I REVOLUTION;A DATA-DRIVEN EXPLORATION OF APPLE PHONE IMPACT IN INDIA

KPI –In the brand of apple phone the sales price and Mrp is same as77000 and this brand has the 5 star rating.

MODEL SPECIFICATION-Apple Iphone has the various types of model,the processor is depending the model.

BATTERY TYPE-The battery type in lithium the average original price is 20k.

MODEL SHARE-The model share is the bubble chart.

BRAND PRICE COMPARISON-Tree map showing brand price comparison.

COUNTRY WISE BEST SELLING SMART PHONE-Country wise best selling smartphone are showed by the lined bar chart.

QUARTLY SHARE –Quartly share are in the donut shaped chart in the year of 2018.

ANNUAL REVENUE-Line chart for the annual revenue year wise during the year of 2006 to 2022.

GMS-Map showing global marketing share for the country of India.

KPI 2-Text table for yearly KPI in the year of 2022 and the measure value is shown.

ADVANTAGES OF APPLE IPHONE:

\*Better performing

\*Easy to use

\*Best support

DISADVANTAGES OF APPLE IPHONE:

\*The price is very costly.