

Story

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

Over 1 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

Multiple values

Next

KPI

Brand	Discount Percentage	Mrp	Sale Price	Star Rating
2022	10%	\$799.00	\$719.00	4.5

KPI-2

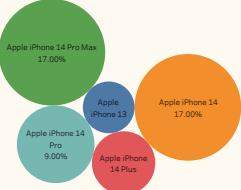
Active Users (mm)	Revenue Generated	Units sold (mm)
25.00	13.00	20.70

Annual Revenue(2006-2022)



iRevolution-think different

Model wise share



Model specification

Model	Processor	Front Cam.	Rear Camera	Colour	Price (\$)
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Yellow	319.00
				Red	329.00
				White	309.00
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Eng.	12MP	12MP + 12MP	Blue	399.00
				Red	419.00
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Eng.	12MP	12MP + 12MP	Blue	74.950
				Red	79.950
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue	129.950
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	199.950
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	209.950

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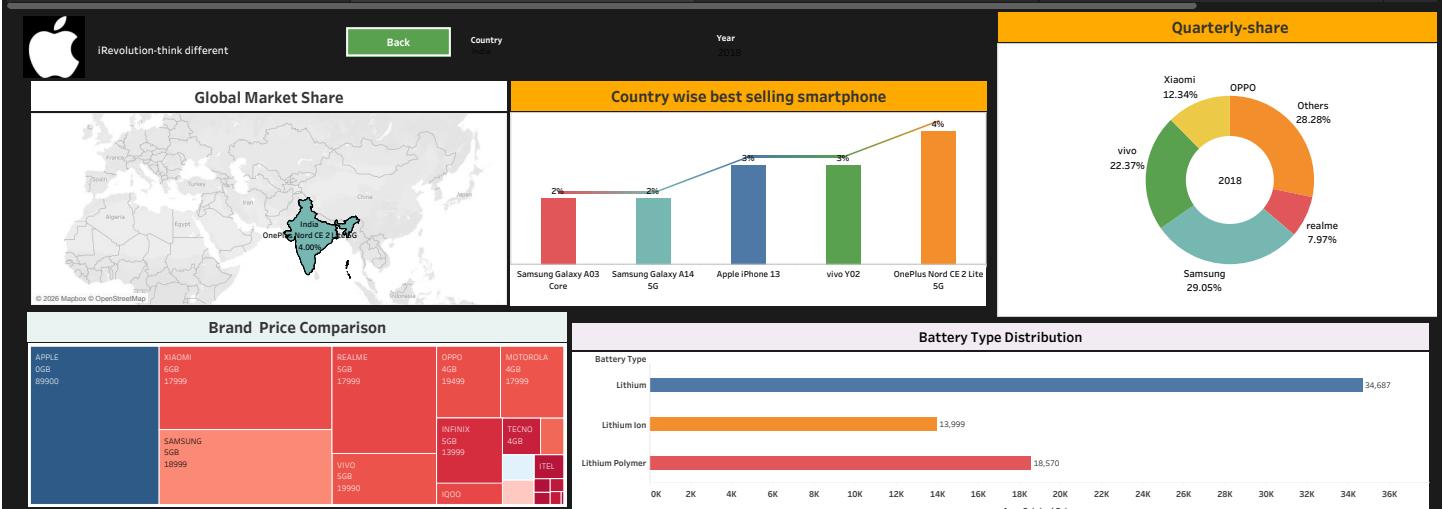
Apple continues to strengthen its standing in the smartphone market. The brand has risen to a position of particular dominance in the last few years. Six of the top 10 most sold smartphone models in January 2021 were designed by Apple.

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Comparative analysis amongst various other brands.



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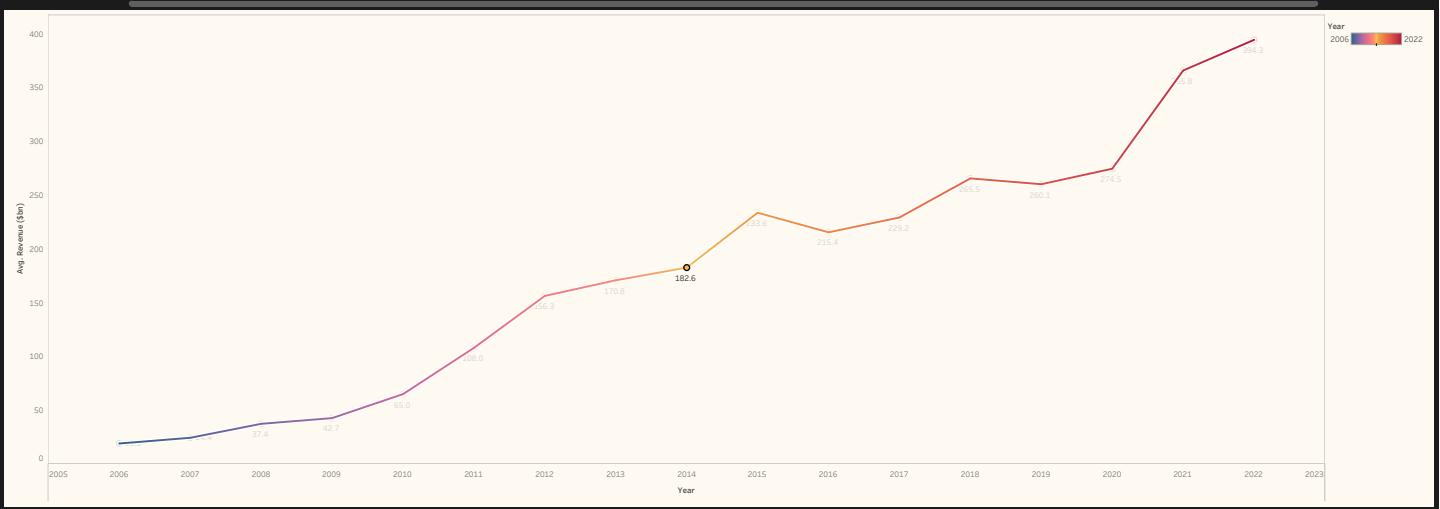
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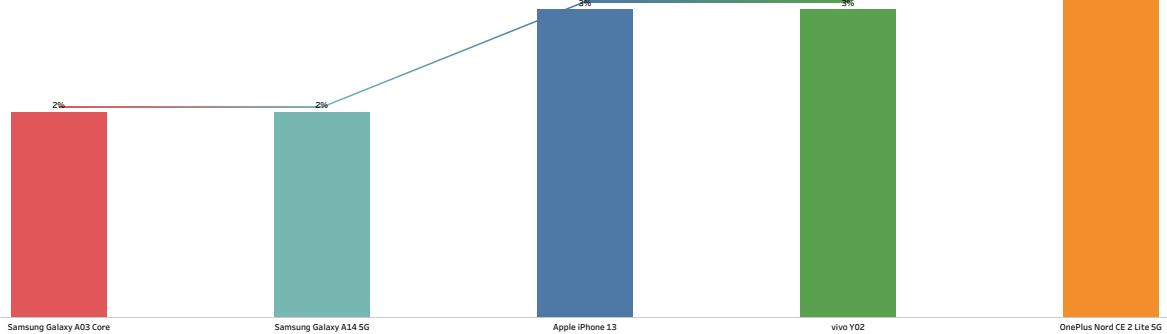
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Country
India

Models
■ Apple iPhone 13
■ OnePlus Nord CE 2 L.
■ Samsung Galaxy A03...
■ Samsung Galaxy A12...
■ vivo Y02



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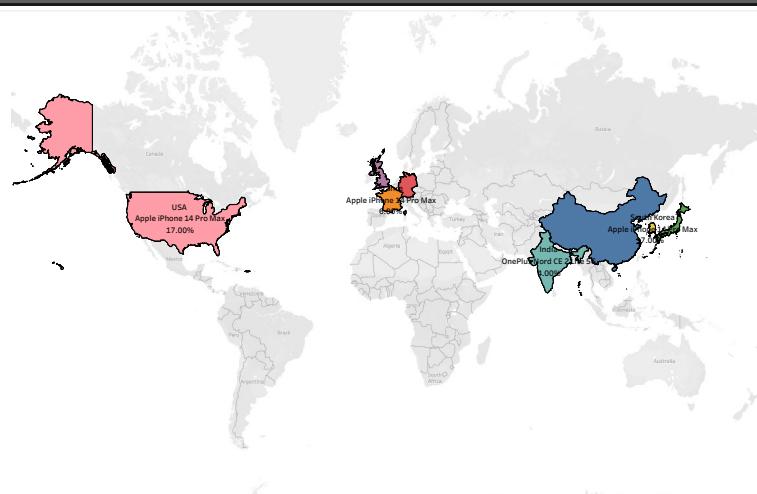
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All

Country
■ China
■ France
■ Germany
■ India
■ Japan
■ South Korea
■ UK
■ USA



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