

Story 1

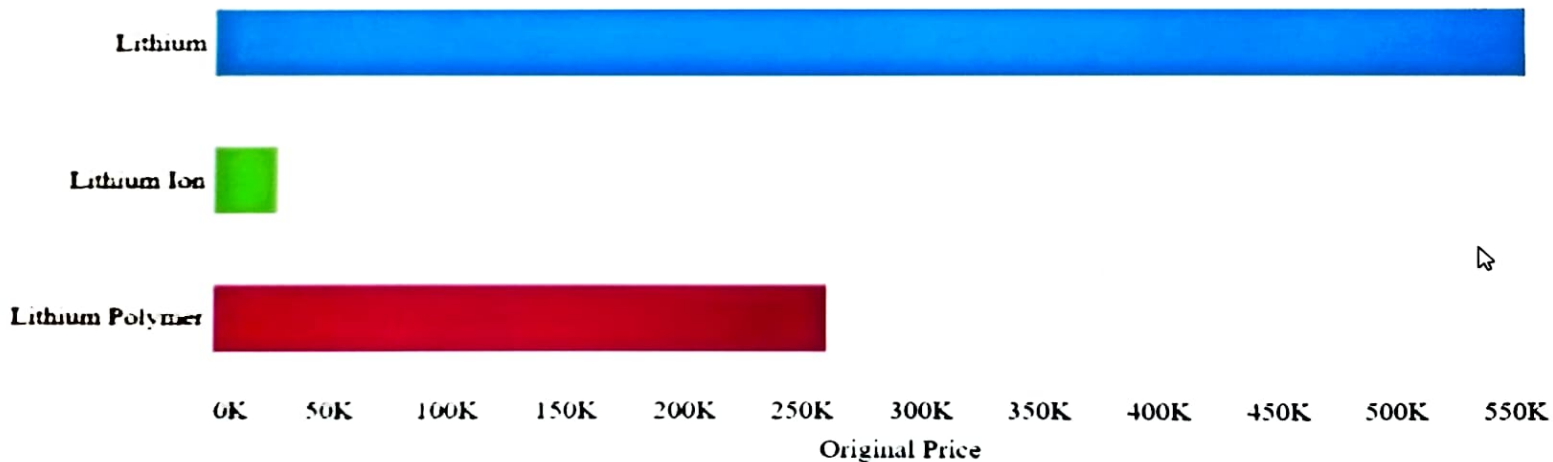
the most purchased
of the total, respectively
most popular with most
25

The key performance indicators includes customer
satisfaction, employee alignment and commitment, market
share and share holder value and revenue

Apple iPhone brand is comparison is best is one brand to
another brand, and price is also variable to the brand of the
product

The battery type of iPhones maximum use of lithium and
lithium ion type batteries. That types lithium batteries are
most used in the apples product

Battery Type



Story 1

he competition it
es and policy

more than 1 billion consumers currently use iPhones
since its initial 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.

The iPhone is a smartphone made by Apple that combines
a digital camera and cellular phone into one device with a
touchscreen interface.

**The iPhone 14 Pro Max were the most purchased
models, grabbing 0.1700 share of the total, respectively.
The iPhone 14 was the third most popular with with
0.1700 of the total year of 2023**

The key
satisfac
share an



Models

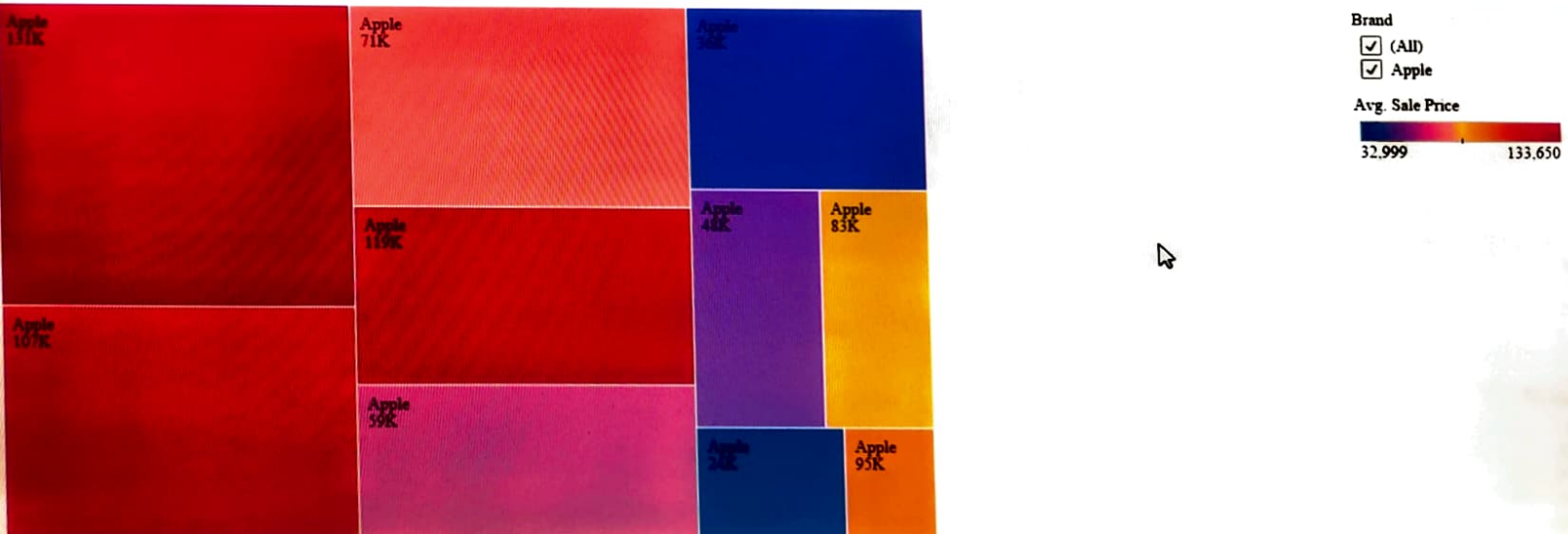
- Apple iPhone 13
- Apple iPhone 14
- Apple iPhone 14 Plus
- Apple iPhone 14 Pro
- Apple iPhone 14 Pro Max

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Apple 1
another
product

Revenue Generated

13.00

Units sold (mm)

20.70

Active Users (mm)

25.00

Year

(All)

2008

☒ 2009

2010

2011

2012

2013

2014

2015

2016

2017

2018

2019

2020

2021

2022

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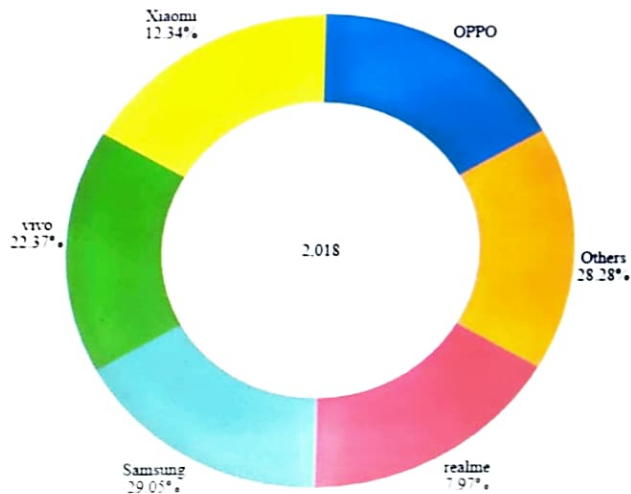
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models in January

Comparative analysis amongst various other leading brands in the smartphone industry shows that iphone is yet to make it's impact in India. Its 3% market share in the global market is depicted in the line-bar graph

Although the iphone isn't far behind in the competition, it is yet to scale-up it's marketing strategies and policy formulations for indian audience.

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The Iph
a digital touchsc



Year

2018

Brand

OPPO

Others

realme

Samsung

vivo

Xiaomi

(Mn)

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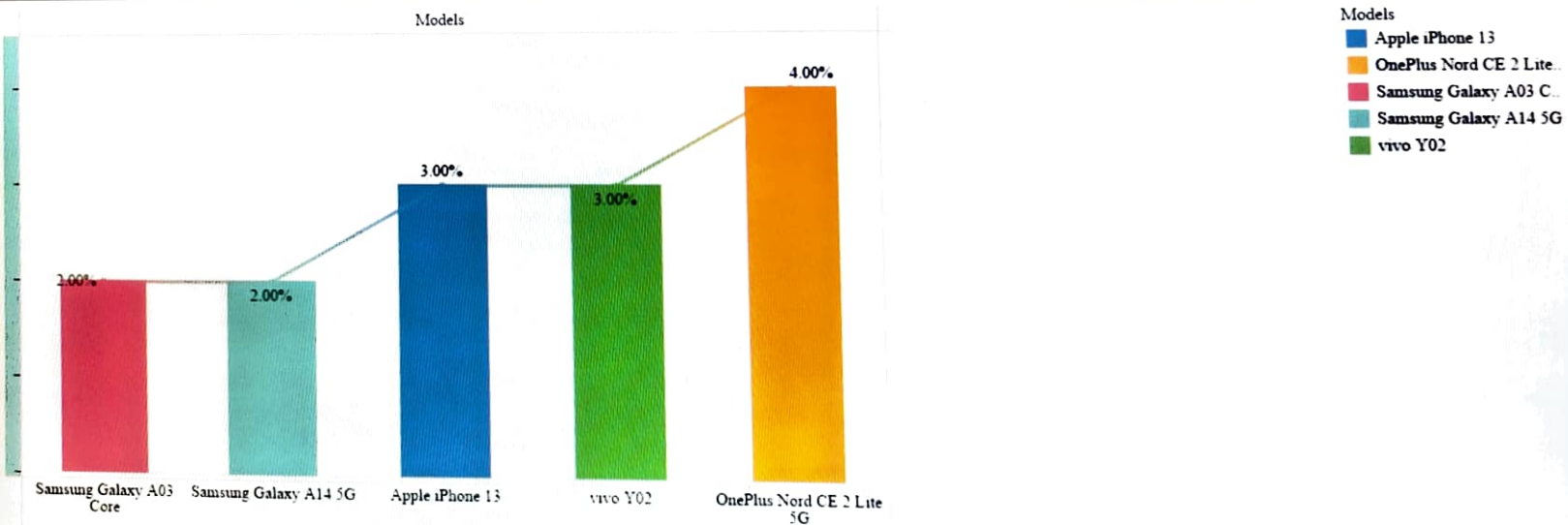
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Apple continues to strengthen its standing in the smartphone market. The brand has risen to a position of particular dominance in the US.

6 of the top 10 most sold smartphone models in January

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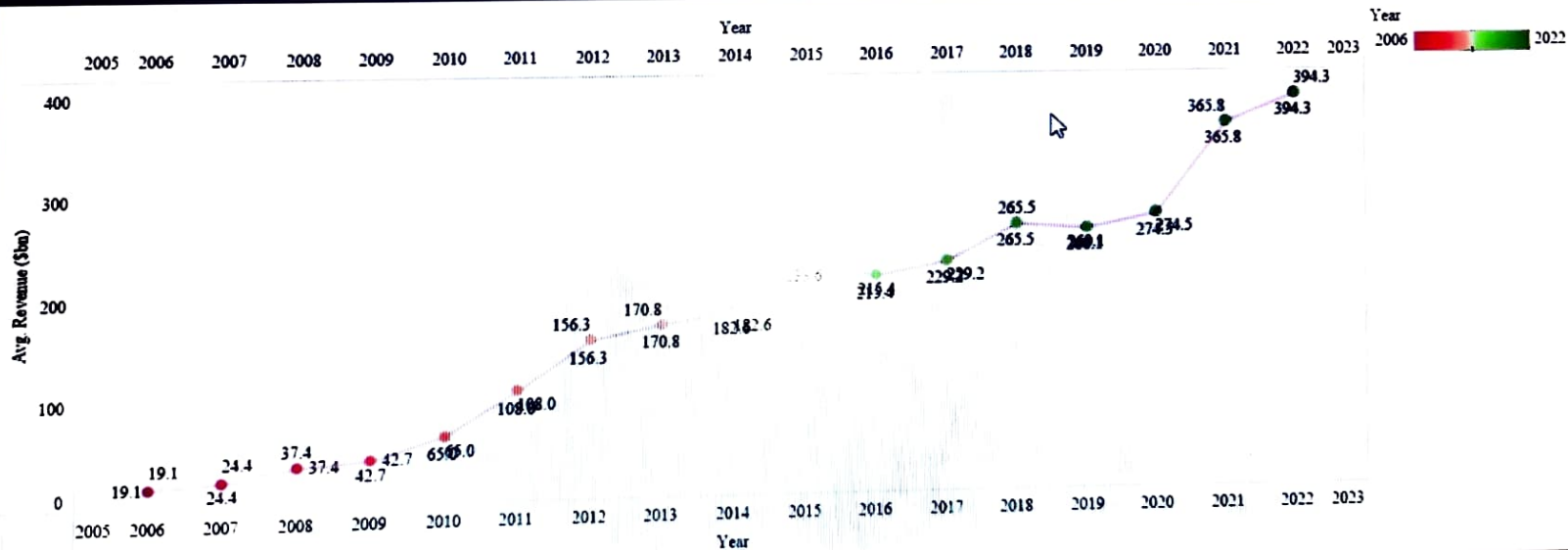
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Product Name					Measure Names	
					(All)	
					Count of iR...	
Brand	Discount Percenta..	Mrp	Sale Price	Number Of Ratings	<input checked="" type="checkbox"/> Discount Pe...	
	APPLE iPhone 8 ..	APPLE iPhone 8 ..	APPLE iPhone 8 ..	APPLE iPhone 8 ..	<input checked="" type="checkbox"/> Mrp	
Apple	0	49,900	49,900	3,431	<input checked="" type="checkbox"/> Number Of ...	
					Number Of ...	
					<input checked="" type="checkbox"/> Sale Price	
					Star Rating	
					Upc	
					MOBEXRGV7EHHTG...	

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Model	Processor	Front Camera	Rear Camera	Colour		Colour
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Yellow	43,900	(All)
				Black	42,800	
				Red	42,800	
				White	42,800	
				Blue	59,900	
				Purple	59,900	
				Green	71,900	
				Red	1,34,800	
				Black	4,900	
				Black	4,900	
				Blue	74,900	
				Red	74,900	
				Midnight	99,900	
				Null	99,900	
				Blue	1,49,800	
				Starlight	1,49,800	
				Pink	1,49,900	
				Silver	1,49,900	
				Midnight	1,49,900	
				Null	1,49,900	
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP			
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP			
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP			
APPLE IPHONE 13 PRO	A Bionic Chip	12MP	12MP + 12MP + 12MP			
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP			

- Brand
- (All)
- ☒ APPLE
- GOOGLE
- IKALL
- INFINIX
- IQOO
- ITEL
- LAVA
- MARVO
- Null
- Aqua Blue
- Asphalt Black
- Aurora Green
- Azure Glow
- Bamboo Green
- Black
- Blade Silver
- Blue