

# Story 1

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More than 1 billion consumers currently use iPhone. Since its initial launch more than 1.9 billion iPhone has been sold. iPhone sales in 2021 surpassed the 2015 peak, but declined i..

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

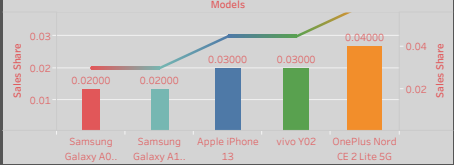
Comparative analysis amongst various other leading brands in the smartphone industry shows that iPhone is yet to make its impact in INDIA.

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

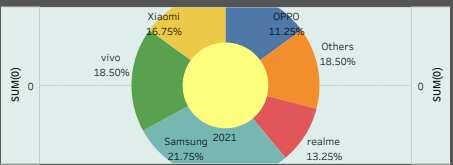
## GLOBAL MARKET SHARE



## COUNTRYWISE BEST SELLING SMARTPHONE

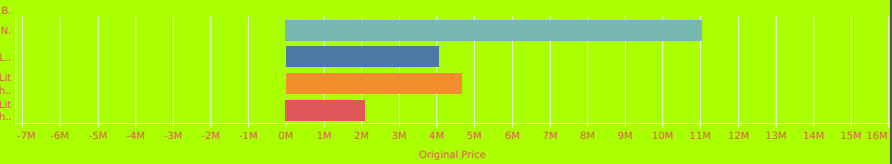


## QUARTERLY SHARE



## BRAND PRICE COMPARISON

APPLE	SAMSUNG	REALME
5,272,200	603	704
	3,945,309	
XIAOMI	VIVO	
945		
	OPPO	



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KPI

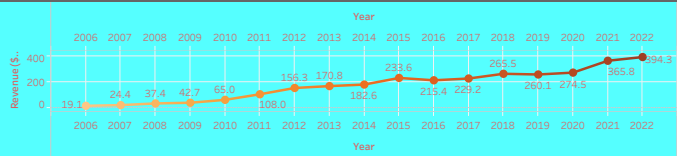
Brand	Count of appl..	Discount Perc..	Mrp	Number Of Ra..	Number Of Re..	Sale Price	sales differen..
Apple	1	0	77,000	11,292	794	77,000	0

Active Users (mm)	8,723
Count of Market Penetrat..	15
Revenue Generated	1,634
Units sold (mm)	2,325

MODELSHARE



ANNUAL REVENUE



MODEL SPECIFICATION

Model	Processor	Front Camera	Rear Camera	Colour
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black Red White Yellow
APPLE IPHONE 12	A Bionic Chip with Next-Generation Neural Engine	12MP	12MP + 12MP	Black Blue Green Purple

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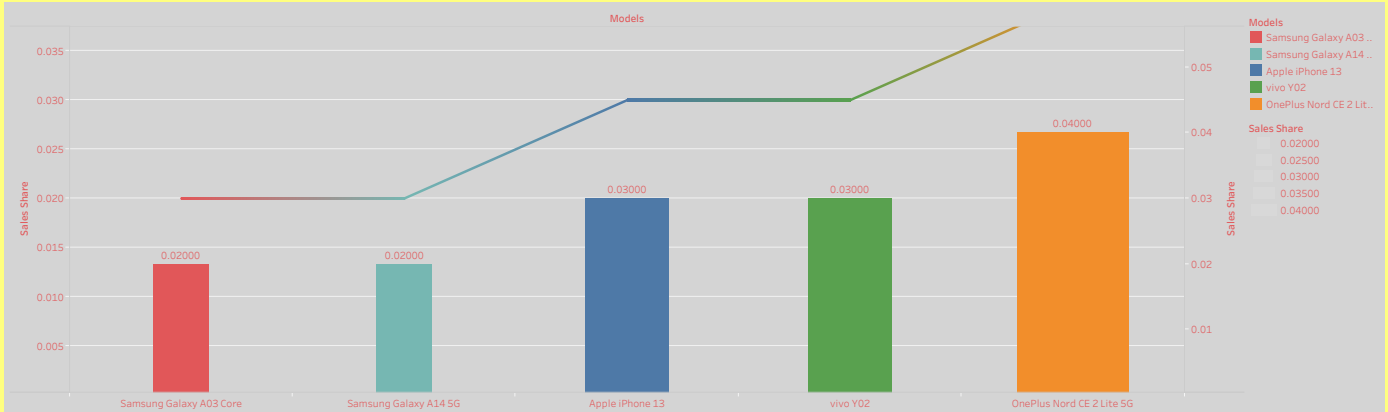
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