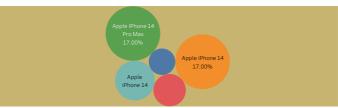
KPI 2

Units sold (mm)	Revenue Generated	Active Users (mm)
20.70	13.00	25.00

KPI

				Discount	
Brand	Mrp	Sale Price	Star Rating	Percentage	Number Of Reviews
Apple	49,900	49,900	5	0	356

Model-share



Annual Revenue

	2006	2008	2010	2012	Year 2014	2016	2018	2020	2022
Avg. Revenue (\$			65.0	156.3 170.8	182.6	3.6 _{215.4} 229).2 ^{265.5} 26	36. 0.1 274.5	5.8 394.3
	2006	2008	2010	2012	2014 Year	2016	2018	2020	2022

Model Specification

Model	Processor	Front Ca	Rear Camera	Colour	
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	
APPLE IPHONE 12	A Bionic Chip with	12MP	12MP + 12MP	Black	
				Blue	59,900
APPLE IPHONE 12	A Bionic Chip with	12MP	12MP + 12MP	Black	
				Blue	74,900
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue	149,800
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	189,800
APPLE IPHONE 14 P	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	99,900