

KPI - 1

Brand name	Discount Percentage	Mrp	Number Of Ratings	Sale Price
Apple	0	131,900	1,078	131,900

Discount Percentage, Mrp, Number Of Ratings and Sale Price broken down by Brand name. The data is filtered on Upc, which keeps MOBFKCTSCAAKGQV7.

Model Specification

Model	Processor	Front Camera	Rear Camera	Colour	
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	White	92,800
				Red	92,800
				Black	92,800
				Yellow	43,900
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	1,99,700
				Red	1,34,800
				Green	74,900
				Purple	59,900
				Blue	59,900
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Red	74,900
				Blue	74,900
				Black	74,900
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Pink	1,69,800
				Starlight	1,49,800
				Blue	1,49,800
				Null	99,900
				Midnight	99,900
APPLE IPHONE 13 P..	A Bionic Chip	12MP	12MP + 12MP + 12MP	Silver	1,49,900
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	1,89,800
				Starlight	1,69,800
				Purple	1,69,800
				Null	1,69,800
				Midnight	1,69,800
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP	Starlight	3,09,700
				Purple	3,09,700
				Midnight	2,09,800
				Null	1,89,800
				Blue	99,900
APPLE IPHONE 14 PRO	A Bionic Chip, Core	12MP	48MP + 12MP + 12MP + 12MP	Space Black	4,29,700
				Deep Purple	2,69,800
				Gold	1,29,900
APPLE IPHONE 14 PRO MAX	A Bionic Chip, Core	12MP	48MP + 12MP + 12MP + 12MP	Space Black	1,39,900
				Silver	1,39,900
				Gold	1,39,900
				Deep Purple	1,39,900

- Null
- Black
- Blue
- Deep Purple
- Gold
- Green
- Midnight
- Pink
- Purple
- Red
- Silver
- Space Black
- Starlight
- White
- Yellow

Sum of Original Price broken down by Model, Processor, Front Camera, Rear Camera and Colour. Color shows details about Colour. The data is filtered on Brand1, which keeps APPLE. The view is filtered on Colour and Front Camera. The Colour filter keeps 370 of 370 members. The Front Camera filter keeps 12MP.

Model Specification

Model	Processor	Front Camera	Rear Camera	Colour	
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	White	
				Red	
				Black	
				Yellow	
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	
				Red	
				Green	
				Purple	
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Blue	
				Black	
				Red	
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Pink	
				Starlight	
				Blue	
				Null	
APPLE IPHONE 13 P..	A Bionic Chip	12MP	12MP + 12MP + 12MP	Midnight	
				Silver	
				Blue	
				Starlight	
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Purple	
				Null	
				Midnight	
				Starlight	
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP	Purple	
				Midnight	
				Null	
				Blue	
APPLE IPHONE 14 PRO	A Bionic Chip, Core	12MP	48MP + 12MP + 12MP + 12MP	Space Black	
				Deep Purple	
				Gold	
APPLE IPHONE 14 PRO MAX	A Bionic Chip, Core	12MP	48MP + 12MP + 12MP + 12MP	Space Black	
				Silver	
				Gold	
				Deep Purple	

- Null
- Black
- Blue
- Deep Purple
- Gold
- Green
- Midnight
- Pink
- Purple
- Red
- Silver
- Space Black
- Starlight
- White
- Yellow

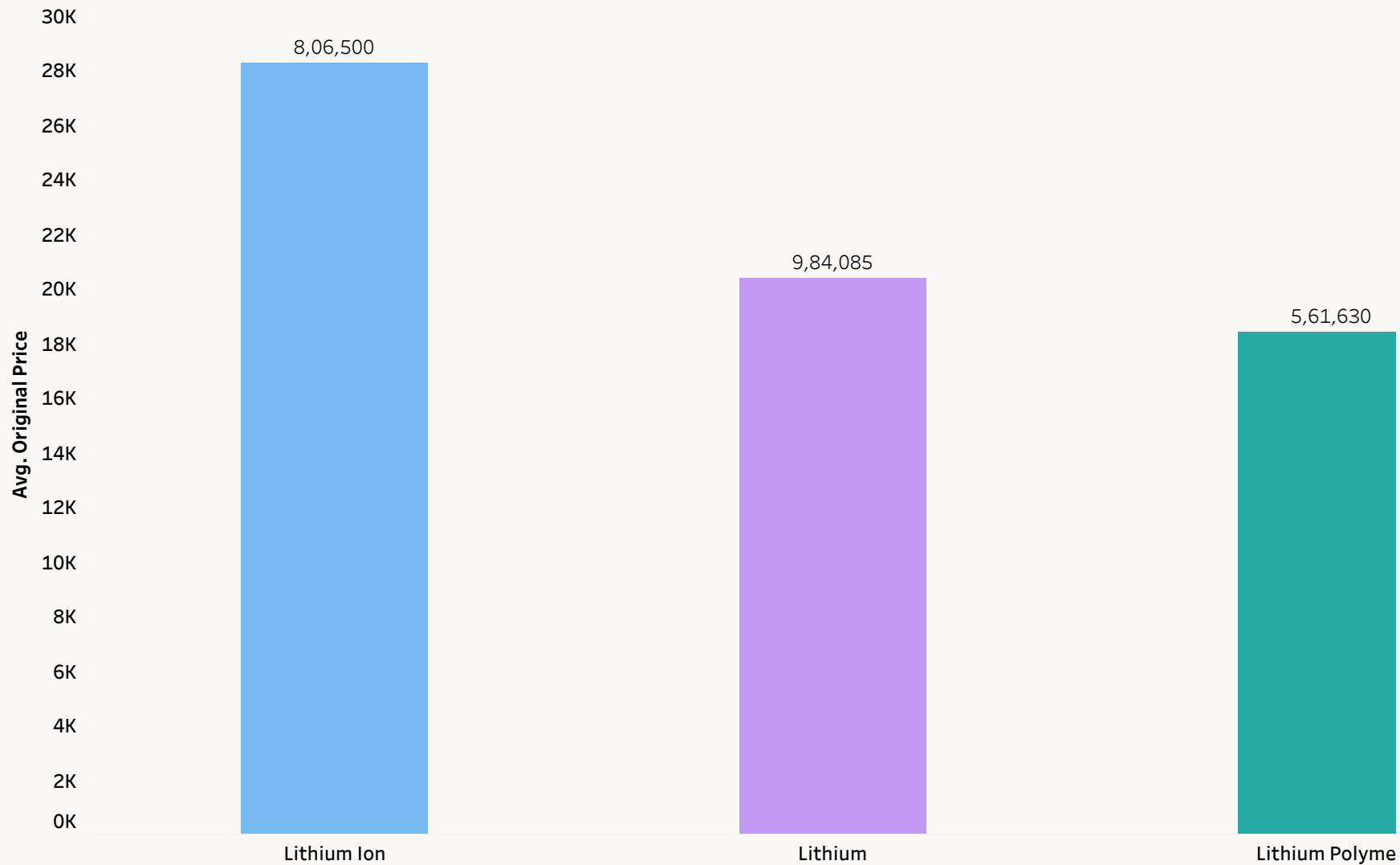
Sum of Original Price broken down by Model, Processor, Front Camera, Rear Camera and Colour. Color shows details about Colour. The data is filtered on Brand1, which keeps APPLE. The view is filtered on Colour and Front Camera. The Colour filter keeps 370 of 370 members. The Front Camera filter keeps 12MP.

Battery type distribution

Battery Type

Battery Type

Lithium
Lithium Ion
Lithium Polymer

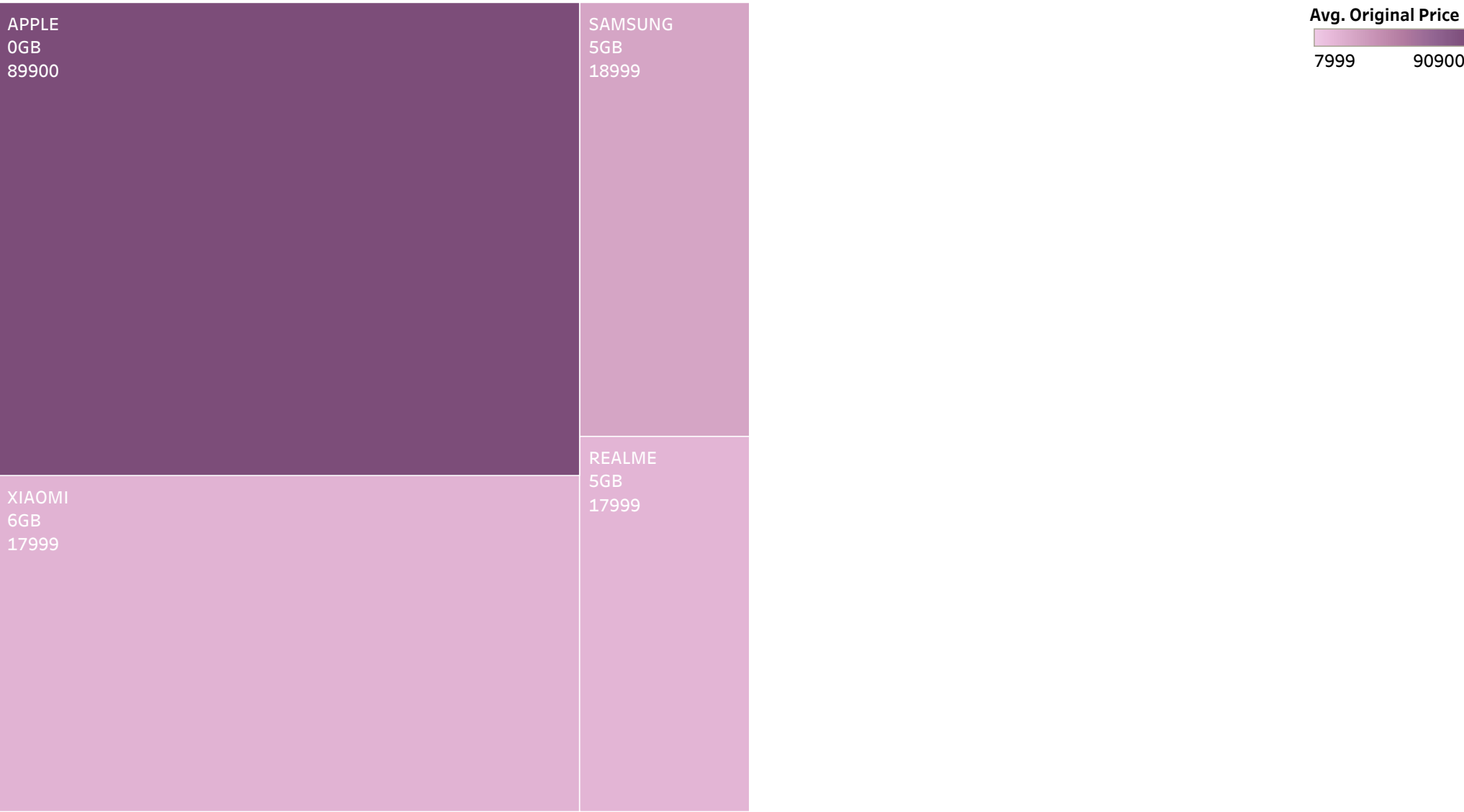


Battery type distribution



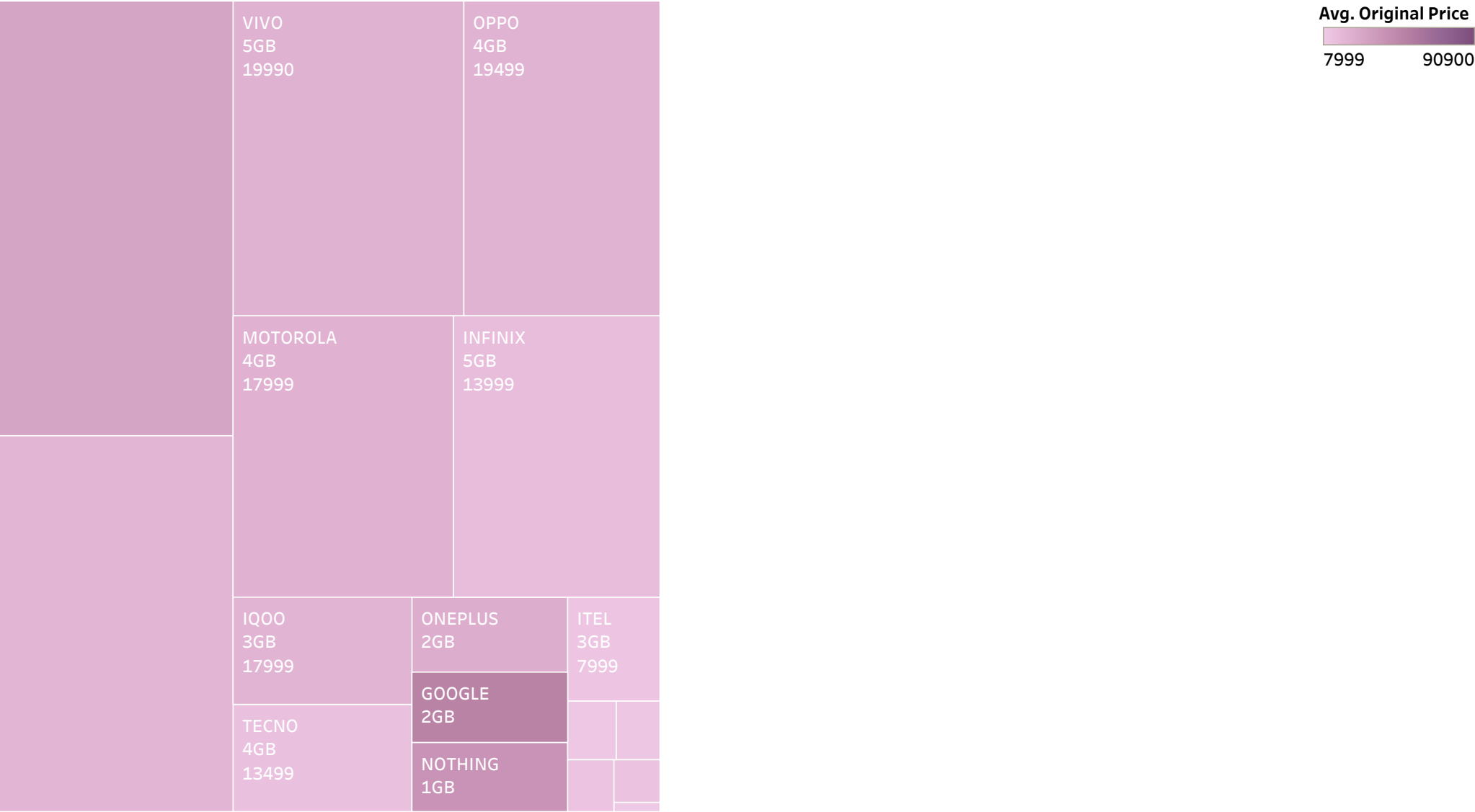
Average of Original Price for each Battery Type. Color shows details about Battery Type. The marks are labeled by sum of Battery Capacity. The view is filtered on Battery Type, which excludes Null.

Brand Price Comparison



Brand1, distinct count of Memory and median of Original Price. Color shows average of Original Price. Size shows sum of Original Price. The marks are labeled by Brand1, distinct count of Memory and median of Original Price.

Brand Price Comparison

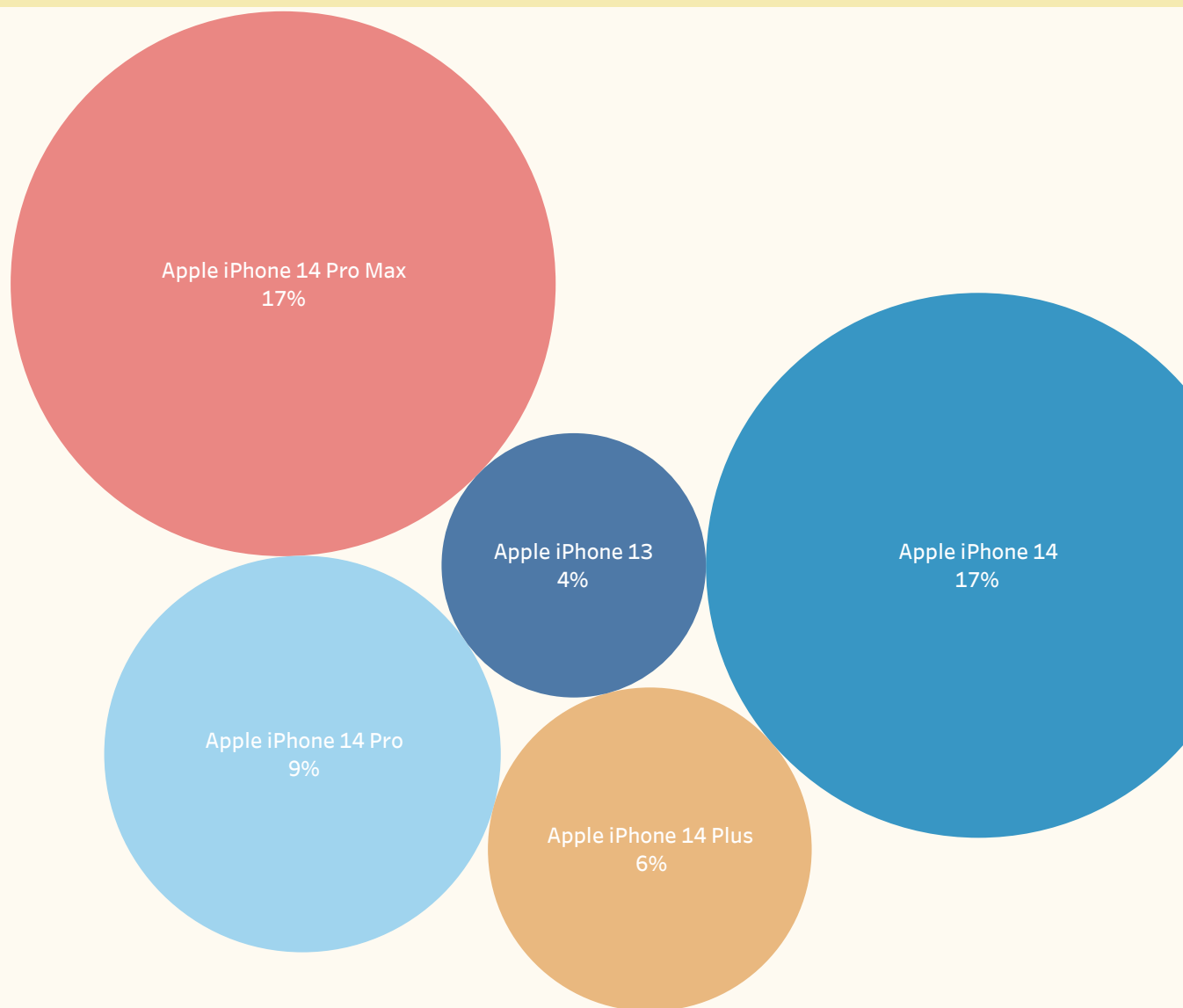


Brand1, distinct count of Memory and median of Original Price. Color shows average of Original Price. Size shows sum of Original Price. The marks are labeled by Brand1, distinct count of Memory and median of Original Price.

Model Share

Models

- Apple iPhone 13
- Apple iPhone 14
- Apple iPhone 14 Plus
- Apple iPhone 14 Pro
- Apple iPhone 14 Pro Max



Models and Sales Share. Color shows details about Models. Size shows sum of Sales Share. The marks are labeled by Models and Sales Share. The data is filtered on Model, which keeps no members.

Model Share

Models

- Apple iPhone 13
- Apple iPhone 14
- Apple iPhone 14 Plus
- Apple iPhone 14 Pro
- Apple iPhone 14 Pro Max



Models and Sales Share. Color shows details about Models. Size shows sum of Sales Share. The marks are labeled by Models and Sales Share. The data is filtered on Model, which keeps no members.

Country wise best selling smart phone

Models

Models

- Apple iPhone 13
- OnePlus Nord CE 2 Lite 5G
- Samsung Galaxy A03 Core
- Samsung Galaxy A14 5G
- vivo Y02

2.00%

2.00%

3.00%

3.00%

Samsung Galaxy A03 Core

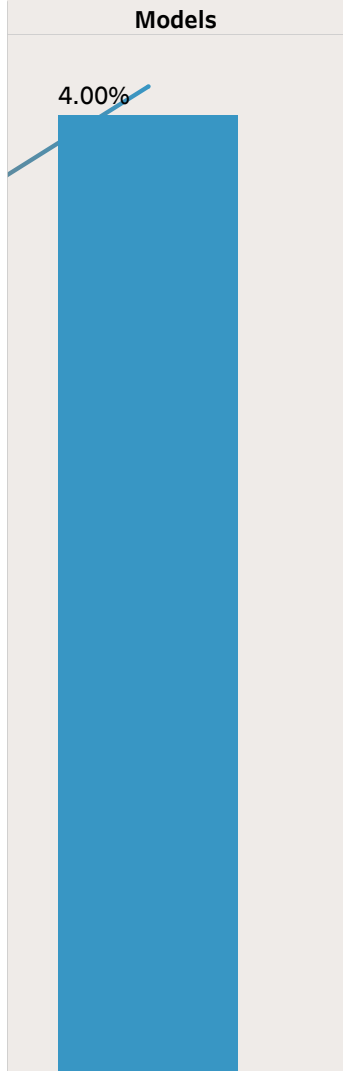
Samsung Galaxy A14 5G

Apple iPhone 13

vivo Y02

The trends of sum of Sales Share and sum of Sales Share for Models. Color shows details about Models. The marks are labeled by sum of Sales Share. The data is filtered on Country, which keeps India.

Country wise best selling smart phone



OnePlus Nord CE 2 Lite 5G

Models

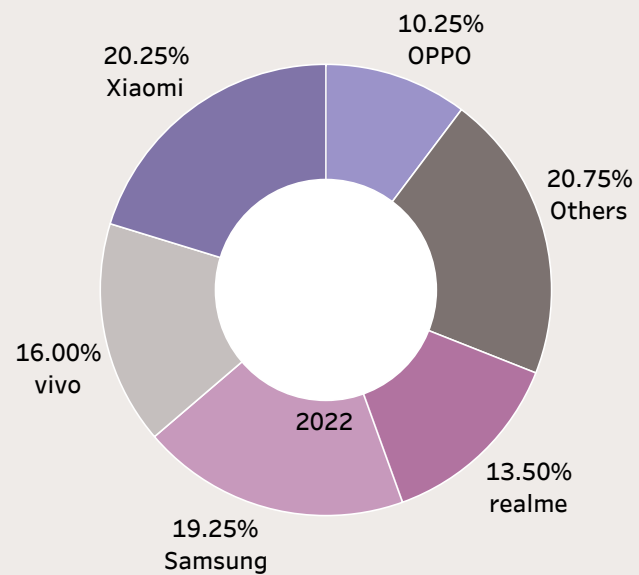
- Apple iPhone 13
- OnePlus Nord CE 2 Lite 5G
- Samsung Galaxy A03 Core
- Samsung Galaxy A14 5G
- vivo Y02

The trends of sum of Sales Share and sum of Sales Share for Models. Color shows details about Models. The marks are labeled by sum of Sales Share. The data is filtered on Country, which keeps India.

Quarterly share

Brand

- OPPO
- Others
- realme
- Samsung
- vivo
- Xiaomi



SUM(0) and SUM(0). For pane SUM(0): Color shows details about Brand. The marks are labeled by % of Total Annual Share and Brand. For pane SUM(0) (2): The marks are labeled by Year (Quarterly-share). The data is filtered on Year (Quarterly-share), which keeps 2022.

Quarterly share

Brand

- OPPO
- Others
- realme
- Samsung
- vivo
- Xiaomi

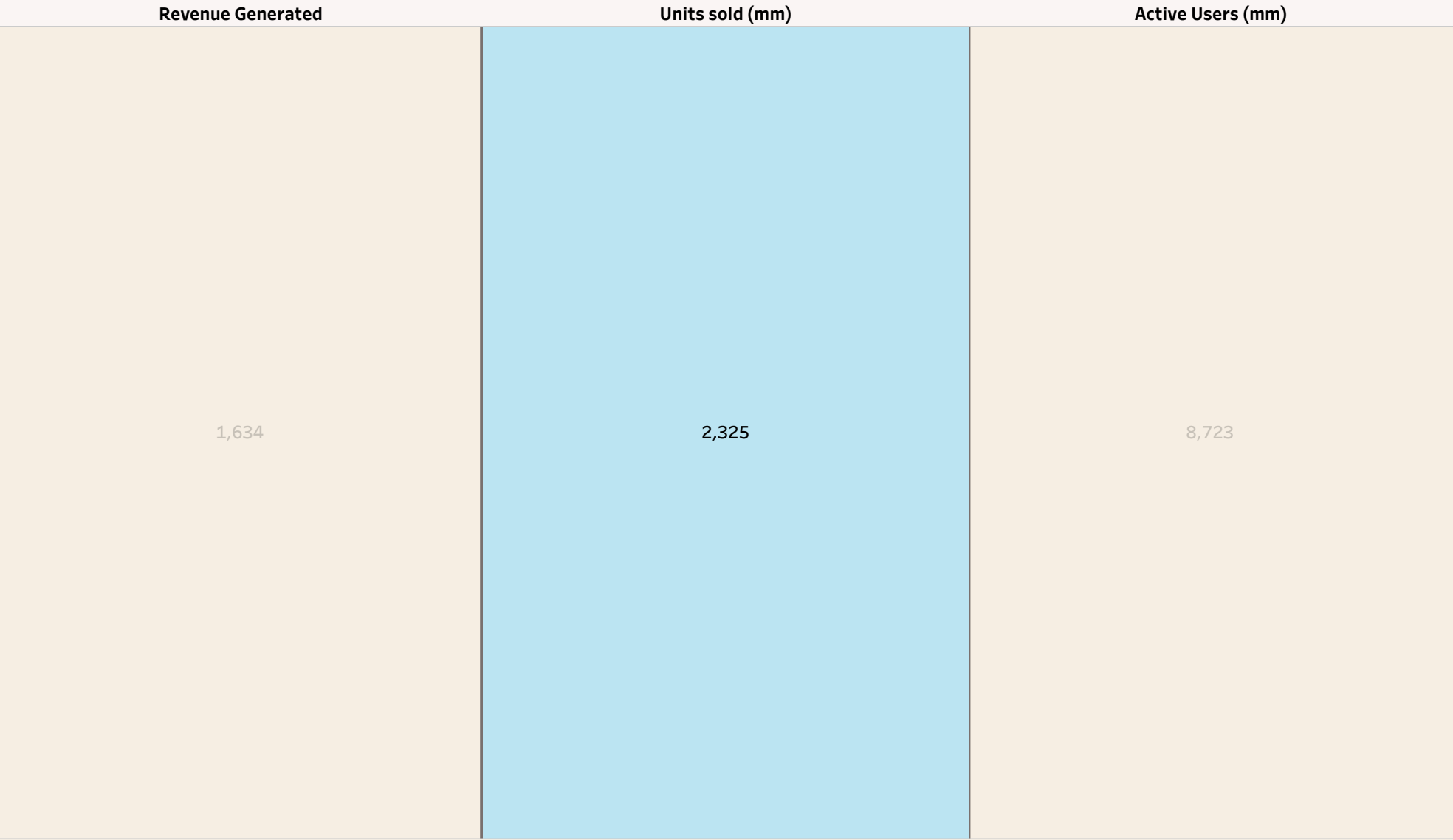
SUM(0) and SUM(0). For pane SUM(0): Color shows details about Brand. The marks are labeled by % of Total Annual Share and Brand. For pane SUM(0) (2): The marks are labeled by Year (Quarterly-share). The data is filtered on Year (Quarterly-share), which keeps 2022.

Annual Revenue Year Wise



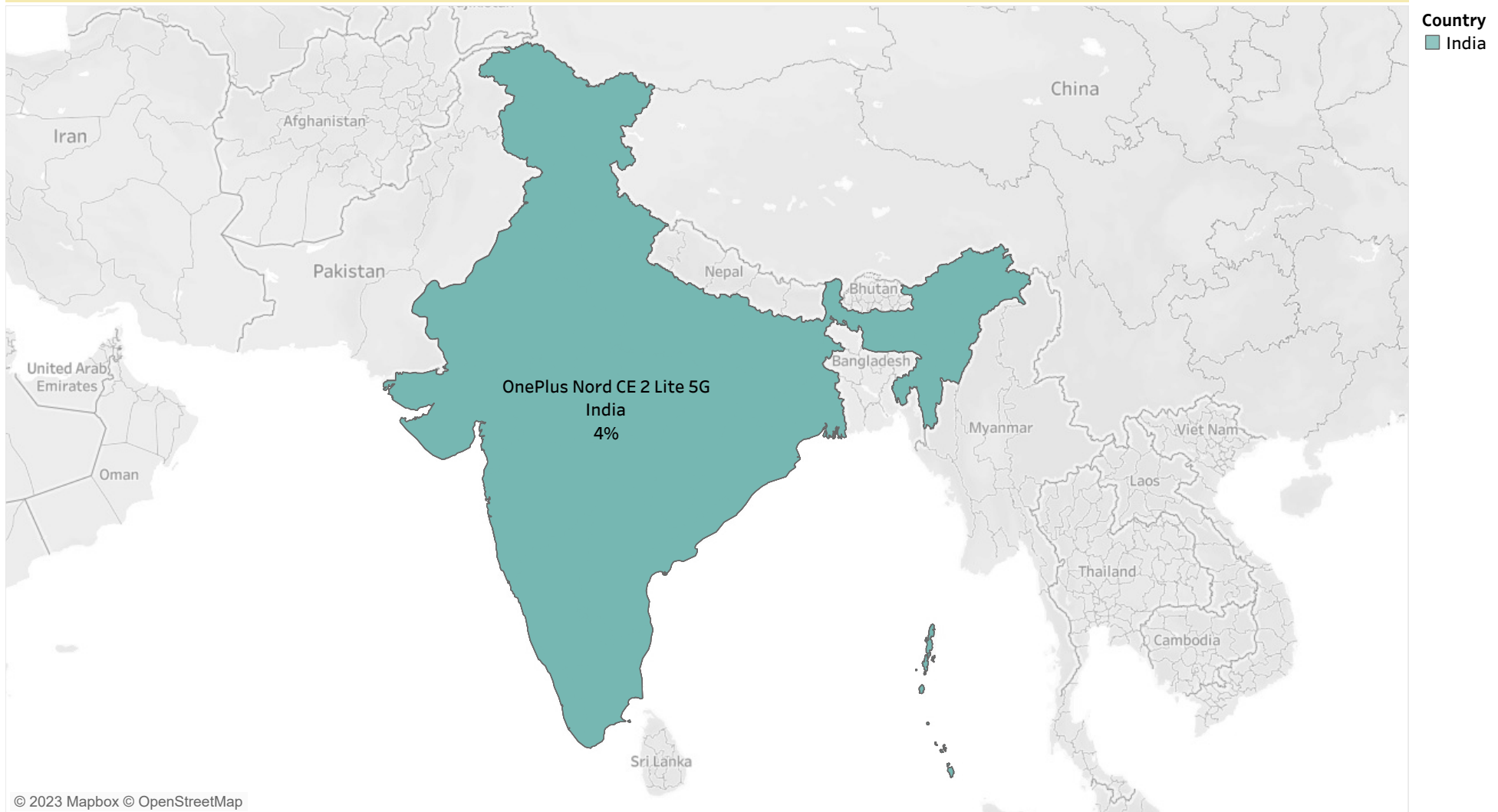
The trends of average of Revenue (\$bn) for Year and Year. For pane Year (2): Color shows details about Year. The marks are labeled by sum of Revenue (\$bn).

KPI- 2



Revenue Generated, Units sold (mm) and Active Users (mm). The data is filtered on Year (Market Penetration(iphone)), which keeps 15 of 15 members.

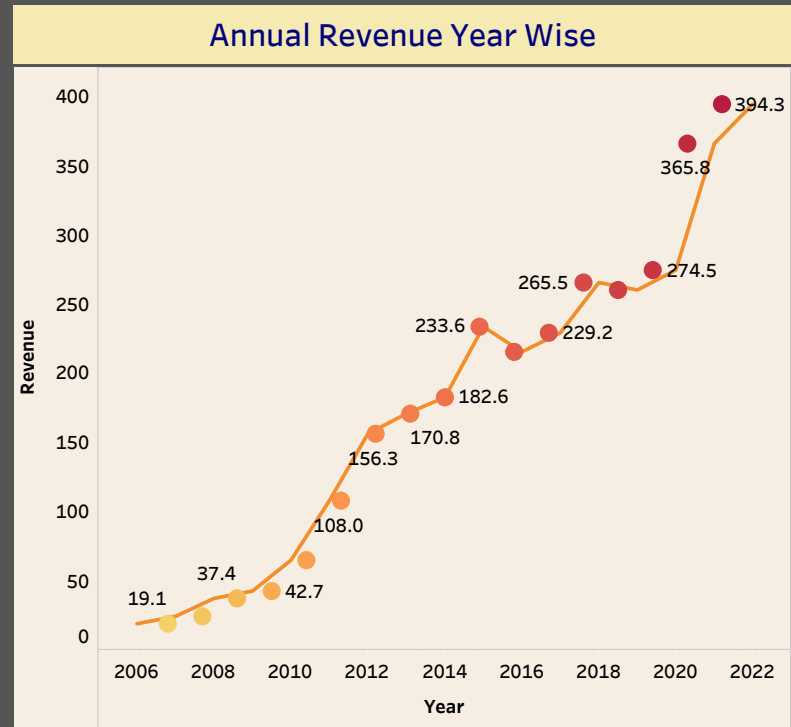
Global Market share



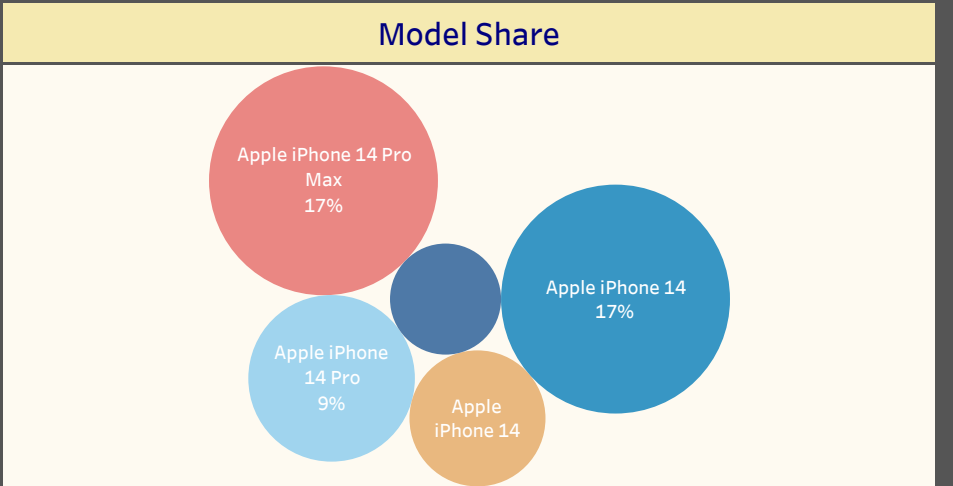
Map based on Longitude (generated) and Latitude (generated). Color shows details about Country. The marks are labeled by Models, Country and Sales Share. Details are shown for Country. The view is filtered on Country, which keeps India.

KPI - 1				
Brand name	Discount Percentage	Mrp	Number Of Ratings	Sale Price
Apple	0	131,900	1,078	131,900

KPI- 2		
Revenue Generated	Units sold (mm)	Active Users (mm)
1,634	2,325	8,723

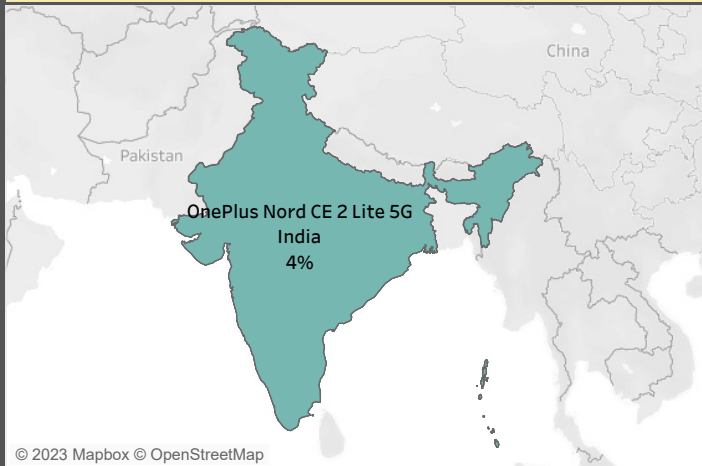


Brand1	Year (Market Penetr..	Colour	Upc
APPLE	All	All	MOBFKCTSCAAKGQV7

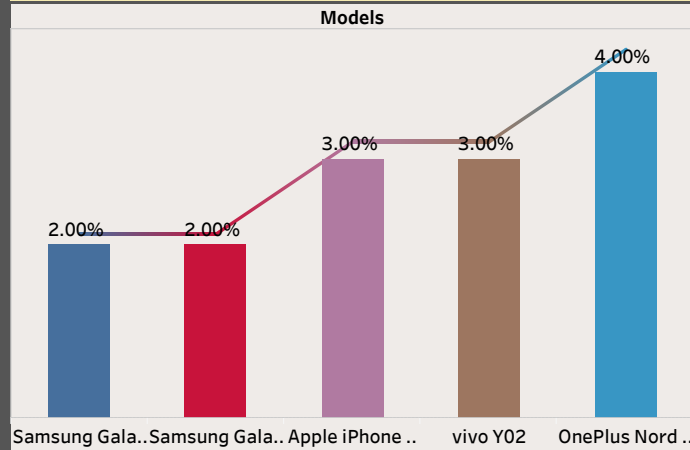


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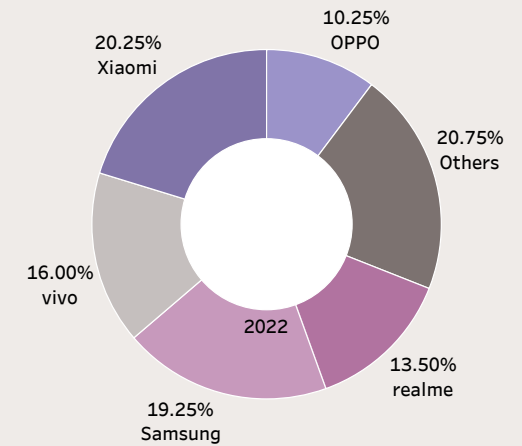
Global Market share



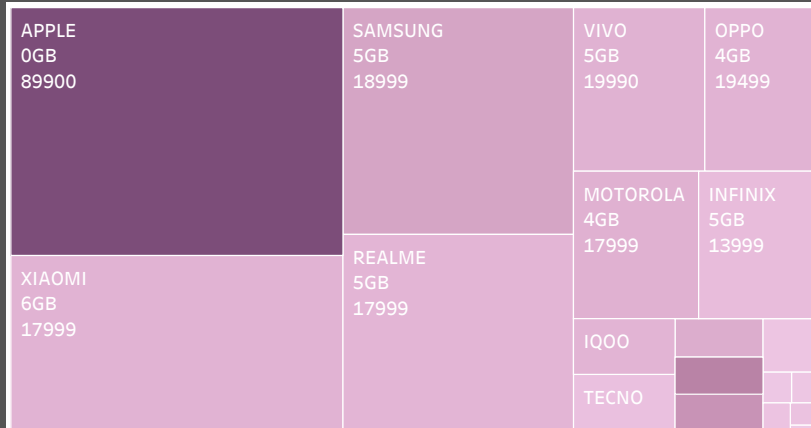
Country wise best selling smart phone



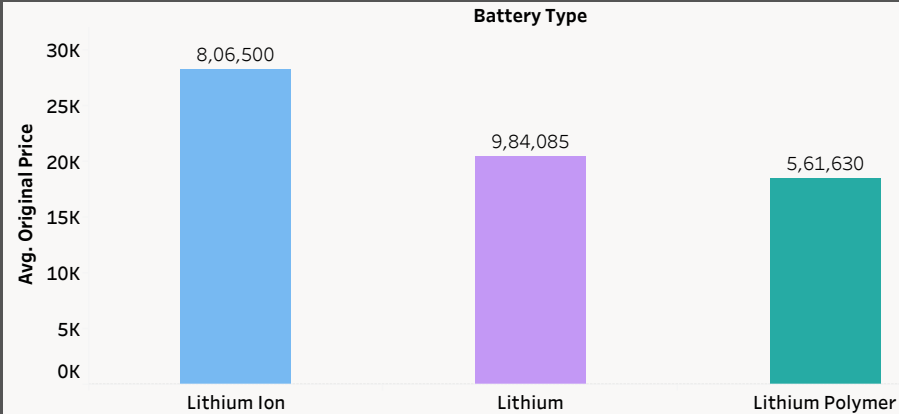
Quarterly share



Brand Price Comparison



Battery type distribution



Country
India

Year (Quarterly-share)
2022



Irevolution : A data driven exploration of Apple’s iphone impact in india

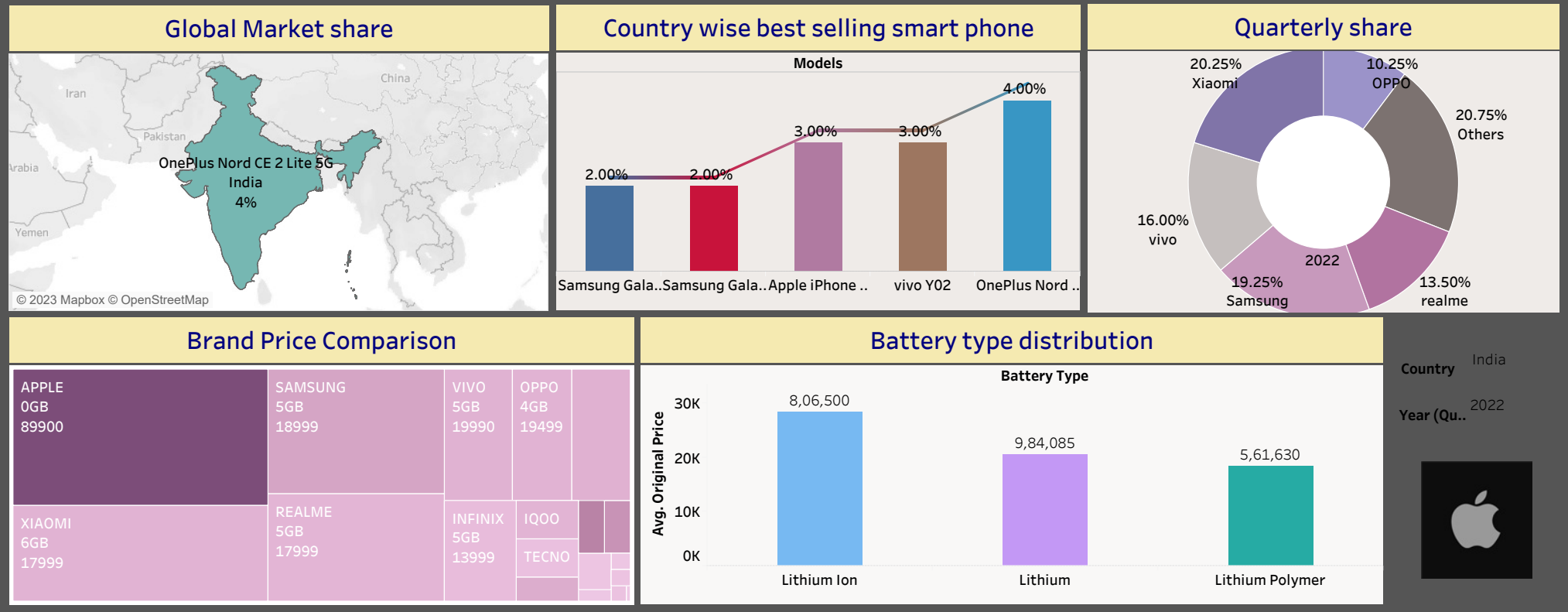
Apple continues to strengthen its standing in the smartphone market. The brand has risen to a position of particular dominance in the US .

More than 1 billion consumers currently use iPhones. Since its initial launch, more than 1.9 billion iPhones have been sold

Sales generated \$205 billion revenue for Apple in 2022, more than Microsoft’s total revenue. It sold 232 million iPhone units that year

Comparative analysis amongst various other leading brands in the smartphone industry shows that iPhone is yet to make its impact in India

Although the iPhone isn’t far behind in the competition. It’s yet to scale-up its marketing strategies and formulations for Indian audience



Irevolution : A data driven exploration of Apple’s iphone impact in india

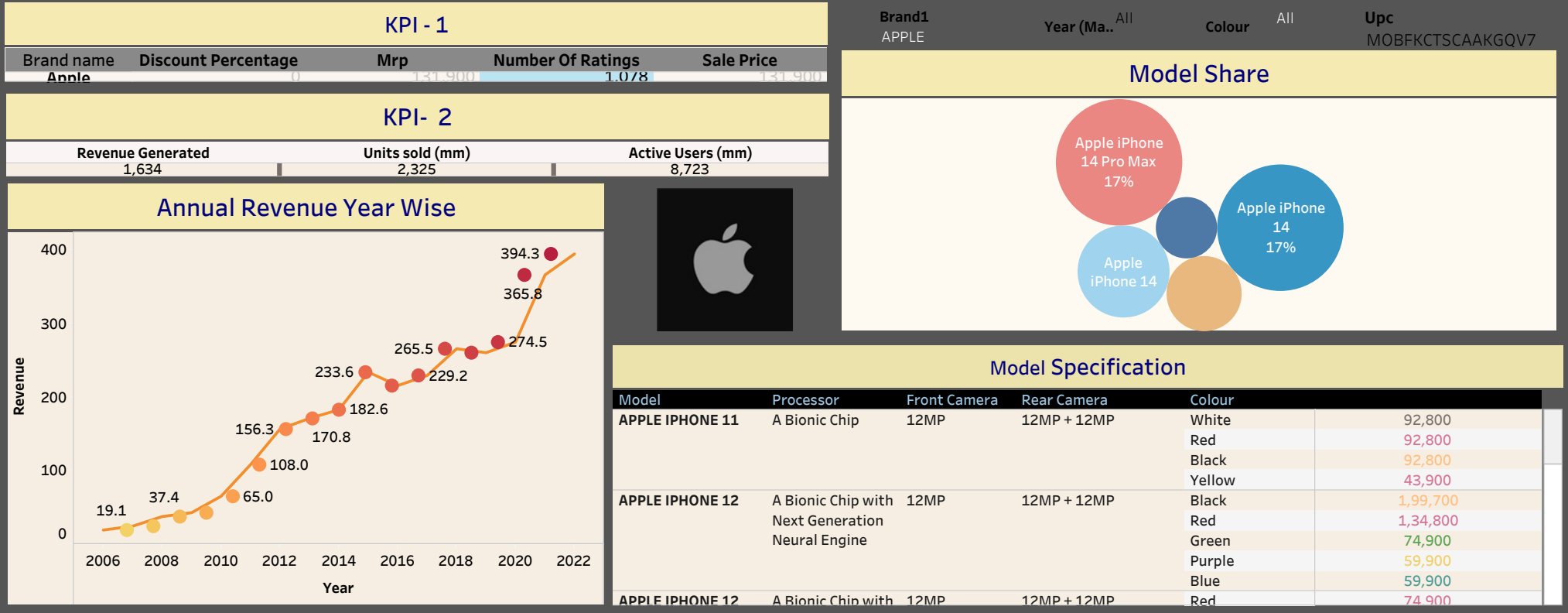
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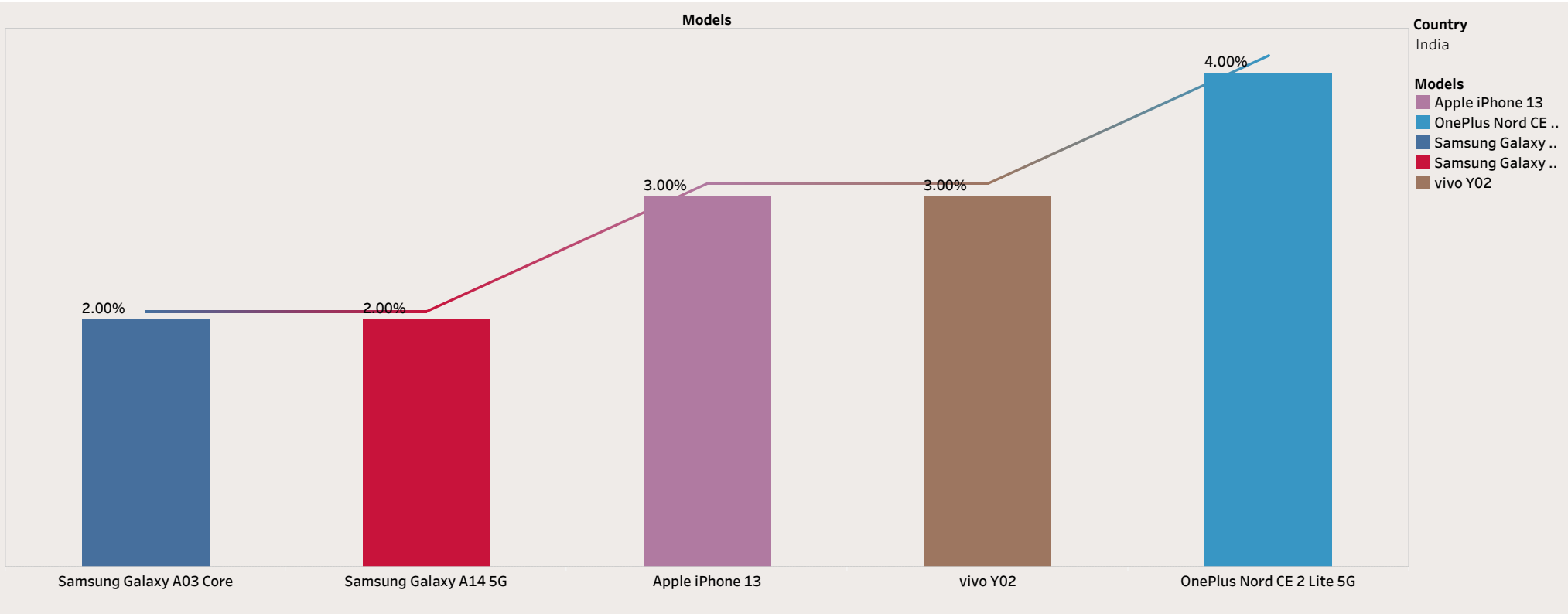
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