Technical Analysis · UX & Data Insights · Apple Inc. 2025

Integrating Data Science and User Experience for Strategic Decision-Making

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Data Visualizations

1. Sankey Diagram – Revenue Flow FY2024
Visualiza cómo se distribuyen los ingresos de Apple entre categorías clave: iPhone, Mac, iPad, Wearables y Servicios.

2. UX Radar Benchmark
Comparativa de experiencia de usuario entre Apple, Samsung y Google, evaluando usabilidad, engagement, accesibilidad y consistencia.

Key Metrics · KPIs

KPI	Value
Total Revenue	$391B USD
Gross Margin	$180B USD
Market Cap	$3.1 Trillion USD
Recycled Materials Rate	99%
Water Saved	14B gallons
Sea-Based Shipments	50% FY2024

UX Insights Summary

Apple leads in usability and branding perception
Strong engagement with mobile interfaces
Positive impact of sustainable design choices
High consistency across product ecosystems

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