

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

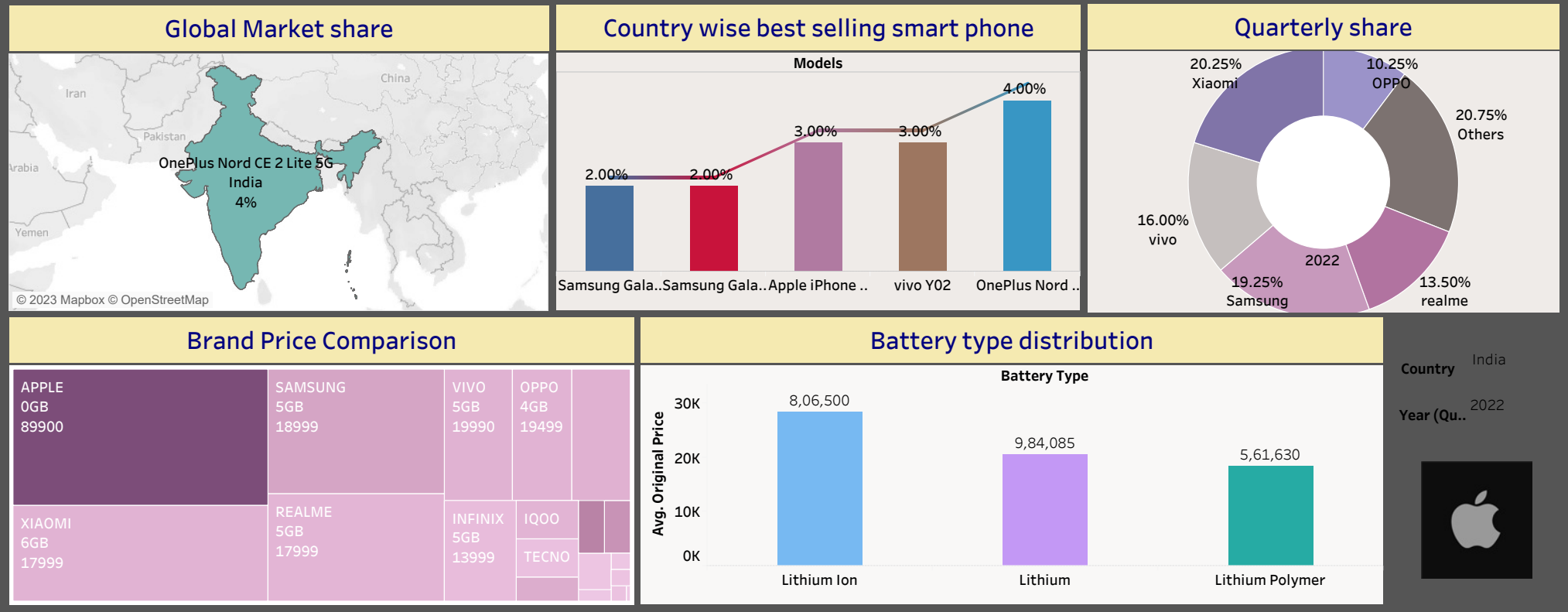
Apple continues to strengthen its standing in the smartphone market. The brand has risen to a position of particular dominance in the US .

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



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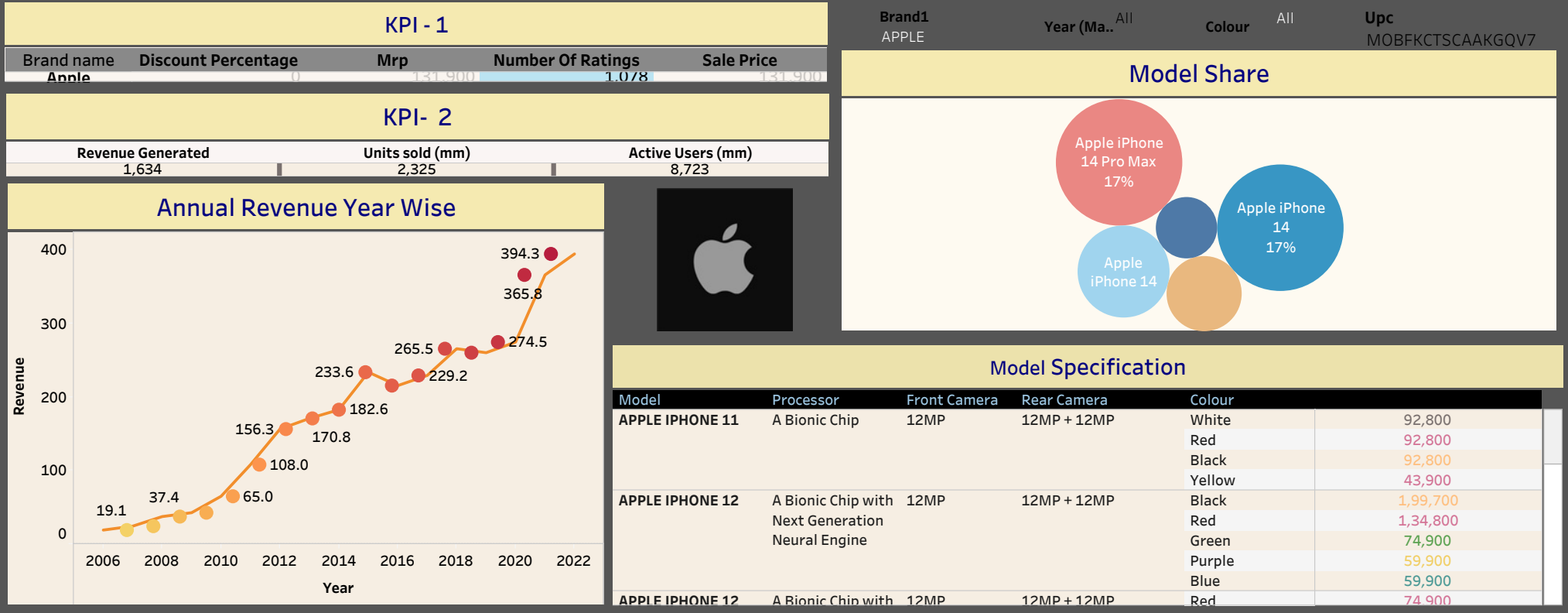
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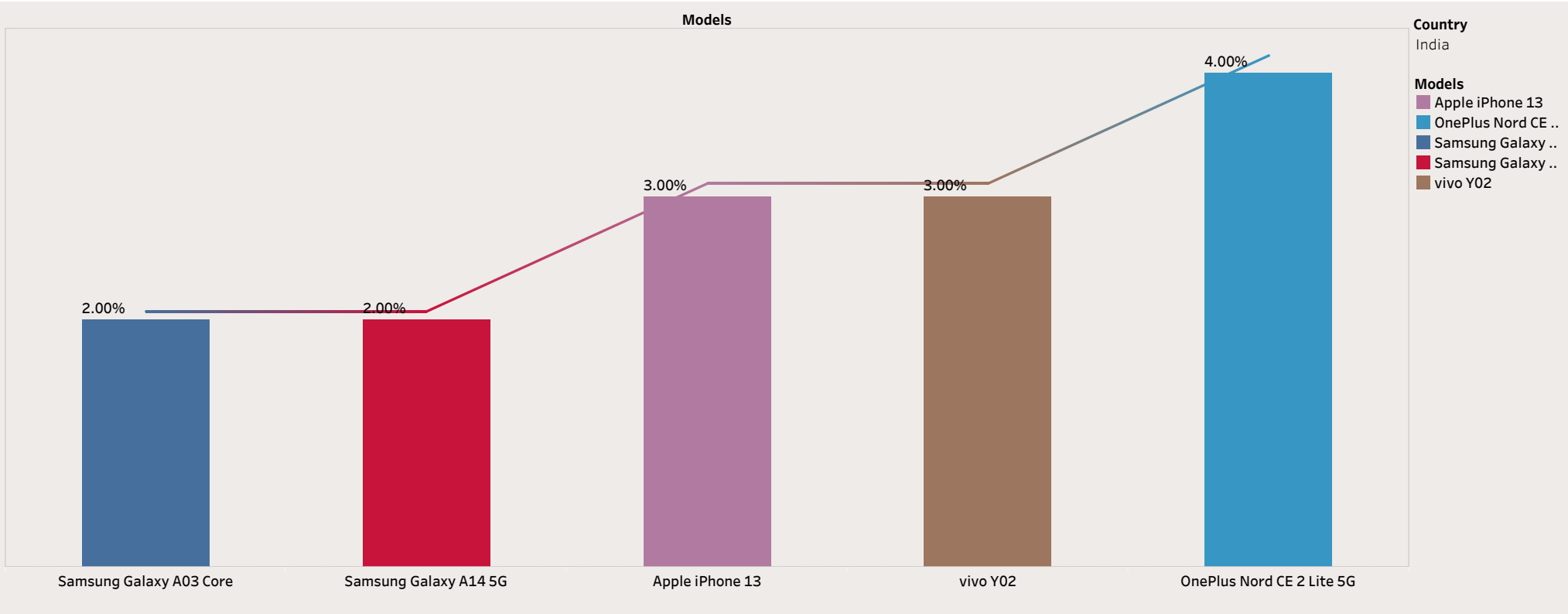
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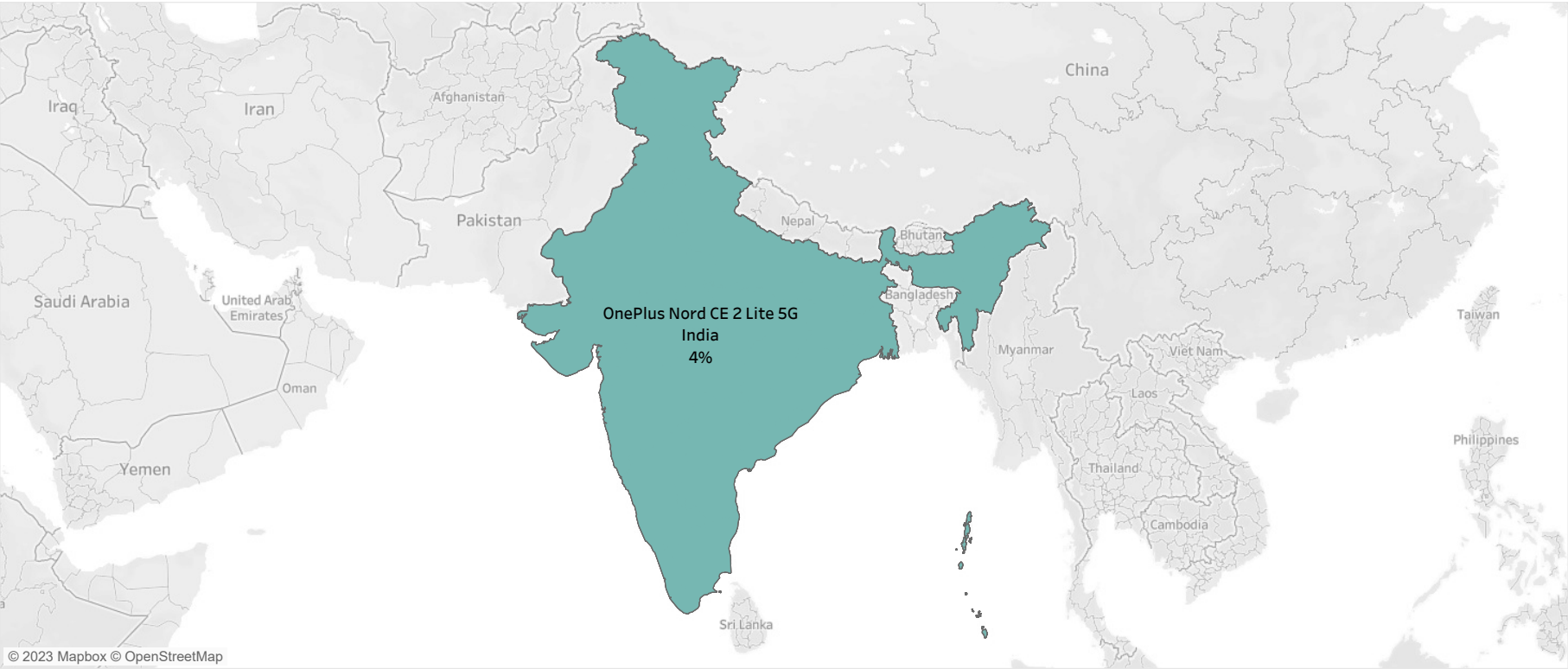
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