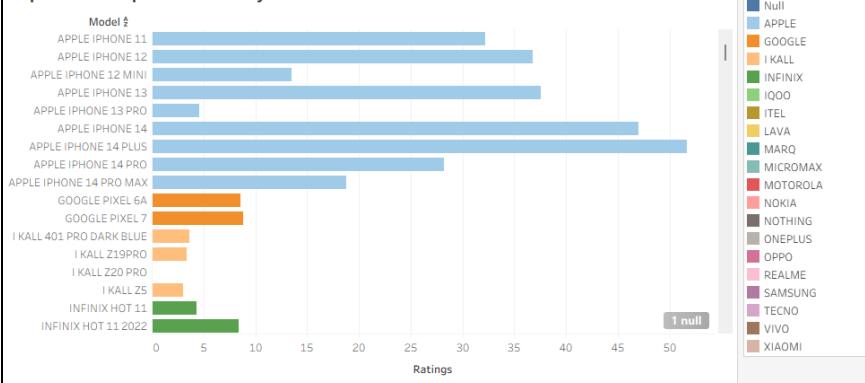
Product Name	Discoun..	Mrp	Number..	Sale Pri..	Star Ra..
Null					
APPLE iPhone 8 (Gold, 25..	0	77,000	11,202	77,000	5
APPLE iPhone 8 (Silver, 25..	0	77,000	11,202	77,000	5
APPLE iPhone 8 (Space Gr..	0	77,000	11,202	77,000	5
APPLE iPhone 8 Plus (Gold..	0	49,900	3,431	49,900	5
APPLE iPhone 8 Plus (Silv..	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
APPLE iPhone 11 Pro (Mid..	15	140,300	7,088	117,900	5
APPLE iPhone 11 Pro (Spa..	17	121,300	7,081	99,900	5
APPLE iPhone 11 Pro (Spa..	15	140,300	7,000	117,900	5



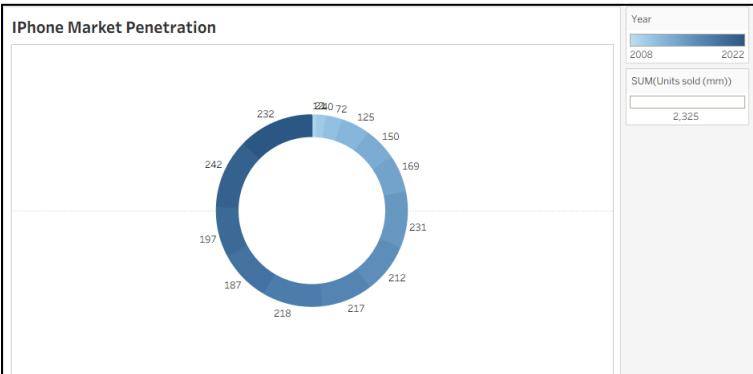
## Total Annual Revenue

3,045

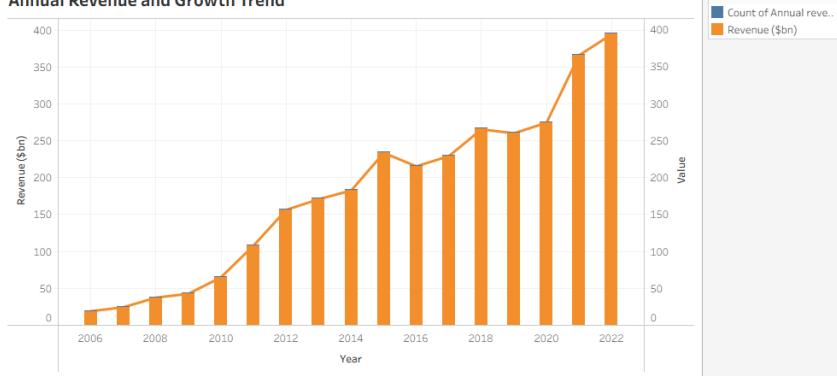
## Flipkart Smartphones Sales by Model

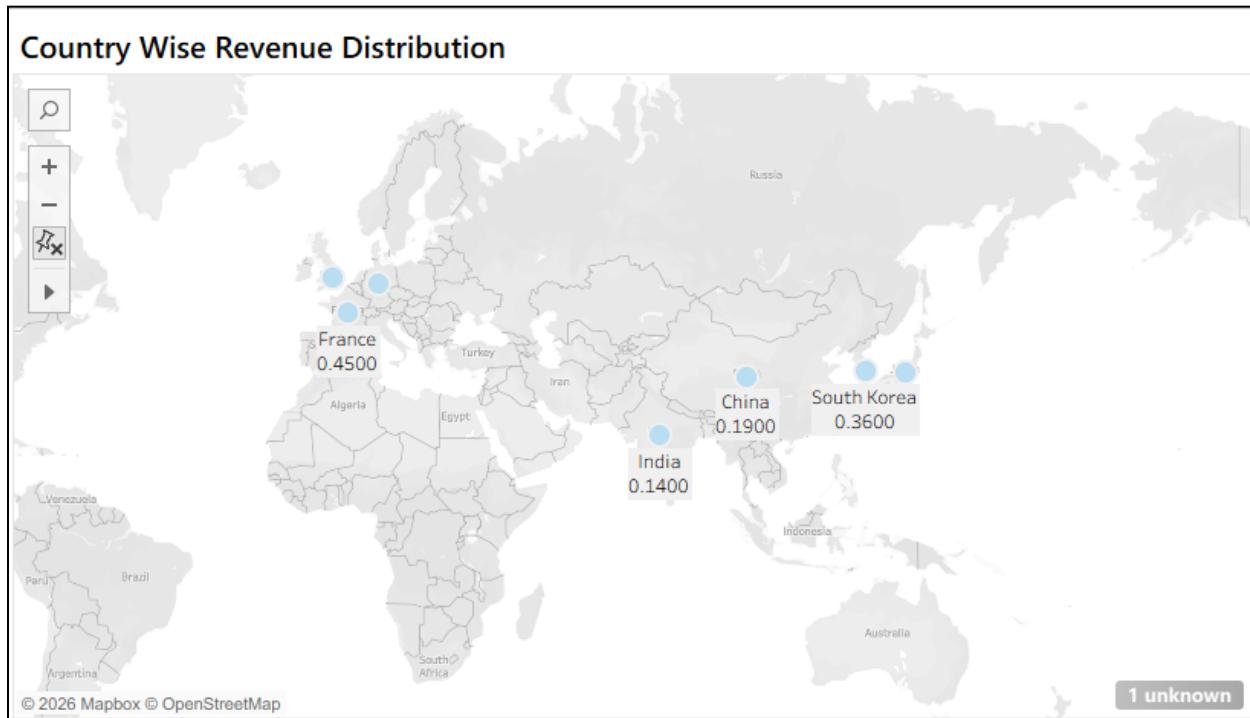
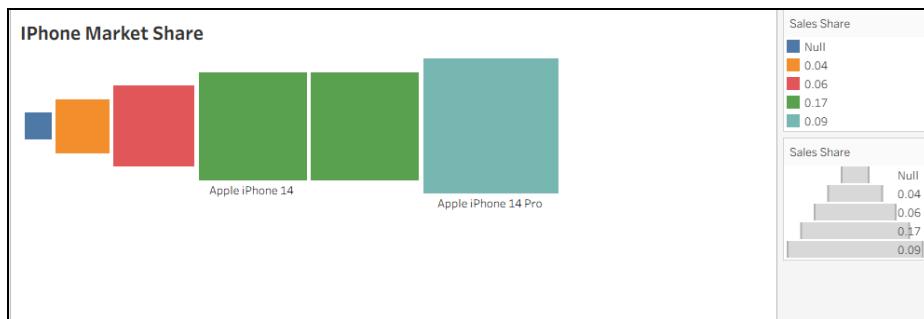


## iPhone Market Penetration



## Annual Revenue and Growth Trend





# PREPARATION STEPS (For Apple iPhone Sales & Market Analysis Project)

## 1 Understand the Objective

- Analyze Apple iPhone sales performance
- Study revenue growth trends
- Examine market share distribution
- Identify top-performing models and countries

## 2 Collect and Clean Data

- Product specifications (MRP, discounts, ratings)
- Sales by model
- Annual revenue data
- Country-wise revenue distribution
- Quarterly market trends
- Remove null values and verify accuracy

## 3 Choose Key KPIs (Key Performance Indicators)

- Total Annual Revenue
- Market Share %
- Model-wise Sales
- Country-wise Revenue
- Growth Rate
- Customer Ratings

## 4 Create Visualizations

You prepared:

- Model Specifications Table
- Total Annual Revenue Card
- Country-wise Market Share Bubble Chart
- Smartphone Sales by Model Bar Chart
- iPhone Market Penetration Donut Chart
- Market Share Comparison
- Quarterly Trend Analysis
- Annual Revenue & Growth Trend
- Country-wise Revenue Map

## 5 Analyze Patterns & Insights

- Identify highest-selling models
- Compare revenue growth over years
- Detect strongest markets
- Examine performance differences across regions

## 6 Draw Business Conclusions

- Which model drives maximum revenue?
- Which country contributes most?
- Is revenue growing consistently?
- Where should Apple focus next?

## **BUSINESS QUESTIONS (Based on Your Dashboard)**

### ◊ **Revenue Analysis**

1. How has Apple's annual revenue grown from 2006 to 2022?
2. What year showed the highest revenue growth?
3. Are there any years with declining revenue?

### ◊ **Product Performance**

4. Which iPhone model has the highest sales?
5. Which model has the highest ratings?
6. Do higher-priced models generate more revenue?

### ◊ **Market Share Analysis**

7. Which country has the largest market share?
8. How does market penetration vary across regions?
9. Which emerging markets show growth potential?

### ◊ **Quarterly Trends**

10. Which quarter shows the highest sales?
11. Is there seasonality in iPhone sales?

### ◊ **Strategic Questions**

12. Should Apple focus more on premium or mid-range models?
13. Which country should Apple target for expansion?
14. How can Apple increase market penetration?
15. What competitive advantages support Apple's growth?

