

Story


Apple continues to strengthen its standing in the smartphone market; the brand has risen to a position of particular dominance in the...
6 of the top 10 most sold smartphone models in January 2021 were designed by Apple.

Over 1.5 billion users currently use iPhones. Since its launch, Apple has sold more than 1.9 billion units.
iPhone sales peaked in 2021, surpassing the 2015 high, but declined to 232.2 million units in 2022....

iPhone sales generated \$205 billion revenue for Apple in 2022, more than Microsoft's total revenue. It sold 232 million iPhone units that year.

Although the iPhone isn't far behind in the competition, its 3% market share in the global market is depicted in the line-bar graph.

Comparative analysis amongst various other...



iRevolution

Year

Brand

Colour

Next

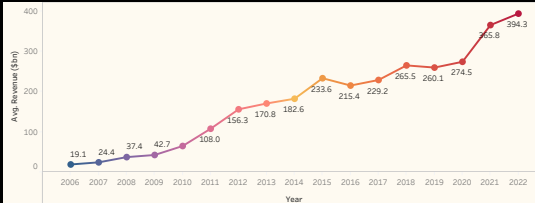
KPI

Brand	Discount Percentage	Mrp	Sale Price	Star Rating
Apple			77,900	

KPI-2

Active Users (mm)	Revenue Generated	Units sold (mm)
25.00	13.00	20.70

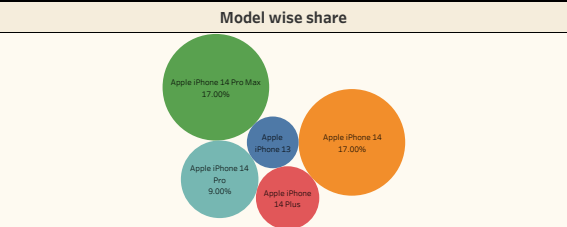
Annual Revenue(2006-2022)



Year	Revenue
2006	19.1
2007	24.4
2008	37.4
2009	42.7
2010	108.0
2011	156.3
2012	170.8
2013	182.6
2014	233.6
2015	215.4
2016	229.2
2017	265.5
2018	260.1
2019	274.5
2020	265.9
2021	365.9
2022	394.3

iRevolution-think different

Model wise share



Model specification

Model	Processor	Front Cam.	Rear Camera	Colour	
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Yellow	85,990
				Red	82,800
				White	80,900
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Eng...	12MP	12MP + 12MP	Blue	99,900
				Red	134,800
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Eng...	12MP	12MP + 12MP	Blue	74,900
				Red	74,900
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue	149,400
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	189,400
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	99,900

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iRevolution-think different

Back

Country

India

Year

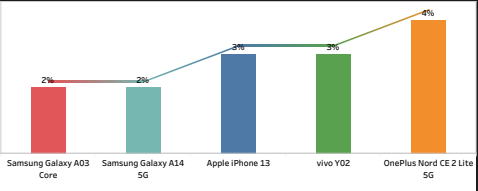
2018

Global Market Share

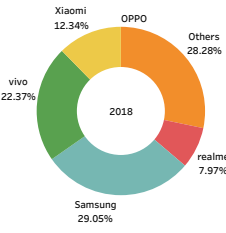


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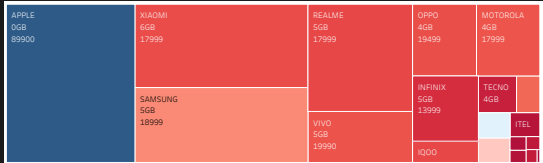
Country wise best selling smartphone



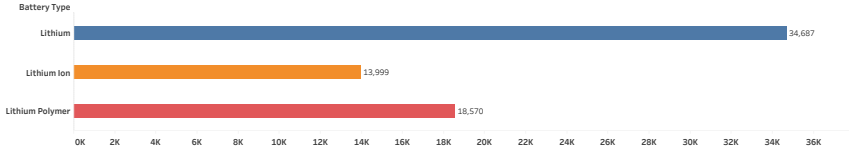
Quarterly-share



Brand Price Comparison



Battery Type Distribution



Story

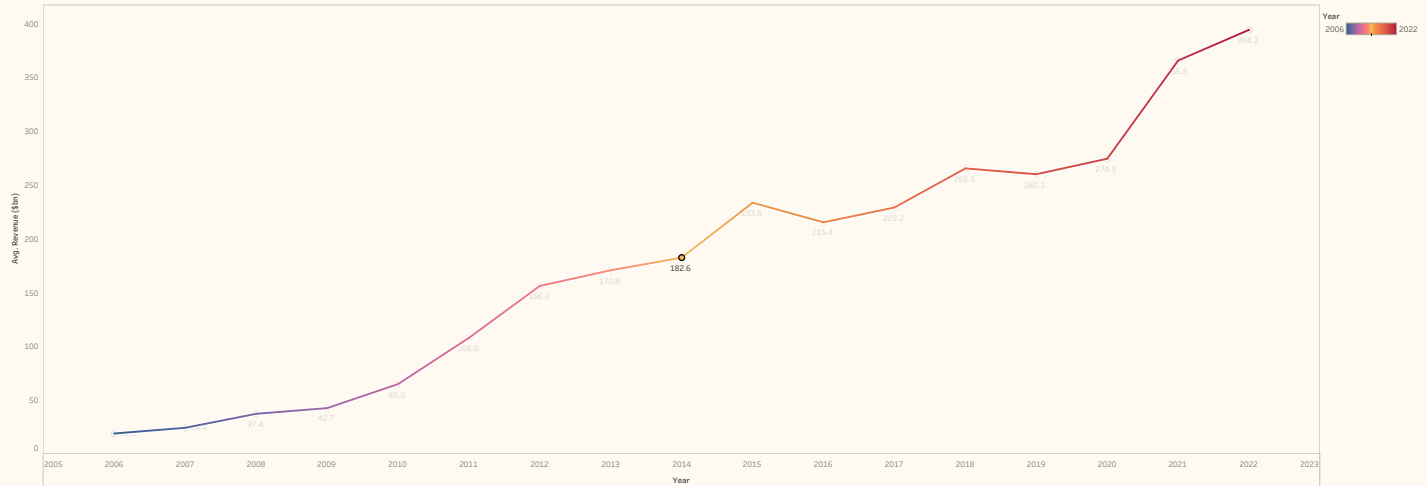
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iPhone sales generated \$205 billion revenue for Apple in 2022, more than Microsoft's total revenue. It sold 232 million iPhone units that year.

Although the iPhone isn't far behind in the competition, its 2% market share in the global market is depicted in the line-bar graph.

Comparative analysis amongst various other leading brands in the smartphone industry shows that iPhone is yet to make it's impact in India



Story

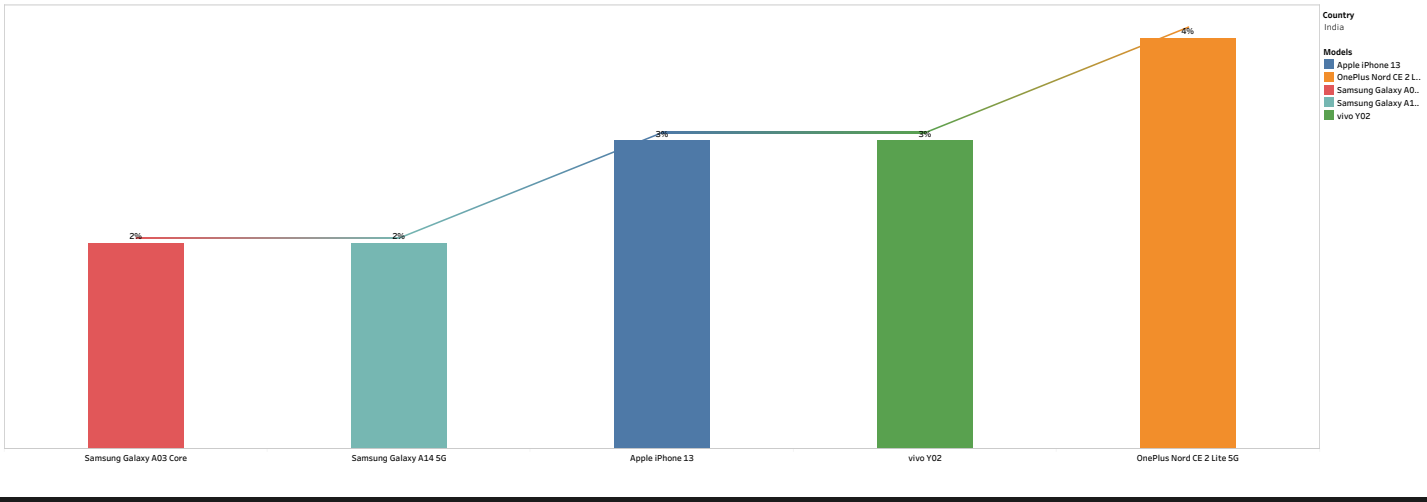
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