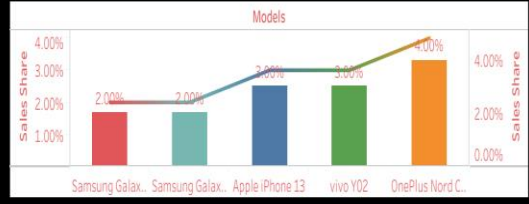


# STORY

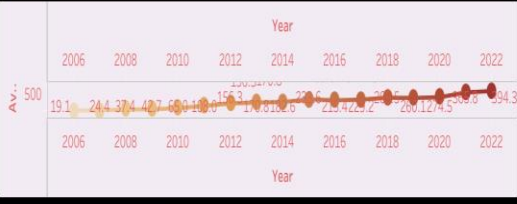
## Story 1

iPhone sales made up approximately 48.5 percent of Apple's total revenue in the third quarter of the company's fiscal year 2023. iPhone sales usually contribute to half or more than half of Apple's overall sales revenue. Apple's other businesses such as the Apple Watch and the iTunes Store have been bringing in growing shares of revenues, from around five percent in 2017 to over ten percent in the third quarter of FY 2023.

### Country Wise Selling Smartphone



### Annual Revenue



### Quarterly Share



### Global Market Share



### KPI2

Active Us..	Revenue ..	Units sol..
115.00	45.90	72.30

## Story 2

Apple has a special chance to increase its market share and develop a significant presence in India thanks to the country's large population and rising smartphone adoption. Each new iPhone model unveiling generates excitement and anticipation among Indian buyers.

### KPI

Brand	Count ..	Discou..	Mrp	Numb..	Numb..	Sale Pr..
Apple	1	0	77,000	11,202	794	77,000

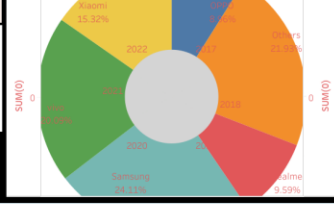
### Model Share



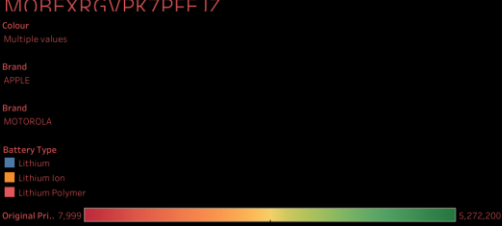
### Brand Price Coparision



### Quarterly Share



### Upc



### Model

Model	Processor	Front Came...	Rear Camera	Colour	Price
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	92,800
APPLE IPHONE 12	A Bionic Chip with Next-Generation Neural Engine	12MP	12MP + 12MP	Black	199,700
APPLE IPHONE 12 MINI	A Bionic Chip with Next-Generation Neural Engine	12MP	12MP + 12MP	Black	59,900
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue	74,900
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	149,800
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	189,800

### Battery Type Distribution

