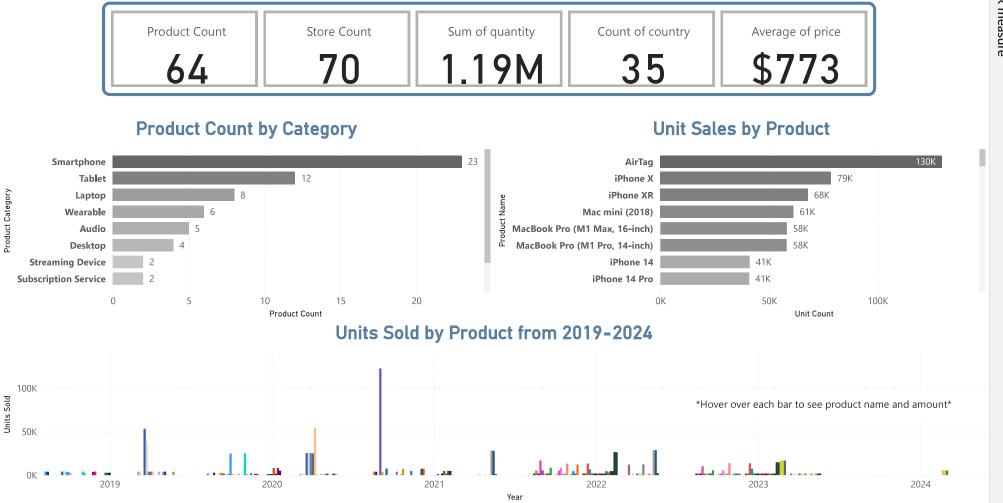
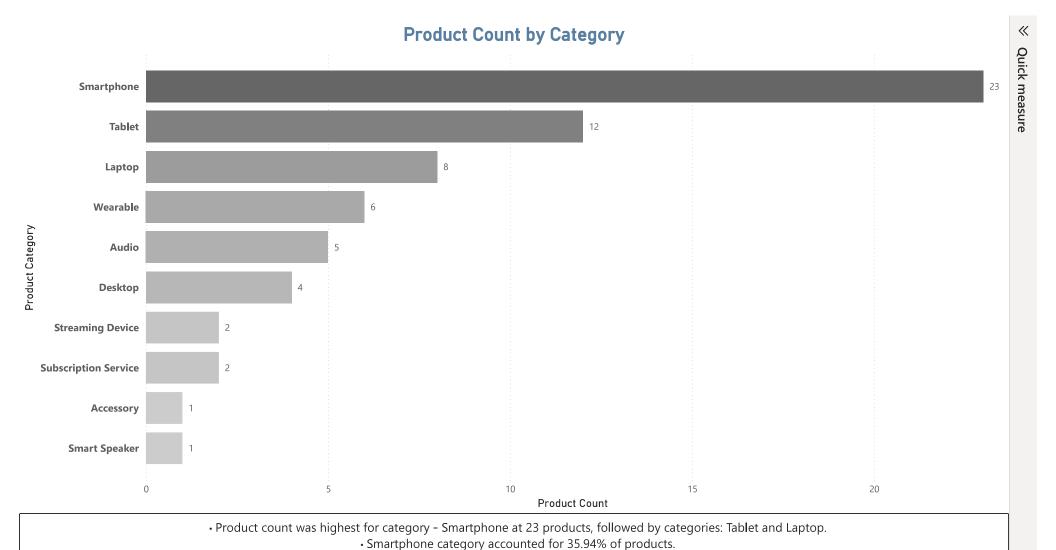
Product Sales Dashboard

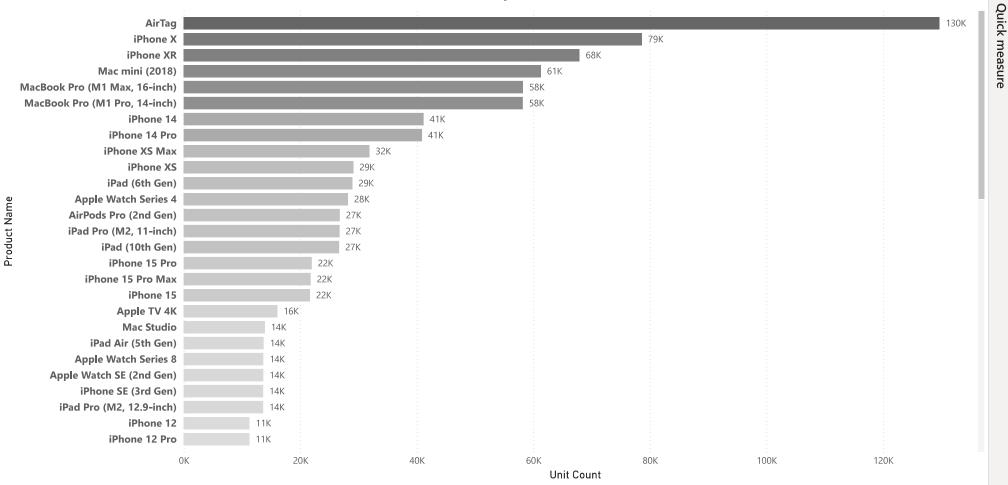




• Smart speaker and Accessory categories were the smallest category with only 1 product each.

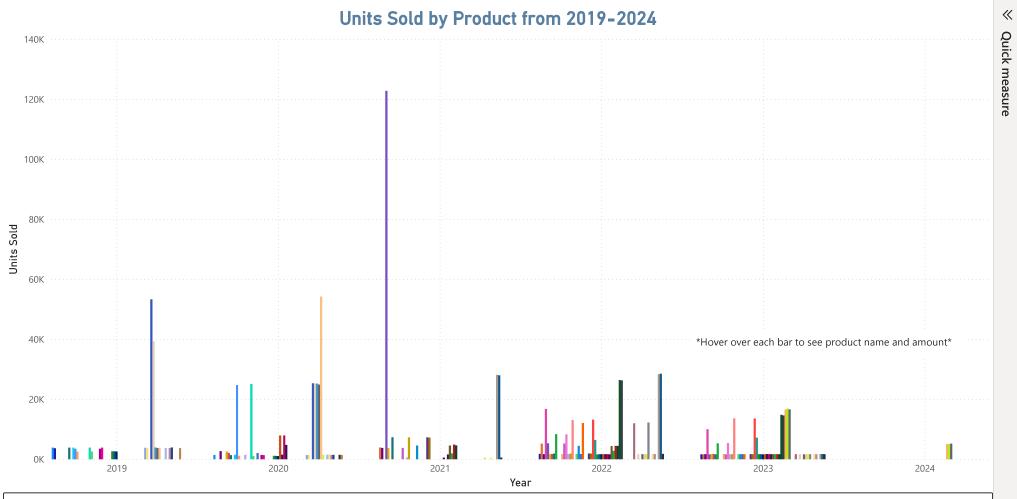


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• At 129704, AirTag had the highest units sold, followed by iPhone X and iPhone XR, and was 2,569.36% higher than iPad Pro (10.5-inch), which had the lowest units sold at 4859.

• AirTag accounted for 10.92% of units sold.



• Between 2019 and 2024, iPhone XS had the largest increase in units sold (543.79%) while AirTag had the largest decrease (98.68%).

[•] The most recent standout value was in 2021, when Apple TV 4K had a high of 7304.

[•] Across units sold, iPhone 13 Pro had the most interesting recent trend and started trending down on 2021, falling by 65.59% (3180) in 2 years.