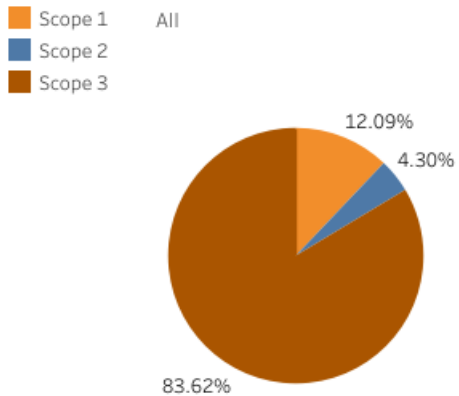
# CARBON EMISSIONS FOR APPLE

Δ YoY% Carbon Emissions

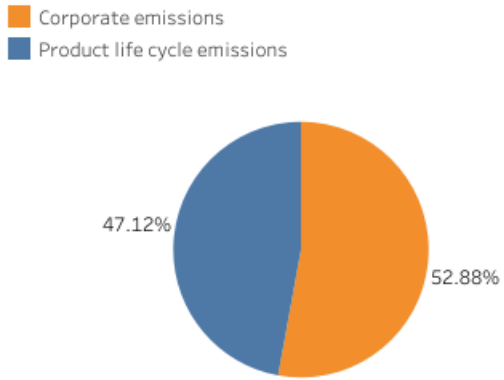
46.32%

## Carbon Analysis

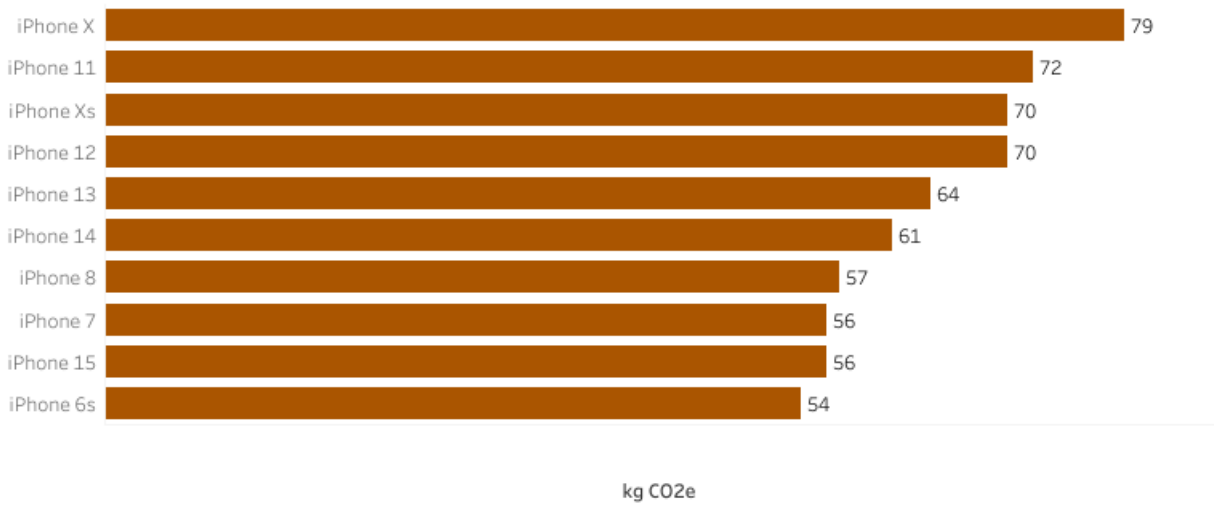
### Carbon Emissions Breakdown




### Carbon Removals Breakdown

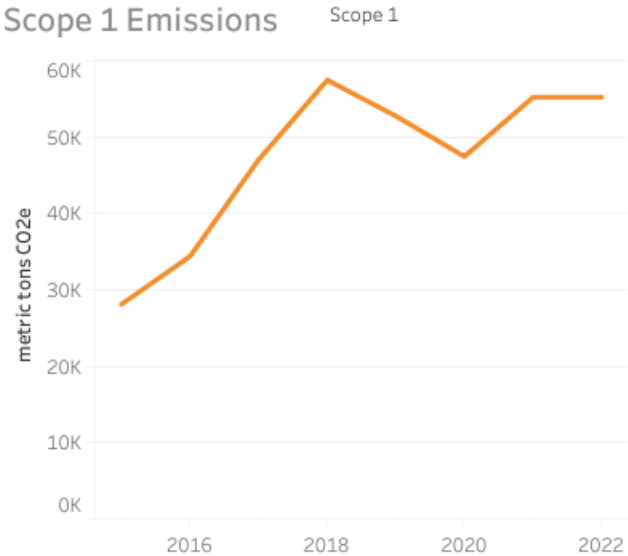



### Carbon Footprint per Product

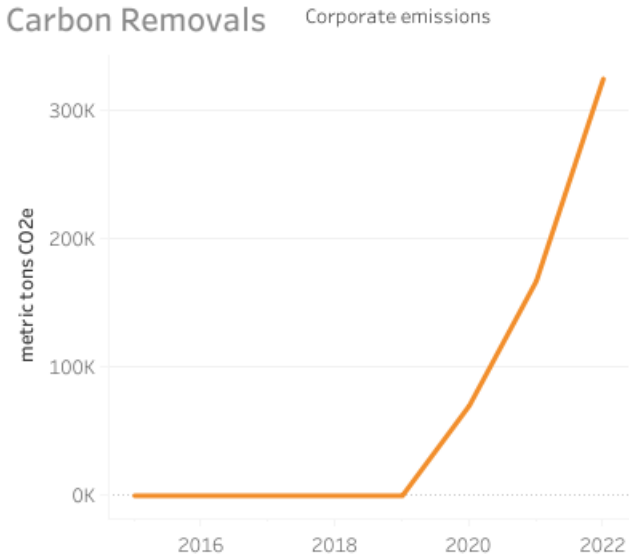



## Time Series Analysis

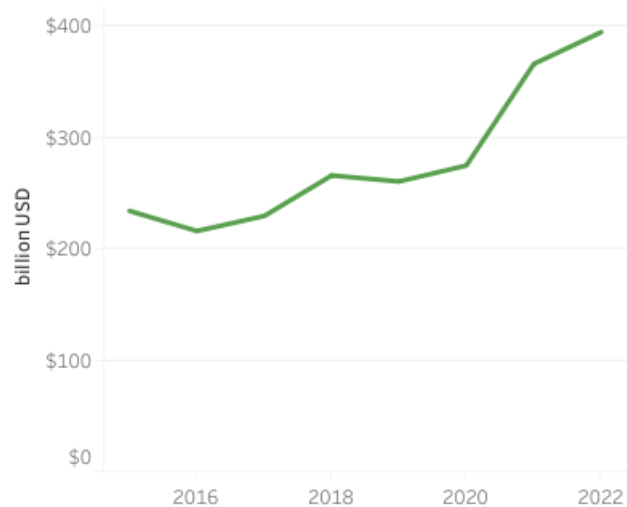
### Scope 1 Emissions



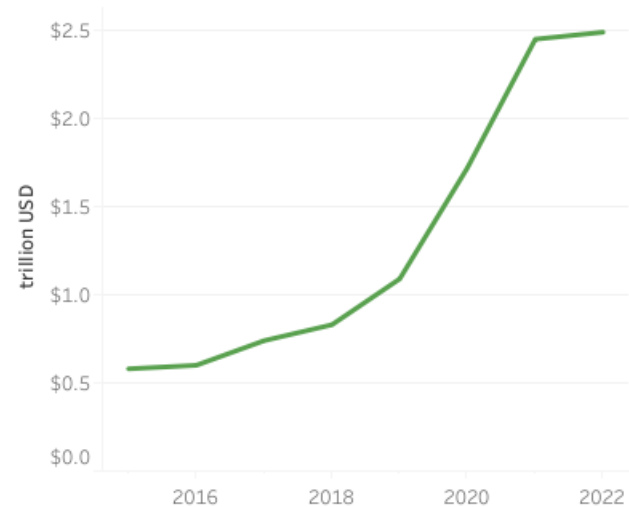

### Carbon Removals




### Revenue



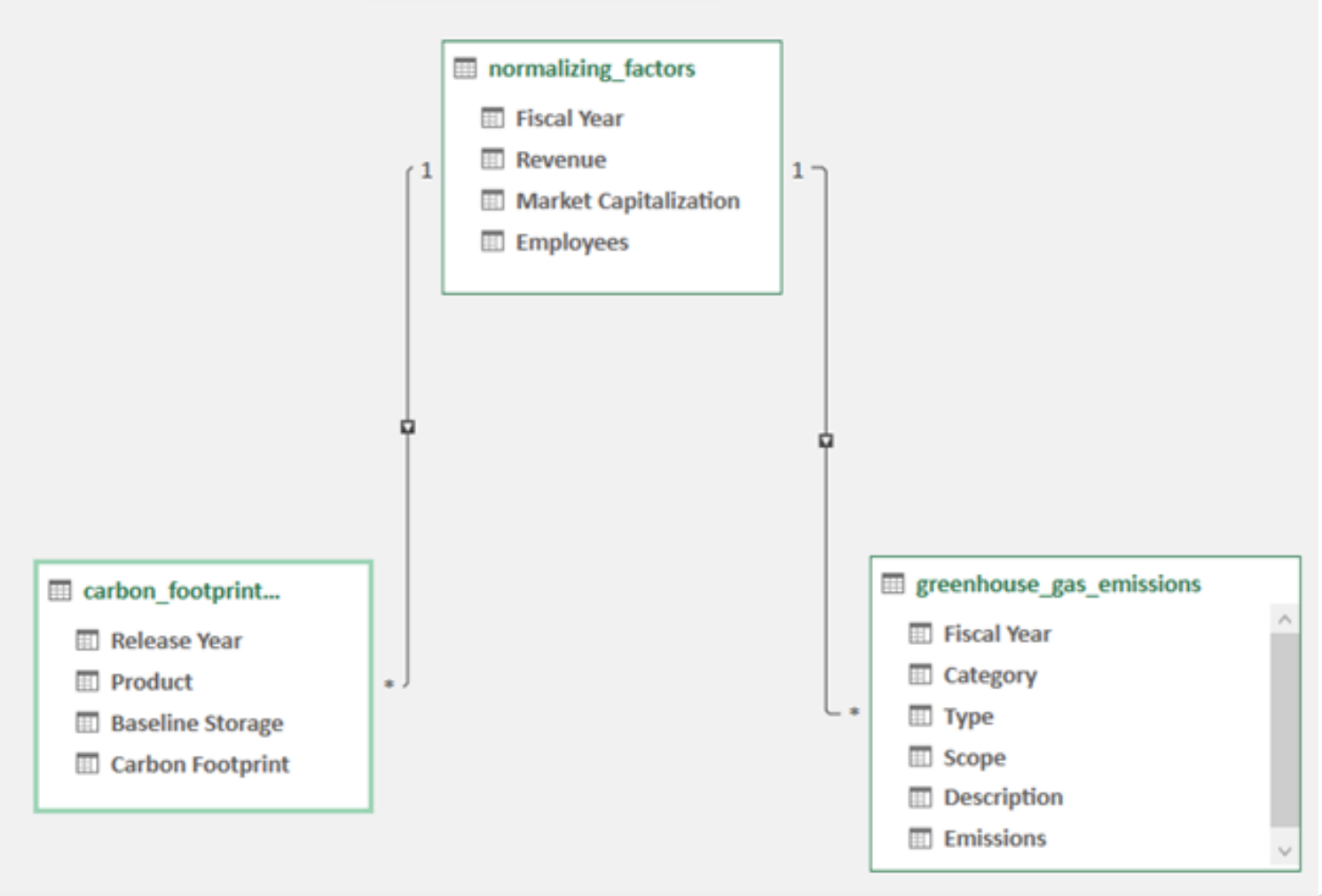

### Market Capitalization



# Abstract


- I created a dashboard that evaluates the progress of Apple in becoming carbon neutral.
- I performed an exploratory analysis of Apple's Carbon Emissions dataset.
- Apple aims to reduce carbon emissions by 75% and become carbon neutral by 2030.
- I have uploaded all the files for this project onto my GitHub.

# Data Model


normalizing_factors
Fiscal Year
Revenue
Market Capitalization
Employees
1
1
carbon_footprint...
Release Year
Product
Baseline Storage
Carbon Footprint
*
greenhouse_gas_emissions
Fiscal Year
Category
Type
Scope
Description
Emissions
*

# Insights

- Carbon Emissions
  - Total carbon emissions have been reduced by 46.32% from 2015-2022.
  - Scope 3 Emissions have been the dominant contributor to carbon emissions from 2015-2022.
  - Scope 1 Emissions have increased while Scope 2 and Scope 3 Emissions have decreased from 2015-2022.
  - Corporate Emissions removals increased from 2015-2022.
- Carbon Removals
  - Product Life Cycle emission removals peaked in 2021.
- Company Insights
  - iPhone X produced the most carbon footprints at 79 kg CO2e.
  - Revenue and market capitalization have been increasing from 2015-2022.

# Recommendations

- Apple should continue its current pace for reducing carbon emissions.
- Apple should make more efforts to reduce its Scope 3 emissions.
- Apple should make more efforts to reduce its carbon footprint on iPhone X products.
- Apple should maintain its strong revenue and market capitalization business model.