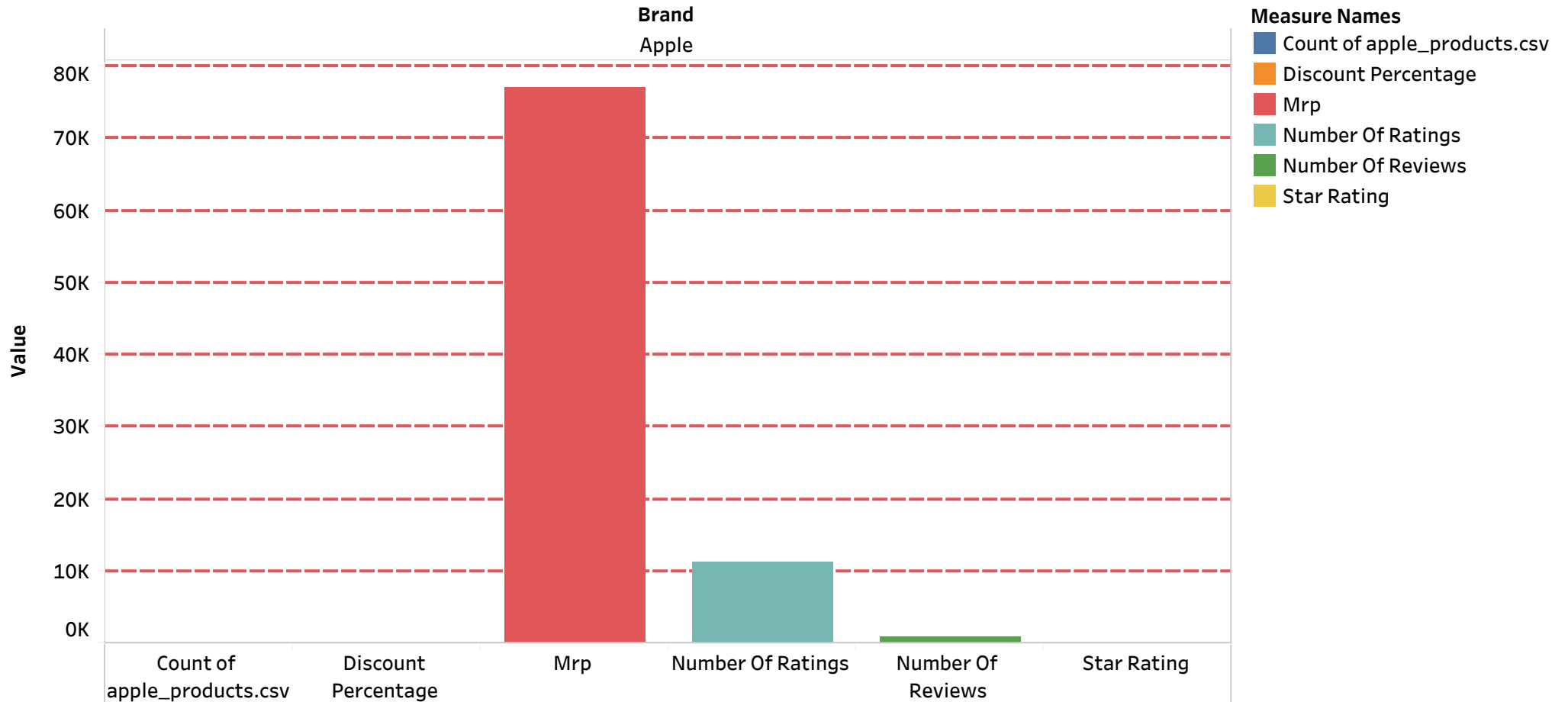
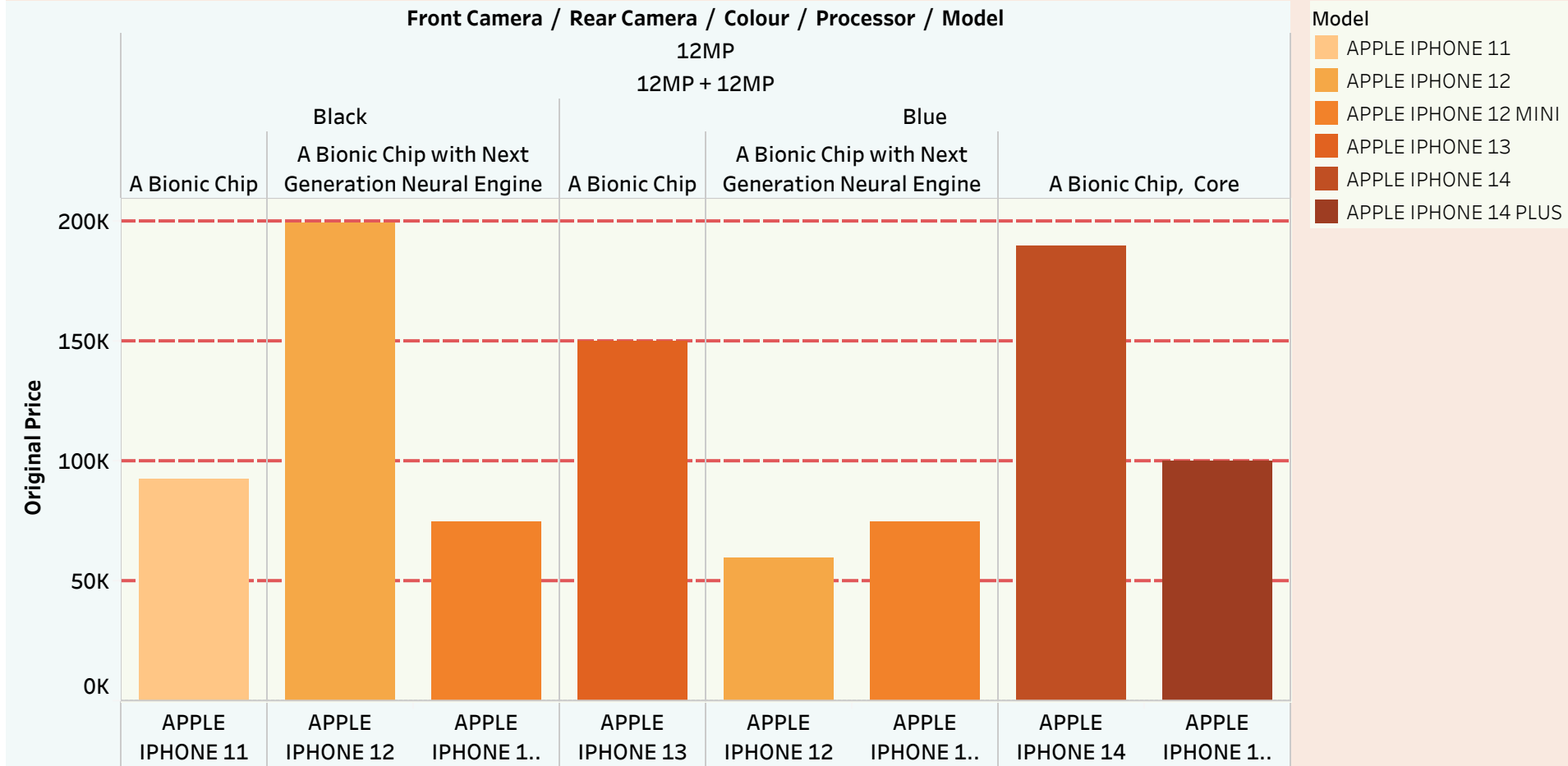


BRAND



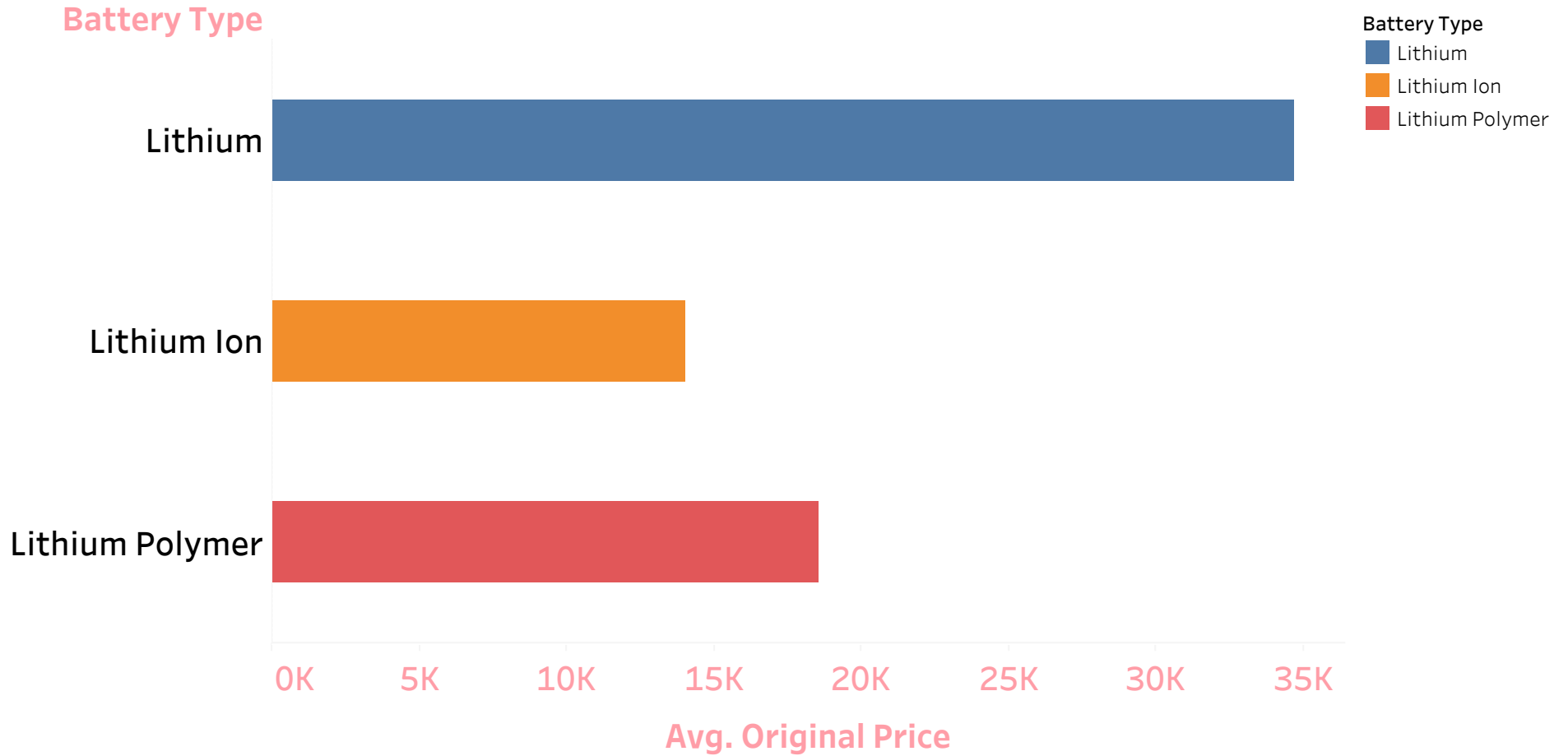
Discount Percentage, Mrp, Number Of Ratings, Number Of Reviews, Star Rating and count of apple_products.csv for each Brand. Color shows details about Discount Percentage, Mrp, Number Of Ratings, Number Of Reviews, Star Rating and count of apple_products.csv. The data is filtered on Upc, which keeps MOBEXRGVZFZGZEWV.

MODEL Specification



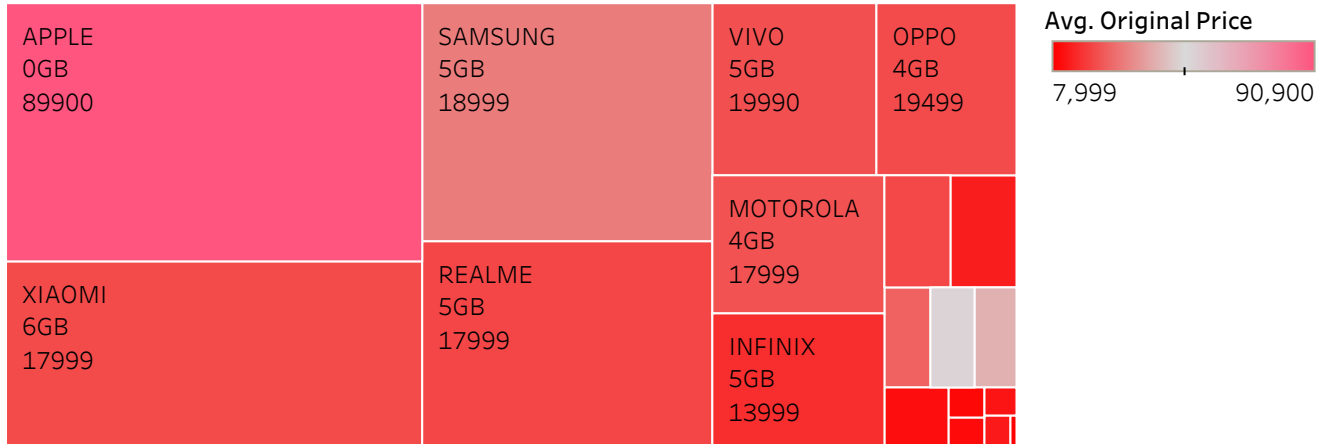
Sum of Original Price for each Model broken down by Front Camera, Rear Camera, Colour and Processor. Color shows details about Model. The data is filtered on Brand, which keeps APPLE. The view is filtered on Colour, which keeps Black, Blue, Brown, Cool Blue and Cool Grey.

Battery Type Distribution



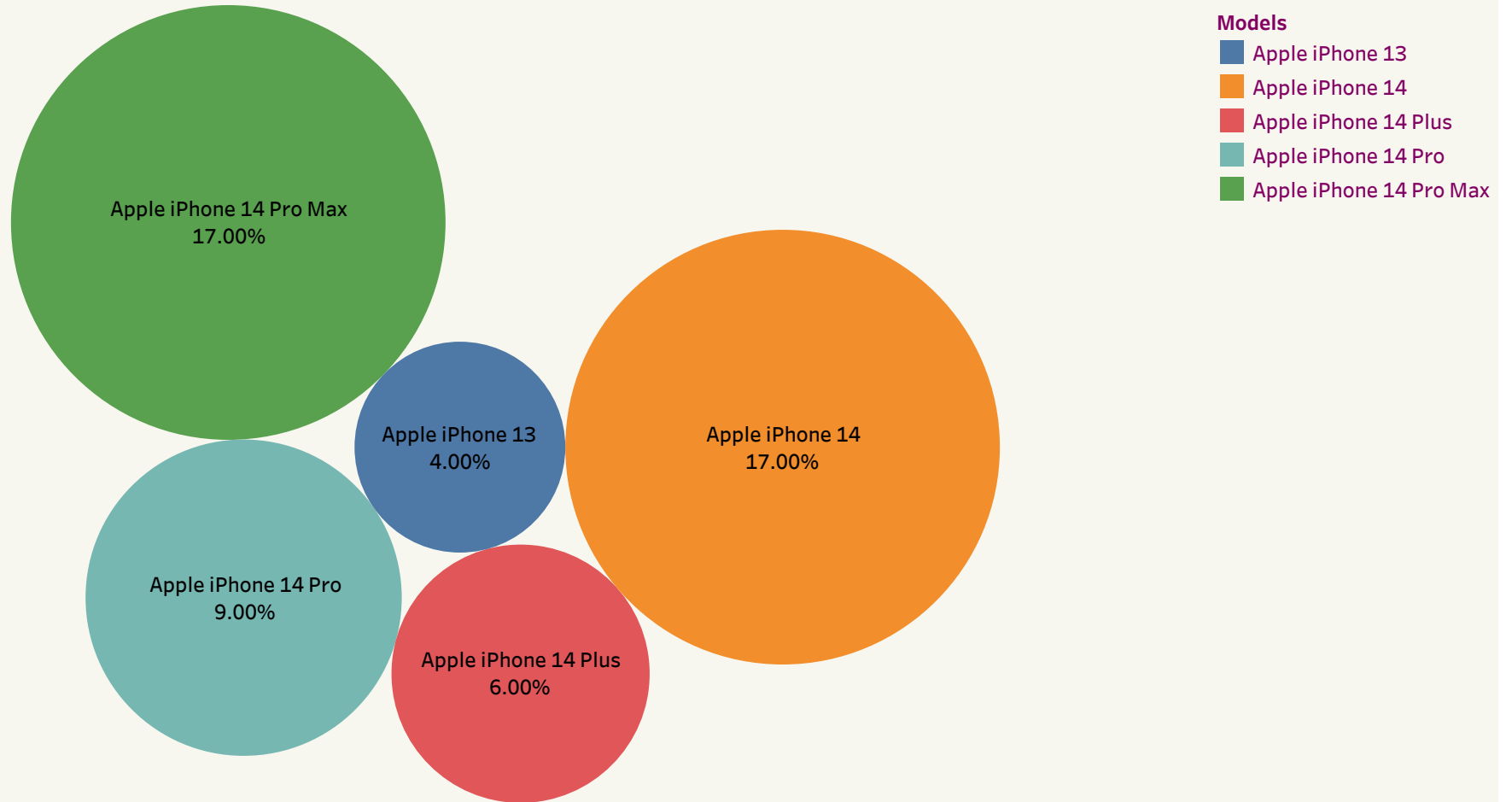
Average of Original Price for each Battery Type. Color shows details about Battery Type. The data is filtered on Brand, which keeps MOTOROLA. The view is filtered on Battery Type, which keeps Lithium, Lithium Ion and Lithium Polymer.

BRAND Price Comparison



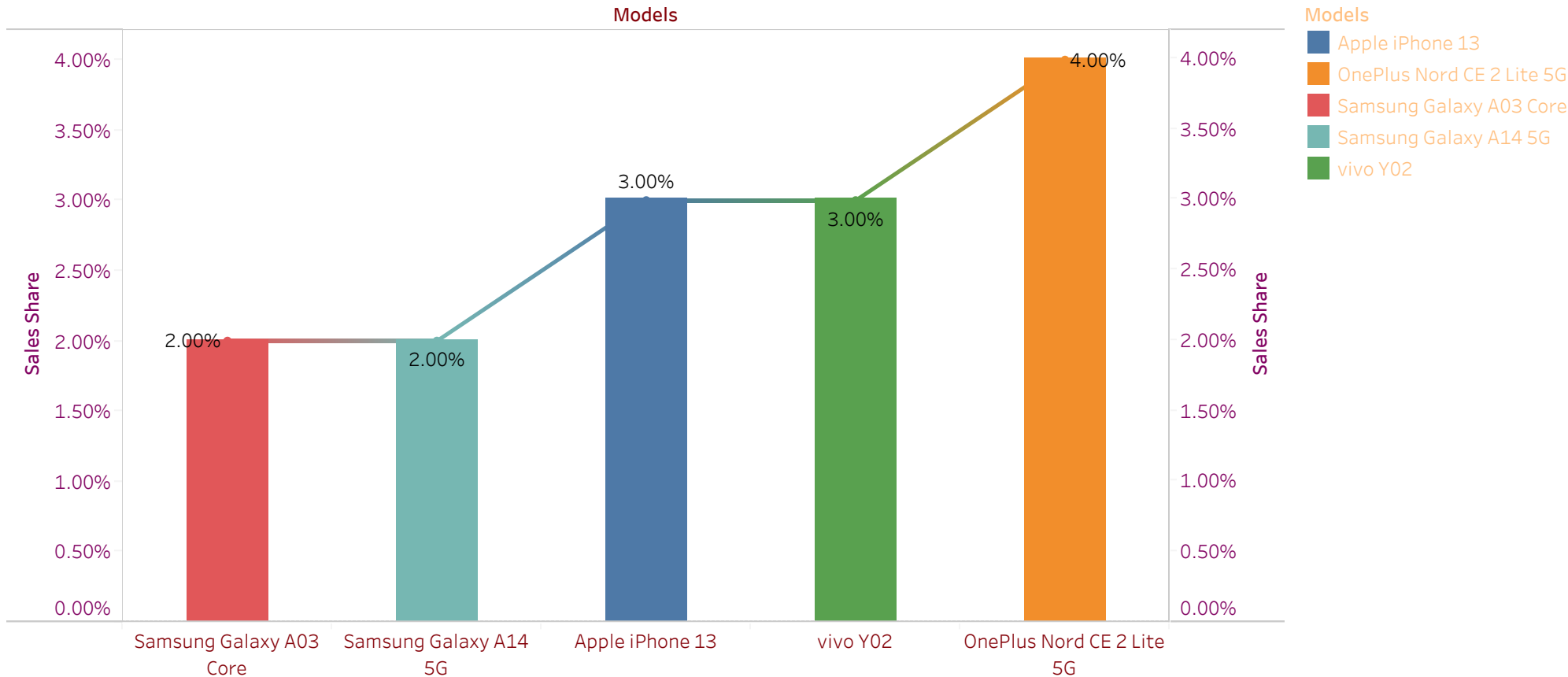
Brand, distinct count of Memory and median of Original Price. Color shows average of Original Price. Size shows sum of Original Price. The marks are labeled by Brand, distinct count of Memory and median of Original Price.

MODEL - Share



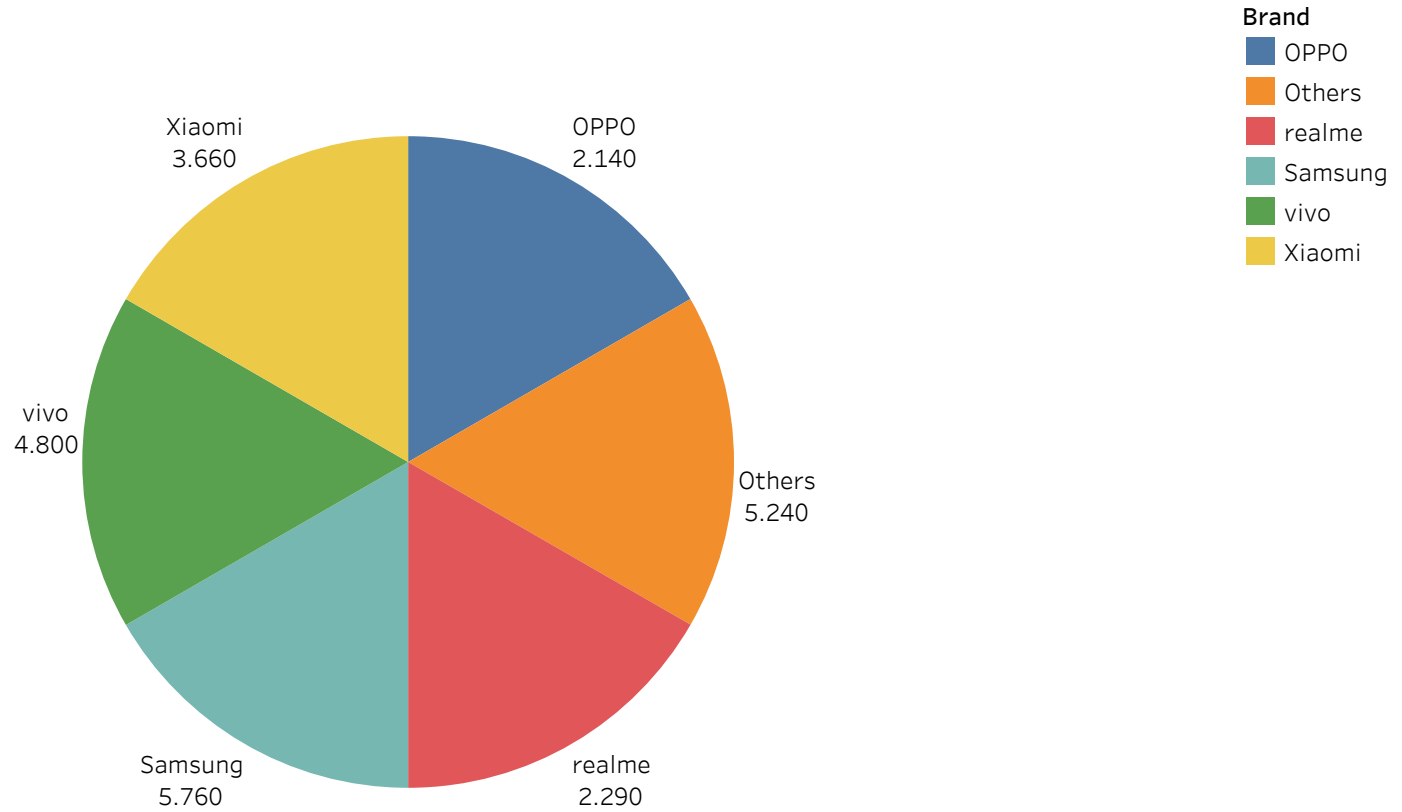
Models and Sales Share. Color shows details about Models. Size shows sum of Sales Share. The marks are labeled by Models and Sales Share.

country Wise Best Selling Smart-Phone



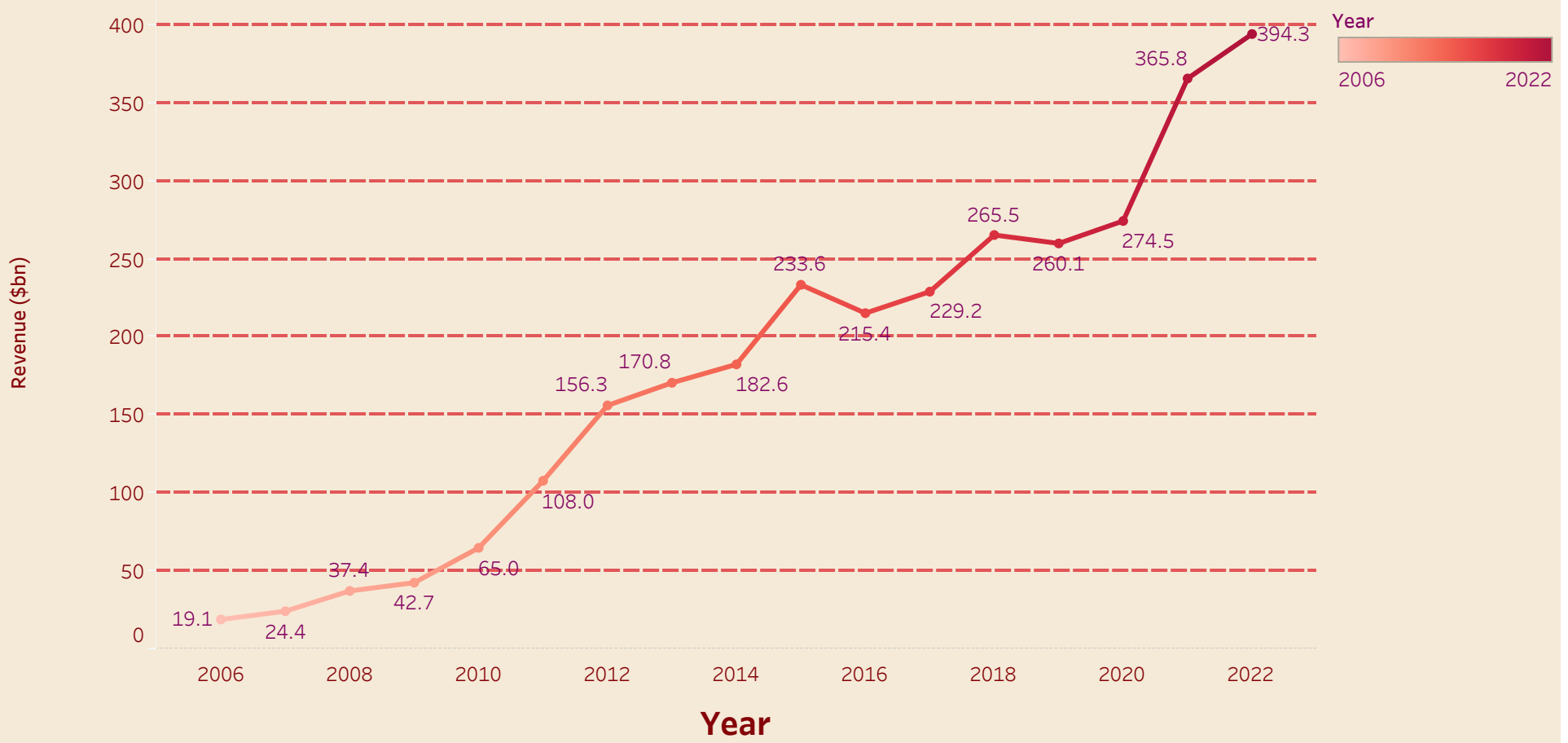
The trends of sum of Sales Share and sum of Sales Share for Models. Color shows details about Models. For pane Sum of Sales Share: The marks are labeled by sum of Sales Share. The data is filtered on Country, which keeps India.

Quarterly-Share



Brand and sum of annual share. Color shows details about Brand. The marks are labeled by Brand and sum of annual share.

Annual-Share



The trend of sum of Revenue (\$bn) for Year. Color shows details about Year. The marks are labeled by sum of Revenue (\$bn).

Global Market-Share



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

KPI

Revenue Generated

Units sold (mm)

Active Users (mm)

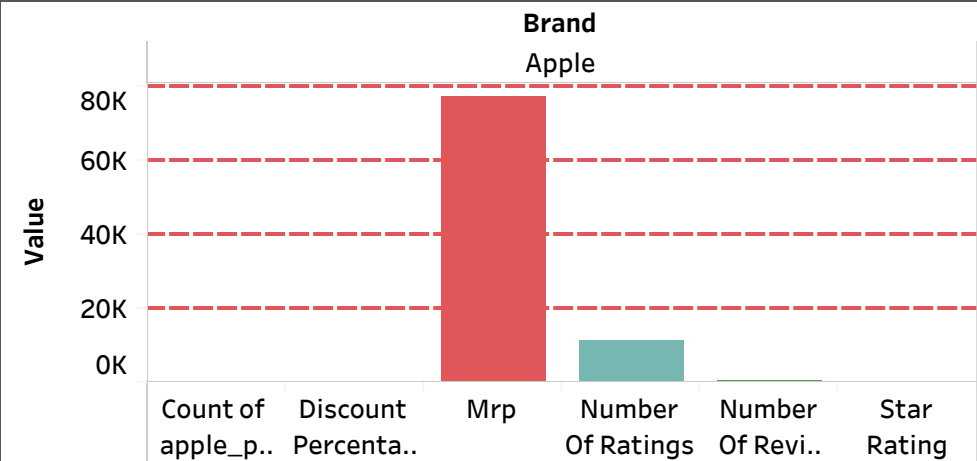
1,634

2,325

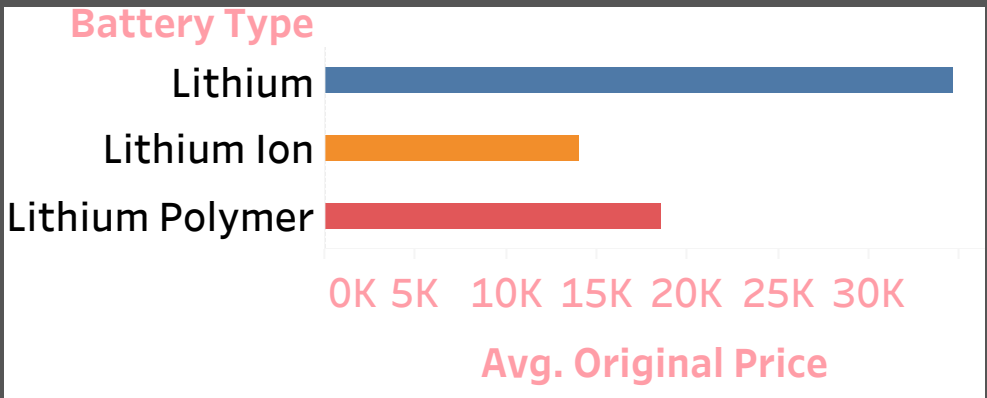
8,723

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

BRAND



Battery Type Distribution



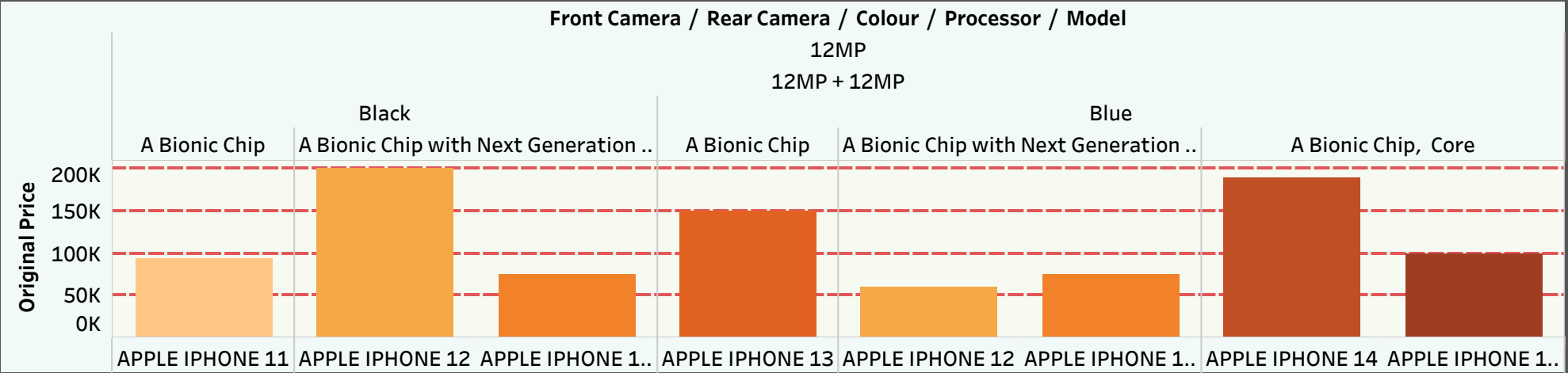
Upc
MOBEXRGVZFZGZE..

Colour
Multiple values

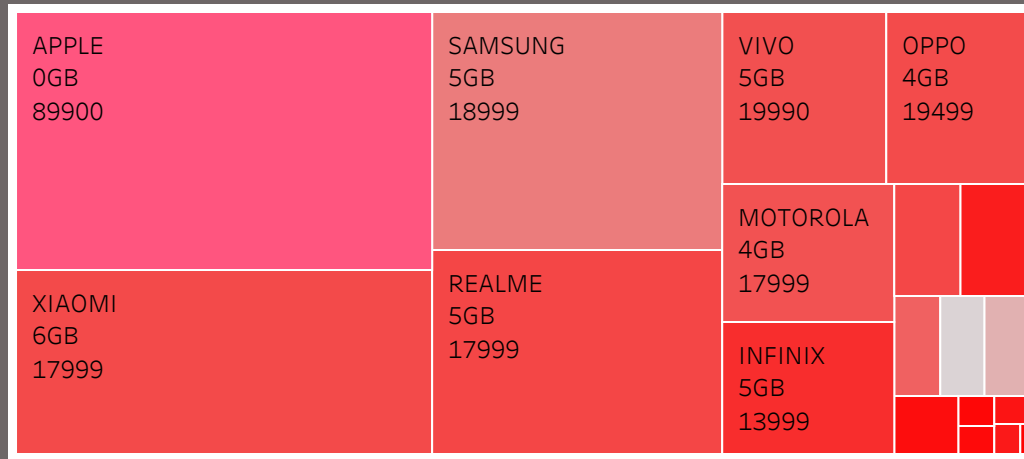
Brand
APPLE

Brand
MOTOROLA

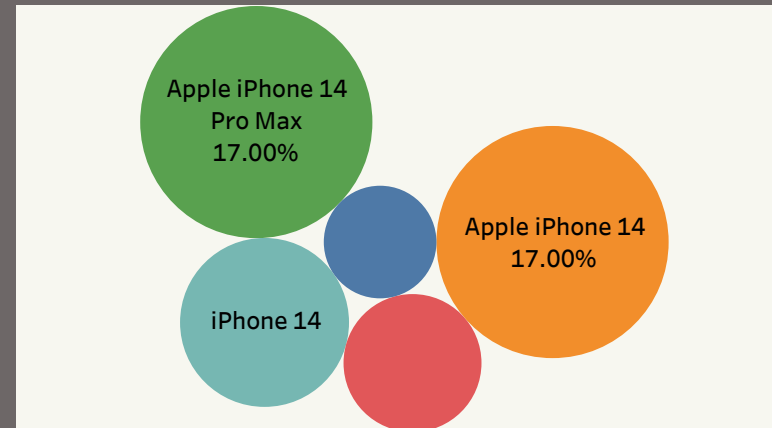
MODEL Specification



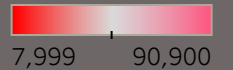
BRAND Price Comparison



MODEL - Share



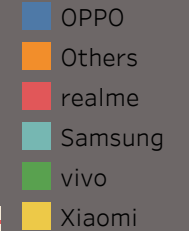
Avg. Original Price



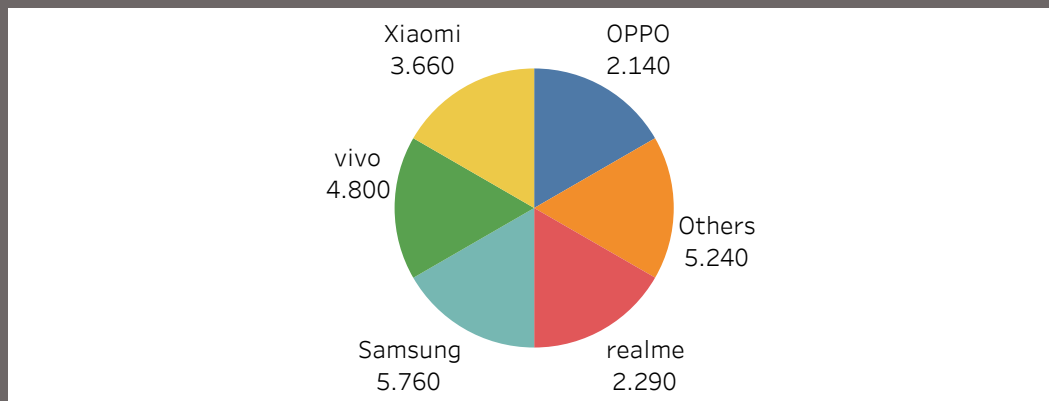
Models



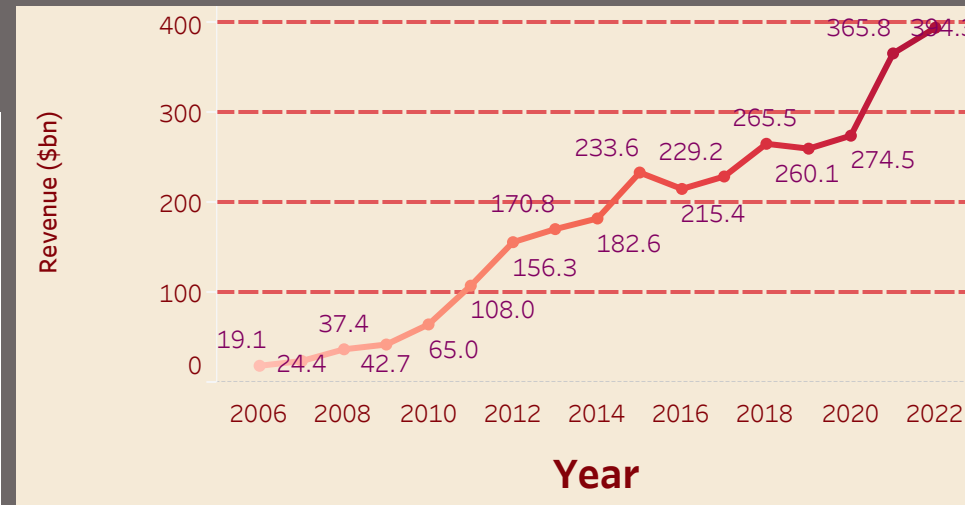
Brand



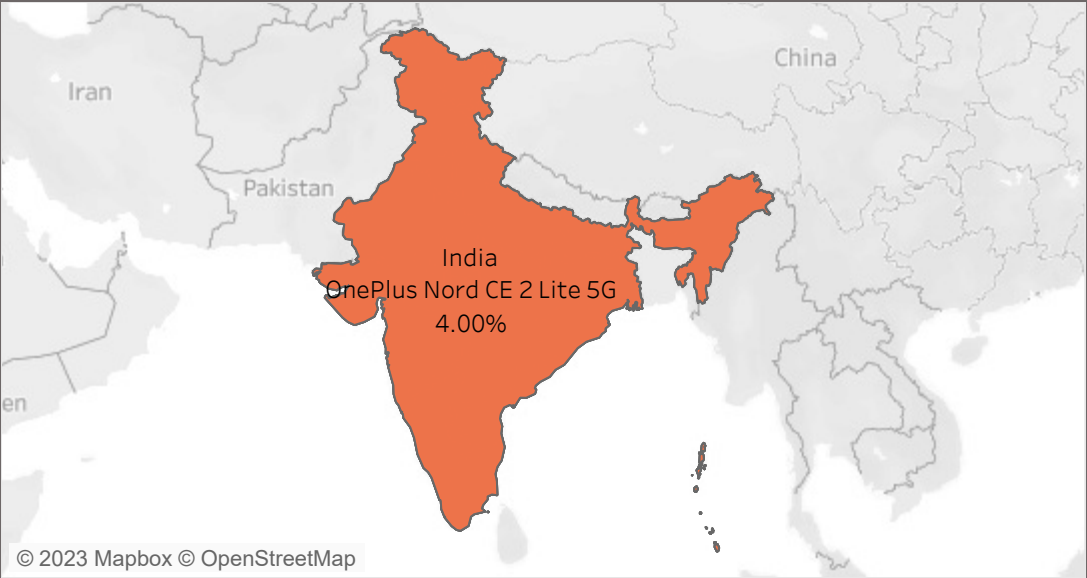
Quarterly-Share



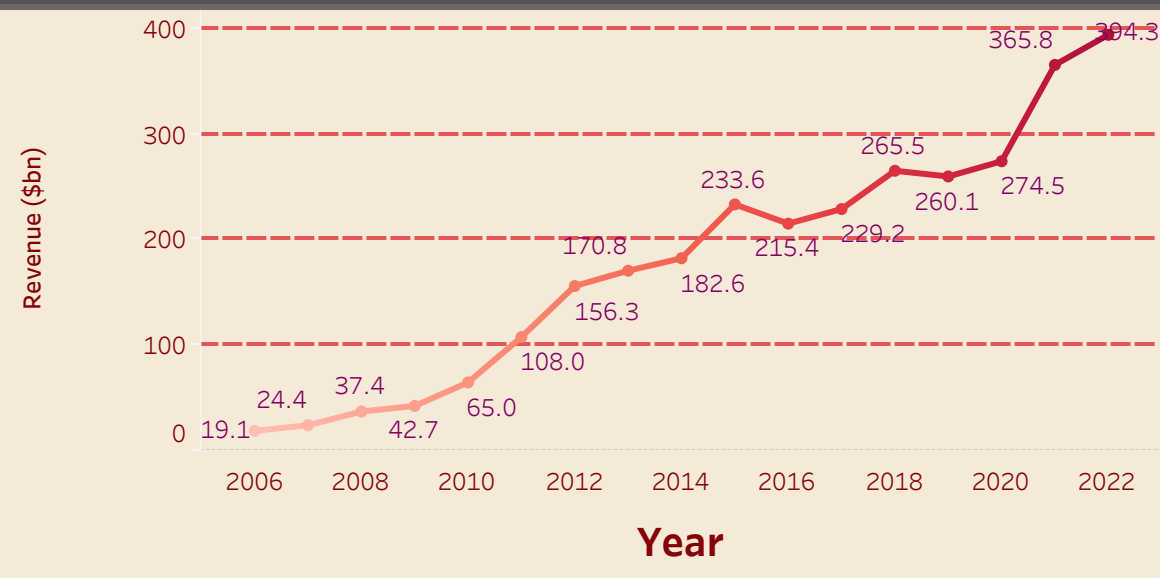
Annual-Share



Global Market-Share



Annual-Share



KPI

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

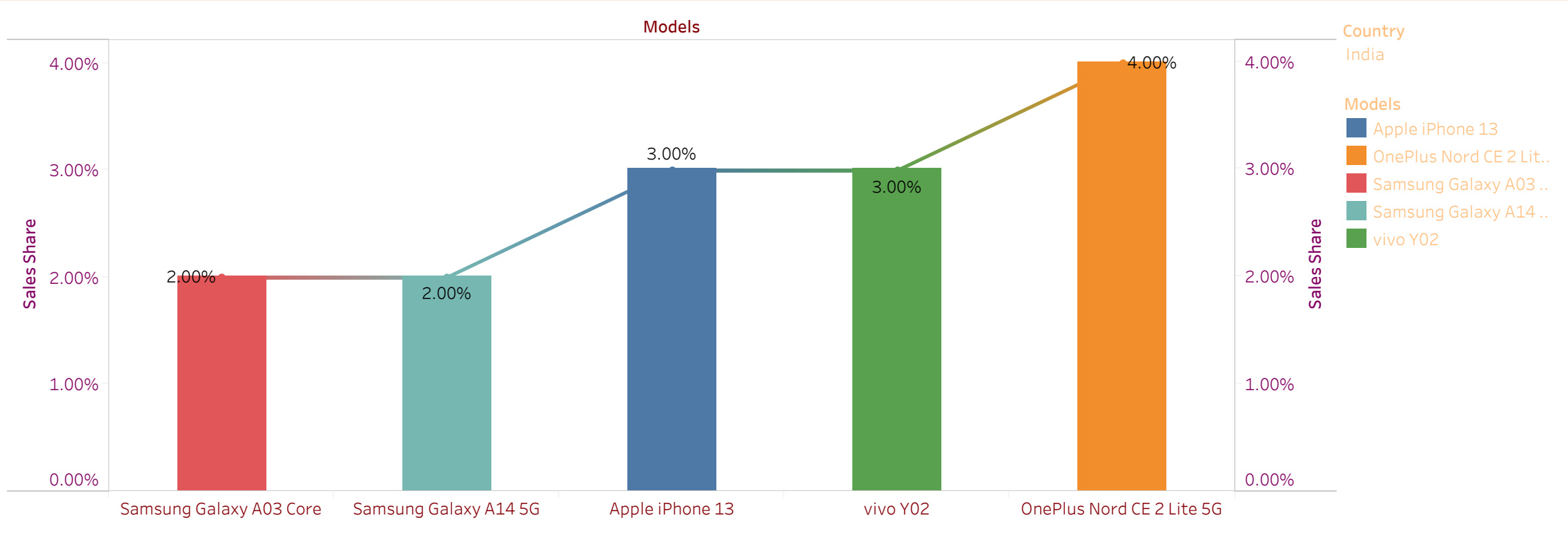
STORY

Comparitive analysis various other leadind brands in the smartphone industry shows that iPhone is yet to make it's impact in India. It's 3% market share in the global market is depicted in the line-bar graph.

Although the iPhone isn't far behind in the competiton, it is yet scale-up it's marketing stargies and policy formulations for Indian audience.

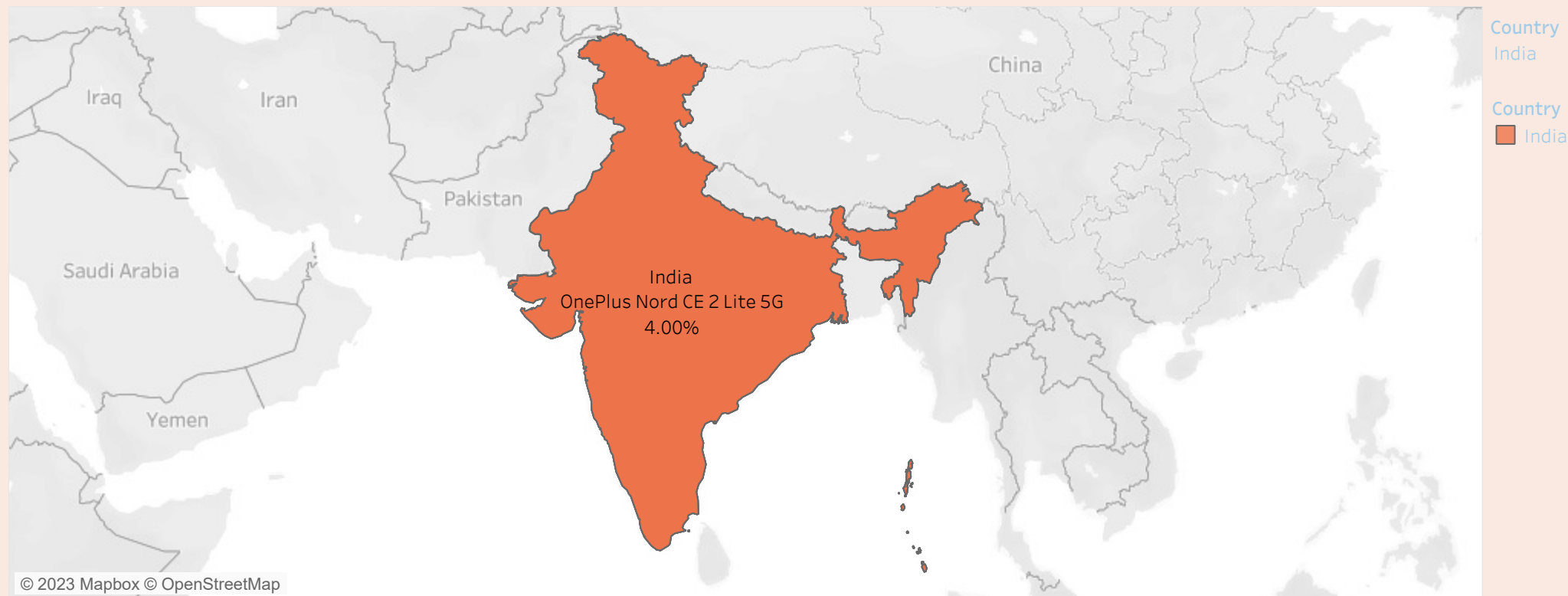
Since it's initiation in 2006 it has seent he tremendous increase in sale and revenue generation over the years, though a slight bump in being observed 2016 but ever since it has increased to \$394.3bn in 2022.

Apple continues to strenghten it's standing in the smartphone market. The brand has risen to a poistionof particular dominance in US.6 of the top 10 most sold smartphone models..



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MORE than 1 billion consumers currently use iPhones. since it i 2023 launch more..



STORY

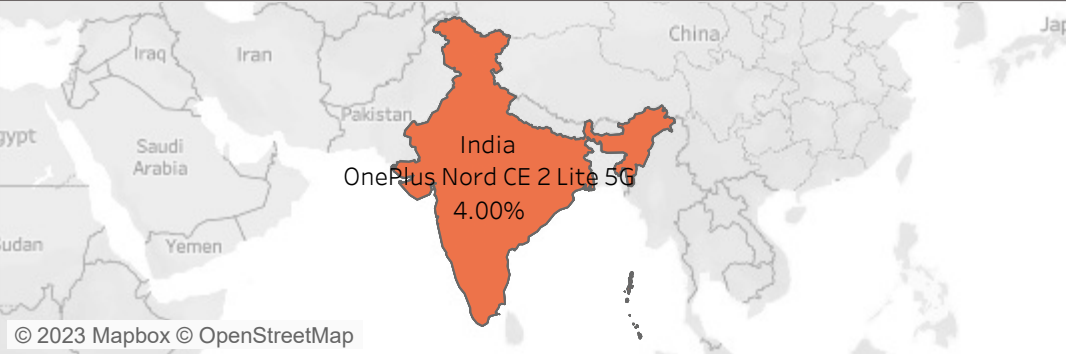
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More than 1 billion consumers currently use iPhones. Since its 2023 launch, more than 1.9 billion iPhones have been sold. iPhone sales in 2021 surpassed the 2015 peak, but declined in 2022 to 232.2 million units.

Global Market-Share



Annual-Share



KPI

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