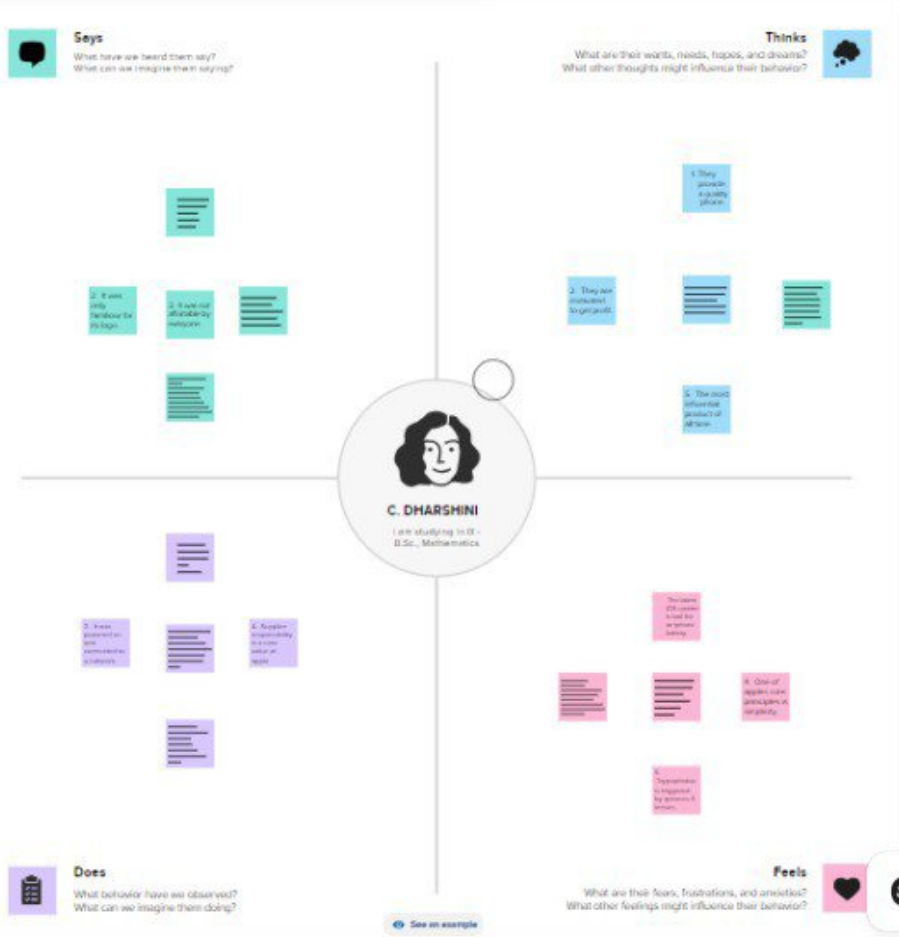


[Vertical toolbar with icons: Grid, Comment, Text, Link, Image, Share, More]



[Empty rectangular box] | [Hand icon] [Pointer icon] [Camera icon] | - 18% + [Fullscreen icon]



### Brainstorm & idea prioritization

Use this template to capture your brainstorming sessions so your ideas can surface their imagination and encouraging concepts even if you're not sitting in the same room.

- 1. Brainstorm session
- 2. Filter to create ideas
- 3. Refine and prioritize

#### Before you collaborate

A mural is a collaborative space. It's not a document. It's a canvas. It's a place where you can brainstorm, collaborate, and create. It's a place where you can work together to solve problems and create something new.

- 1. Get your team together
- 2. Set a goal for your session
- 3. Prepare your ideas

#### Before you problem statement

What problem are you trying to solve? What's your goal? What's your problem statement? What's your problem statement?

Problem statement

#### Brainstorm

Brainstorming is a process of generating ideas. It's a process of generating ideas. It's a process of generating ideas. It's a process of generating ideas.

Problem 1 Problem 2 Problem 3 Problem 4

#### Group ideas

Grouping ideas is a process of organizing ideas. It's a process of organizing ideas. It's a process of organizing ideas. It's a process of organizing ideas.

Take a look at the ideas you've generated. Group them into categories. Group them into categories. Group them into categories. Group them into categories.

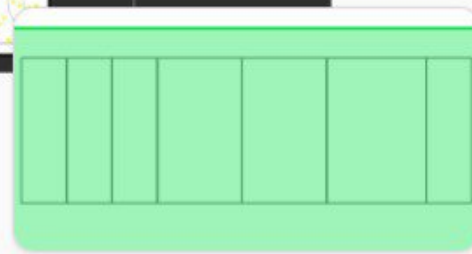
#### Ranking

Ranking is a process of prioritizing ideas. It's a process of prioritizing ideas. It's a process of prioritizing ideas. It's a process of prioritizing ideas.

#### After you collaborate

After you collaborate, you should have a clear understanding of the problem you're trying to solve. You should have a clear understanding of the problem you're trying to solve. You should have a clear understanding of the problem you're trying to solve.

- 1. Review your ideas
- 2. Review your ideas
- 3. Review your ideas



- Annual Revenue (apple\_...
- Annual Revenue (apple\_...
- apple\_products (1)
- apple\_products.csv (app...
- Country-wise share (app...
- Flipkart\_Smartphone (a...
- Market Penetration(iph...
- Model share (apple\_prod...
- Quarterly-share (apple\_...
- Quarterly-share (apple\_...
- Quarterly-share (apple\_...

Search

- Tables**
- Abc Brand
  - Abc Product Name
  - Abc Product URL
  - Abc Ram
  - Abc Upc
  - Abc Measure Names
  - # Discount Percentage
  - # Mrp
  - # Number Of Ratings
  - # Number Of Reviews
  - # Sale Price
  - # Sales difference

Pages

Columns Measure Names

Rows Brand

Filters

Measure Names

Upc: MOBEXRGMZ...

Marks

Automatic

Color Size Text

Detail Tooltip

Measure Values

## KPI

Brand	Discoun..	Mrp	Star Rat..	Sale Pri..	Sales di..
Apple	0	77,000	5	77,000	0

- Measure Names
- ☐ (All)
  - ☐ Count of apple...
  - ☒ Discount Perc...
  - ☒ Mrp
  - ☐ Number Of Ra...
  - ☐ Number Of Re...
  - ☒ Sale Price
  - ☒ Sales difference
  - ☒ Star Rating
- Upc
- MOBEXRGMZWUHC...



Pages

Filters

Brand: APPLE

Colour: Blue

Rear Camera: 12MP ..

Filters

Brand: APPLE

Colour: Blue

Rear Camera: 12MP ..

Marks

Automatic

Color

Size

Text

Detail

Tooltip

Colour

SUM(Original ..

Abc Battery Type  
 Abc Brand  
 Abc Colour  
 Abc Front Camera  
 Abc Model  
 Abc Processor  
 Abc Rear Camera  
 Abc *Measure Names*  
 # Battery Capacity  
 # Discounted Price  
 # Display Size  
 # Memory

5 marks 5 rows by 1 column SUM(Original Price): 574,300 Highlighting on Colour

36°C Mostly sunny Search ENG IN 14:46 06-10-2023

\_\_\_\_\_

Columns					
Rows					
Model Specification					
Model	Processor	Front Ca..	Rear Camera	Colour	
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Blue	59,900
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Blue	74,900
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue	1,49,800
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	1,89,800
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	99,900

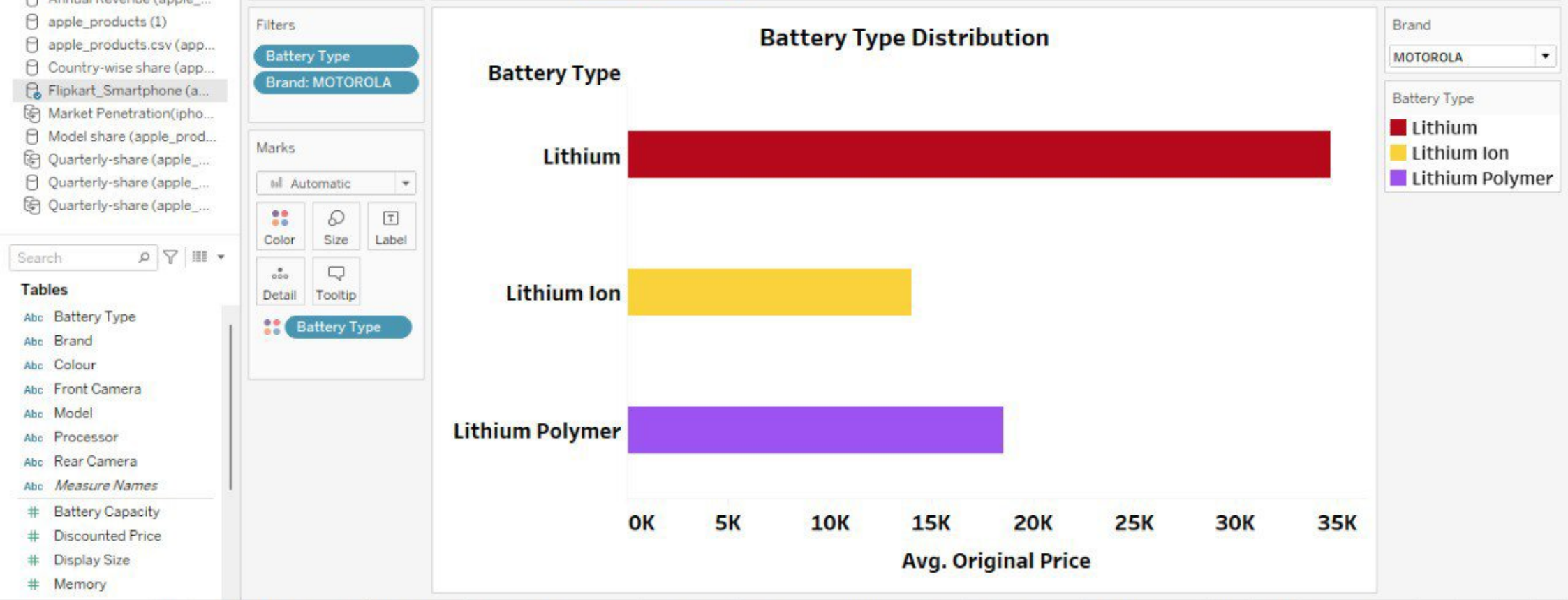
**Data**

- Annual Revenue (apple\_...
- Annual Revenue (apple\_...
- apple\_products (1)
- apple\_products.csv (app...
- Country-wise share (app...
- Flipkart\_Smartphone (a...
- Market Penetration(ipho...
- Model share (apple\_prod...
- Quarterly-share (apple\_...
- Quarterly-share (apple\_...
- Quarterly-share (apple\_...

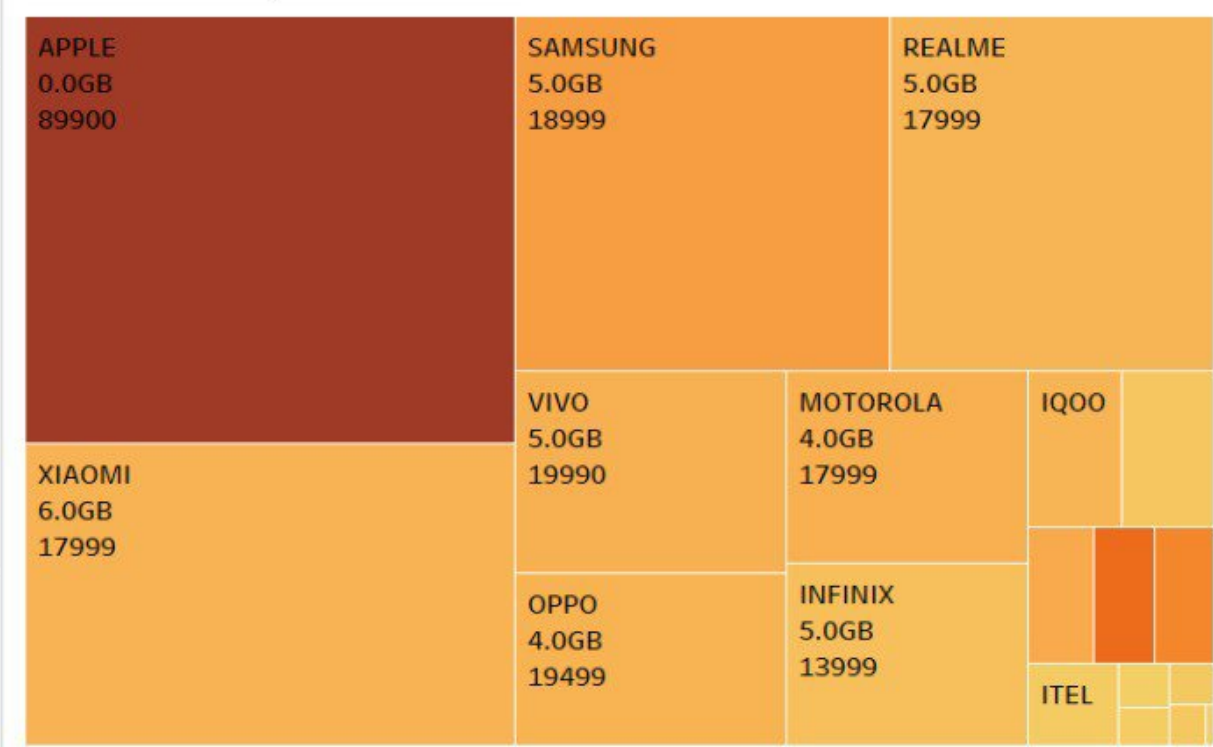
**Analytics**

**Columns**
 AVG(Original Price)

**Rows**
 Battery Type



# Brand Price Comparison





- Annual Revenue (apple\_...
- Annual Revenue (apple\_...
- apple\_products (1)
- apple\_products.csv (app...
- Country-wise share (app...
- Flipkart\_Smartphone (a...
- Market Penetration(iph...
- Model share (apple\_prod...
- Quarterly-share (apple\_...
- Quarterly-share (apple\_...
- Quarterly-share (apple\_...

Search

### Tables

- Models
- Measure Names
- Sales Share
- Model share (Count)
- Measure Values

### Pages

Columns

Rows

Filters

Marks

Circle

Color Size Label

Detail Tooltip

SUM(Sales Sh..

Models

Models

Sales Share

model-share

Apple iPhone 14 Pro Max 17.000000%

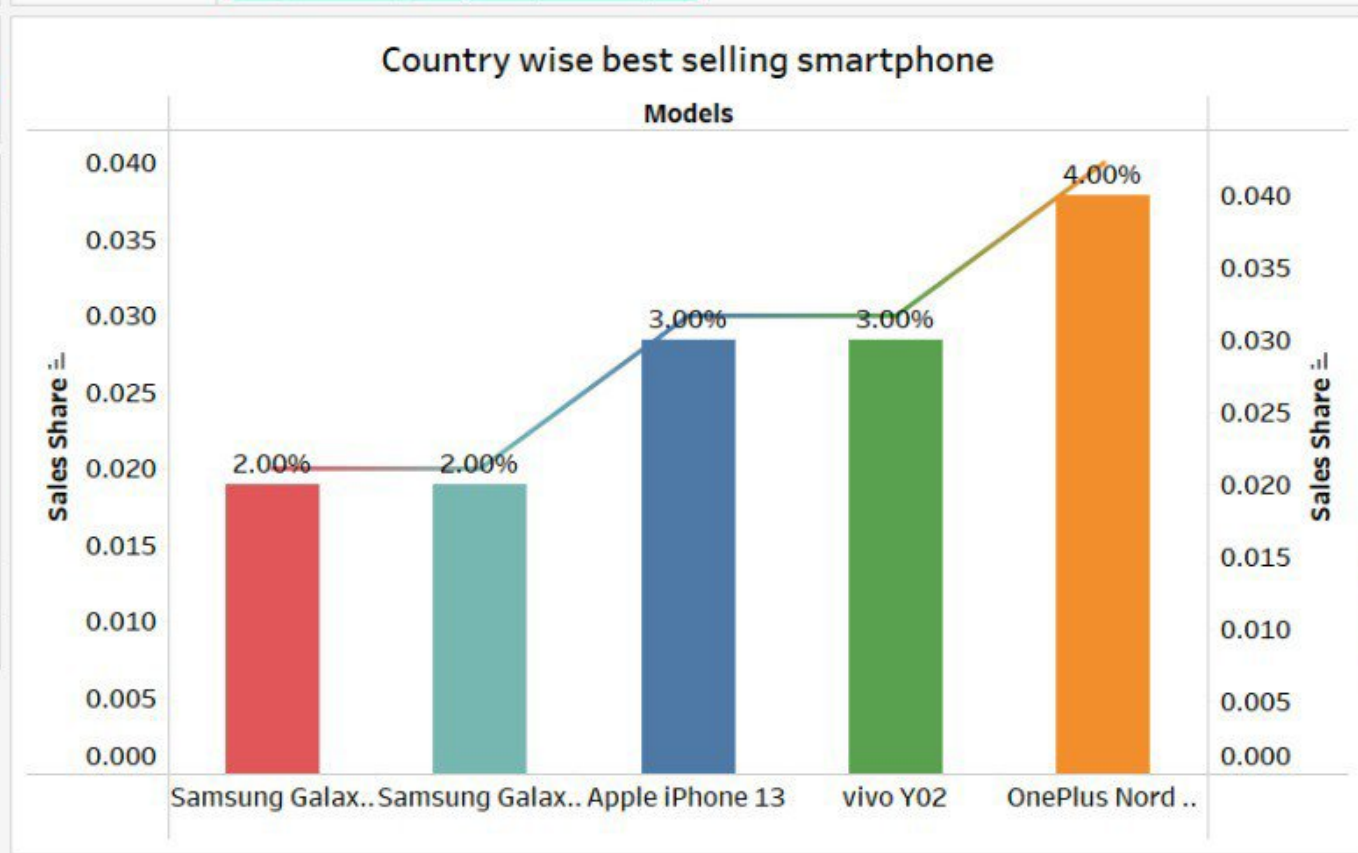
Apple iPhone 14 17.000000%

Apple iPhone 13 9.000000%

Apple iPhone 14 Plus

### Models

- Apple iPhone 13
- Apple iPhone 14
- Apple iPhone 1..
- Apple iPhone 1..
- Apple iPhone 1..

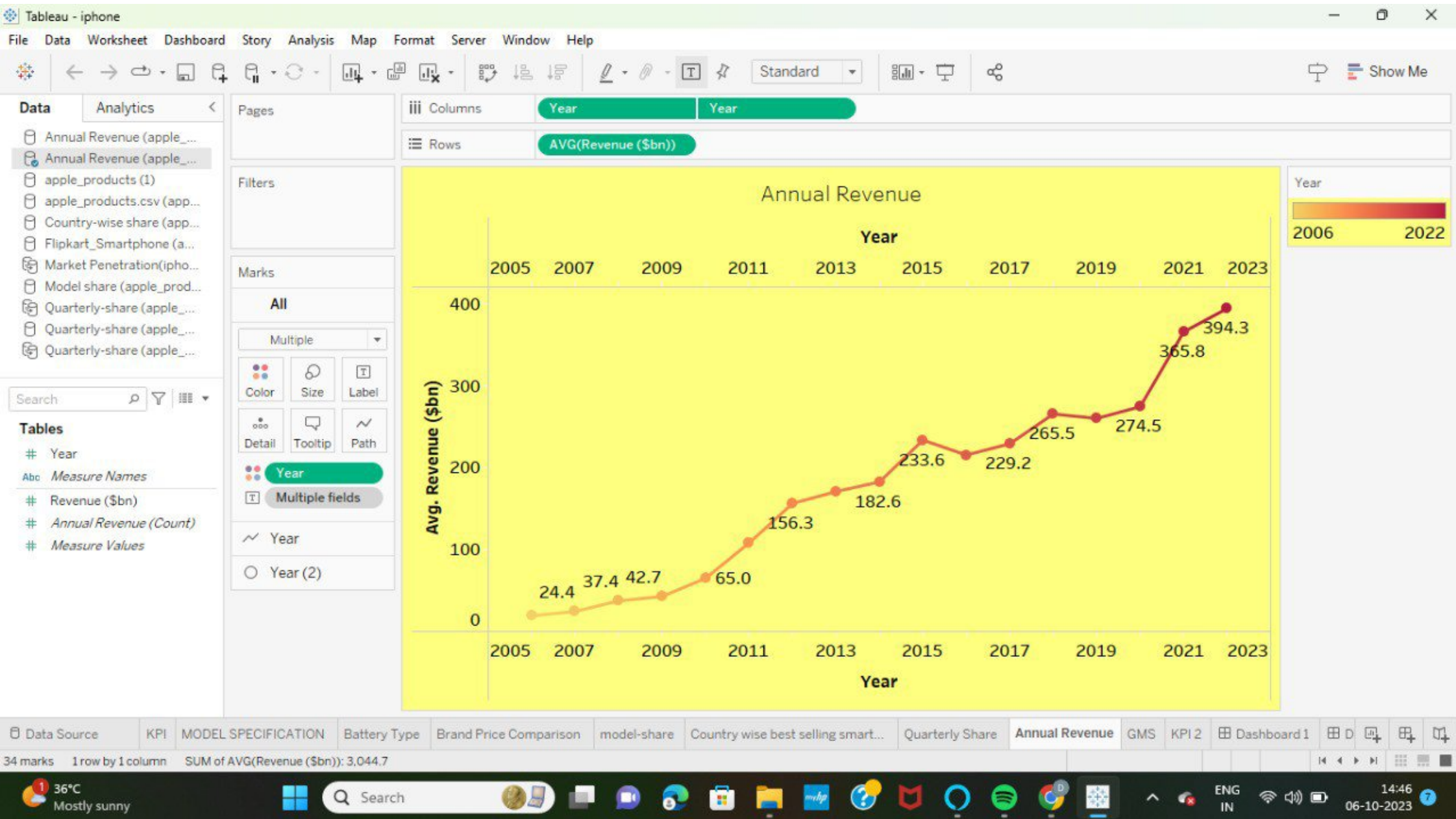


- Country
- ☐ (All)
  - ☐ China
  - ☐ France
  - ☐ Germany
  - ☒ India
  - ☐ Japan
  - ☐ South Korea
  - ☐ UK
  - ☐ USA

- Models
- ☒ Apple iPhone 13
  - ☒ OnePlus Nord ..
  - ☒ Samsung Galax..
  - ☒ Samsung Galax..
  - ☒ vivo Y02



36°C Mostly sunny Search [Taskbar icons: File Explorer, Edge, etc.] ENG IN 14:47 06-10-2023



Data Analytics

- Annual Revenue (apple\_...
- Annual Revenue (apple\_...
- apple\_products (1)
- apple\_products.csv (app...
- Country-wise share (app...
- Flipkart\_Smartphone (a...
- Market Penetration(ipho...
- Model share (apple\_prod...
- Quarterly-share (apple\_...
- Quarterly-share (apple\_...
- Quarterly-share (apple\_...

Search

Tables

- Annual Revenue
  - apple\_products.csv
  - Country-wise share
  - Flipkart\_Smartphone
  - Market Penetration(ip...
  - Model share
  - Quarterly-share
- Abc Measure Names  
 Latitude (generated)  
 Longitude (generated)

Pages

Year: 2018

Marks

All

Pie

Color Size Label

Detail Tooltip Angle

Multiple fields

Multiple fields

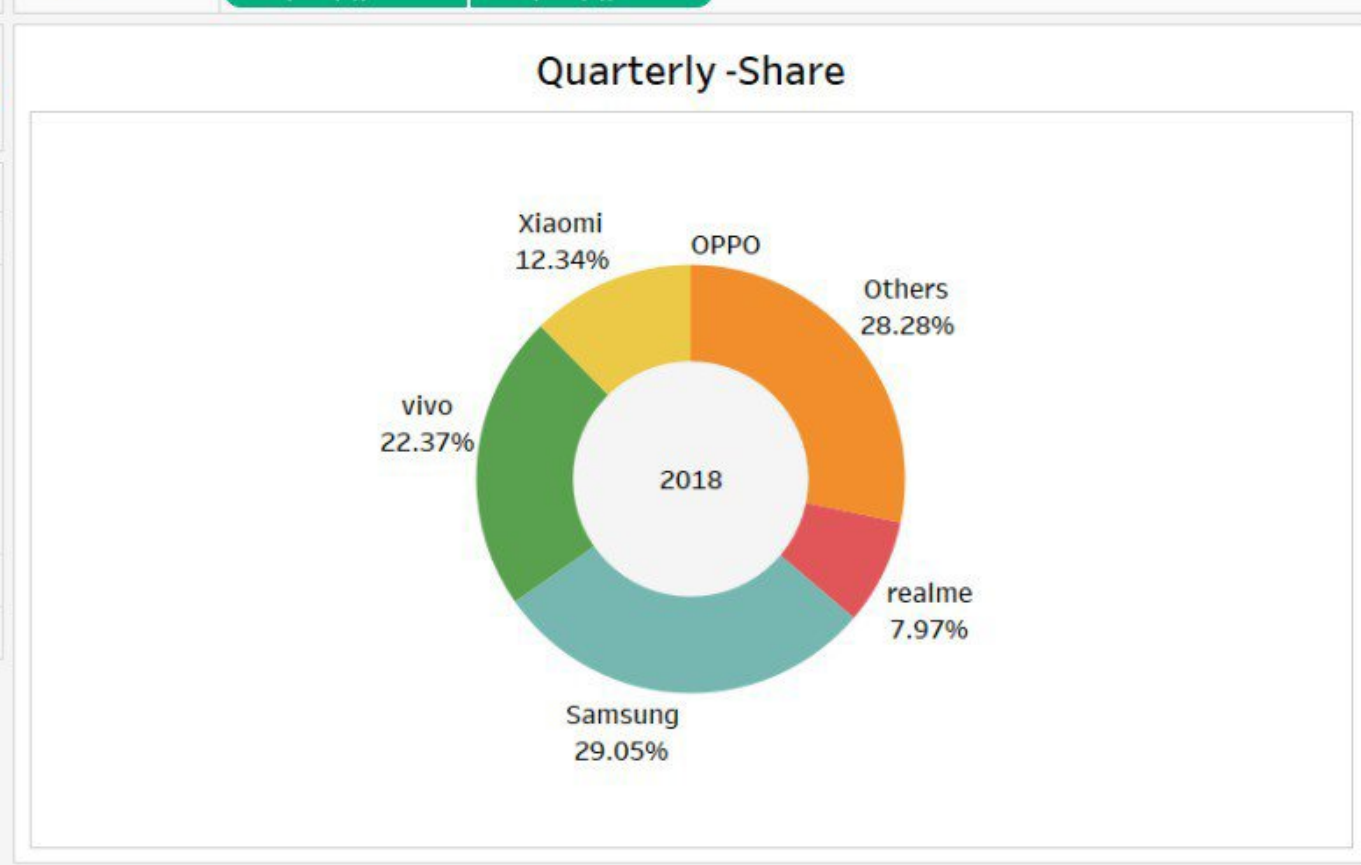
AGG(sum(0))

AGG(sum(0)) (2)

Columns

Rows

AGG(sum(0)) AGG(sum(0))



Year  
2018

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





Data Analytics

- Annual Revenue (apple\_...
- Annual Revenue (apple\_...
- apple\_products (1)
- apple\_products.csv (app...
- Country-wise share (app...
- Flipkart\_Smartphone (a...
- Market Penetration(ipho...
- Model share (apple\_prod...
- Quarterly-share (apple\_...
- Quarterly-share (apple\_...
- Quarterly-share (apple\_...

Search

Tables

- # Year
- Abc Measure Names
- # Active Users (mm)
- # Revenue Generated
- # Units sold (mm)
- # Market Penetration(iphon...
- # Measure Values

Pages

Columns Measure Names

Rows

Filters

Measure Names

Year: 2022

Marks

Automatic

Color

Size

Text

Detail

Tooltip

Measure Values

SUM(Revenue Gene...

SUM(Units sold (m...

SUM(Active Users (...)

KPI 2

Revenue Generated

Units sold (mm)

Active Users (mm)

205

232

1,334

Year

2022

## KPI

Brand	Discoun..	Mrp S
Apple	0	77,000

## KPI 2

Reven..	Units ..	Active..
205	232	1,334

## MODEL SPECIFICATION

Model	Process..	Front Ca..	Rear Ca..
APPLE IPHONE ..	A Bionic Chip wit..	12MP	12MP + 12MP
APPLE IPHONE ..	A Bionic Chip wit..	12MP	12MP + 12MP
APPLE IPHONE ..	A Bionic Chip	12MP	12MP + 12MP
APPLE IPHONE ..	A Bionic Chip, Co..	12MP	12MP + 12MP
APPLE IPHONE ..	A Bionic Chip, Co..	12MP	12MP + 12MP

### Measure Names

- ☐ (All)
- ☐ Count of appl...
- ☒ Discount Per...
- ☒ Mrp
- ☐ Number Of R...
- ☐ Number Of R...
- ☒ Sale Price
- ☒ Sales differe...
- ☒ Star Rating

### Upc

MOBEXRGVMZWUH...

### Colour

Blue

### Brand

APPLE

### Colour

Blue

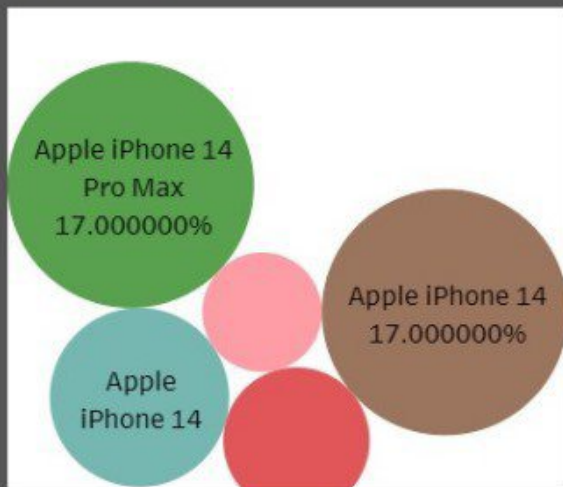
### Models

- ☐ Apple iPhone ...
- ☐ Apple iPhone ...
- ☐ Apple iPhone ...
- ☐ Apple iPhone ...
- ☐ Apple iPhone ...

### Year

2006 2022

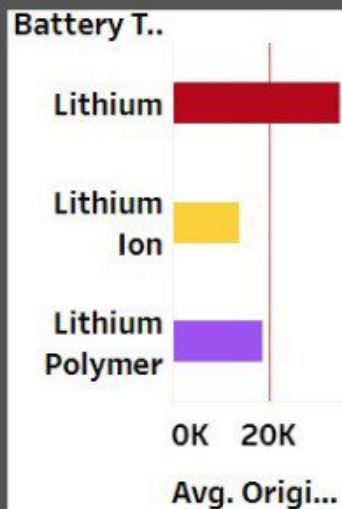
model-share



Annual Revenue



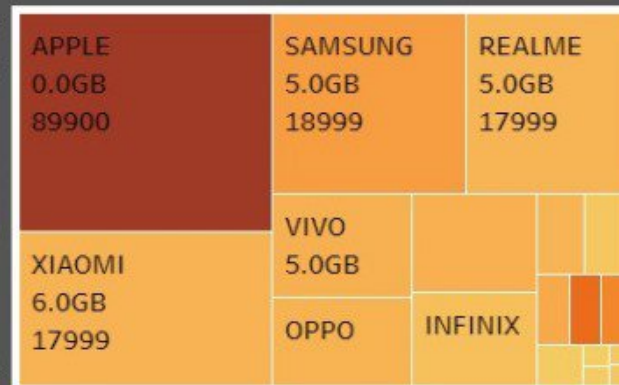
## Battery Type Distribution



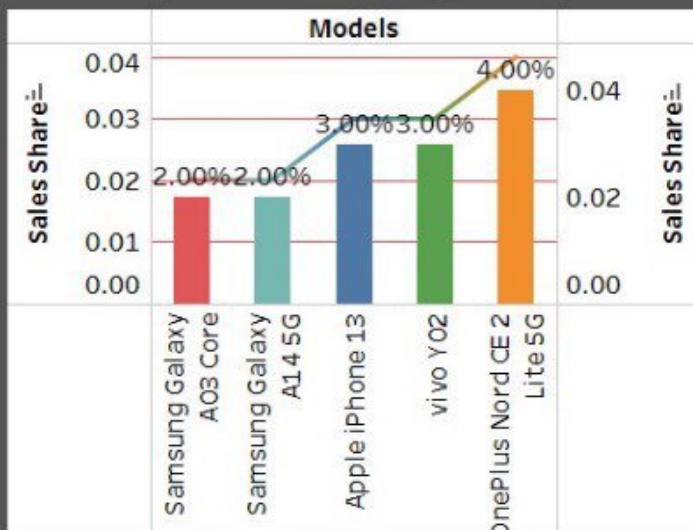
## Global Market Share



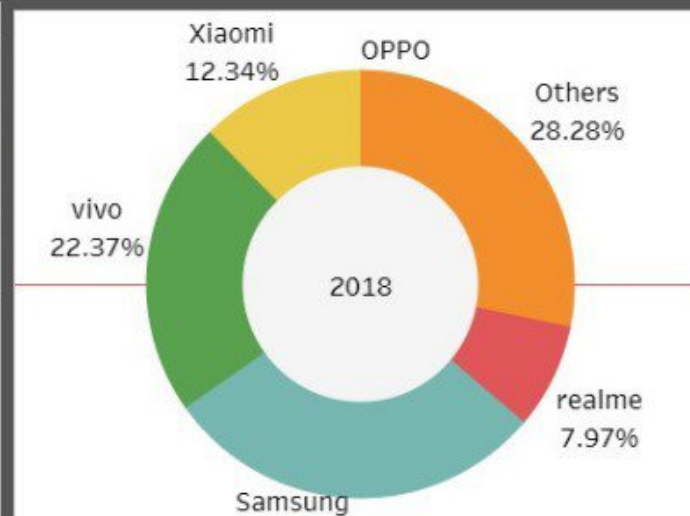
## Brand Price Comparison



## Country wise best selling smartphone



## Quarterly -Share



Brand: MOTOROLA

Battery Type

- Lithium
- Lithium Ion
- Lithium P...

Avg. Original ...

Country

- (All)
- China
- France
- Germany

Models

- Apple iP...
- OnePlus...
- Samsun...
- Samsun...

Year

2018

Brand

- OPPO
- Others
- realme
- Samsung

Country

India



Apple continues to strengthen its stand...  
More than 1 billion consumers Currently...  
iPhone sales generated \$205 billio...  
Competitive analysis amongst various othe...  
Although the iPhone isn't far behind in the...

