

Story 1

Apple continues to strengthen its standing in the smartphone market. The brand has risen to a position of particular dominance in the US. 6 ..

More than 1 billion consumers currently use iPhones. Since its initial launch more than 1.9 billion iPhones have been sold. iPhones sales in ..

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

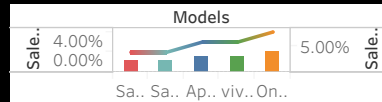
Comparative analysis amongst variou..

IREVOLUTION-THINK DIFFERENT

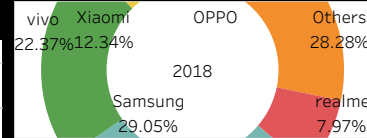
Global Market Share



Country-wise best selling smartphone



Quarterly Share



Country
India

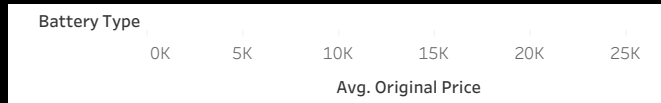
Year
2018

Brand
OPPO

Brand Price Comparison



Battery Type Distribution



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KPI 2

Revenue Generated

Units sold (mm)

Active Users (mm)

205

232

1,334

KPI

Brand

Model share

Year

2022

Colour

Brand

Annual Revenue

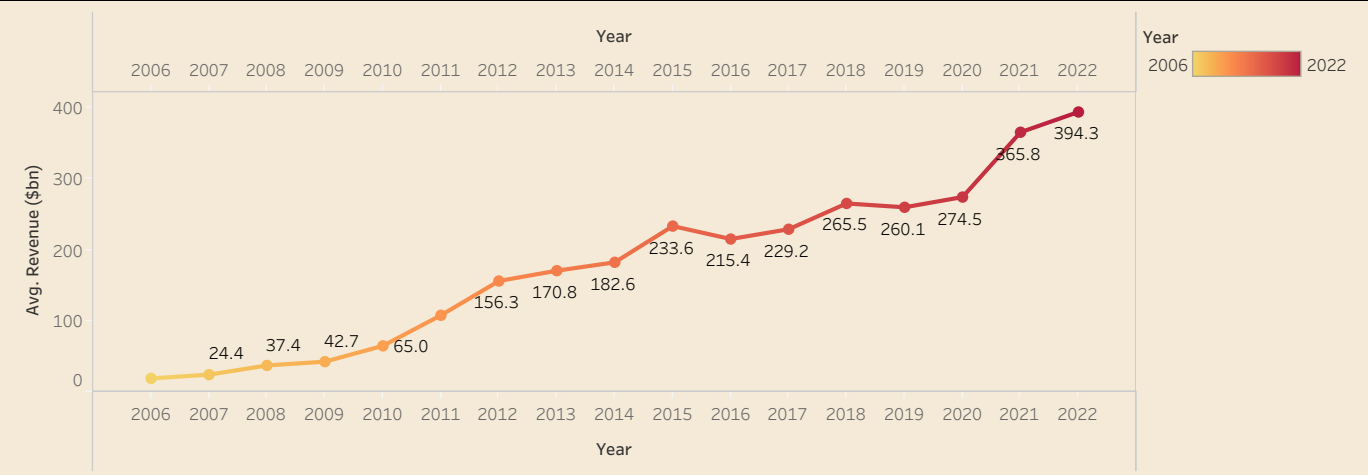
Model specification

Year	2005	2010	2015	2020
2005				
2010				
2015				
2020				

Model	Process..	Front Ca..	Rear Ca..	Colour	
APPLE I..	A Bionic..	12MP	12MP + ..	Black	###
APPLE I..	A Bionic..	12MP	12MP + ..	Blue	###
APPLE I..	A Bionic..	12MP	12MP + ..	Black	###
APPLE I..	A Bionic..	12MP	12MP + ..	Blue	###
APPLE I..	A Bionic..	12MP	12MP + ..	Black	###
APPLE I..	A Bionic..	12MP	12MP + ..	Blue	###
APPLE I..	A Bionic..	12MP	12MP + ..	Blue	###
APPLE I..	A Bionic..	12MP	12MP + ..	Blue	###

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Apple continues to grow its revenue.	More than 1 billion consumers currently use iPhones. Since its initial launch more than 1.9 billion iPhones have been sold. iPhones sales in 2022 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 the market.	Although the iPhone is not the only smartphone, it is the most popular one in the world.
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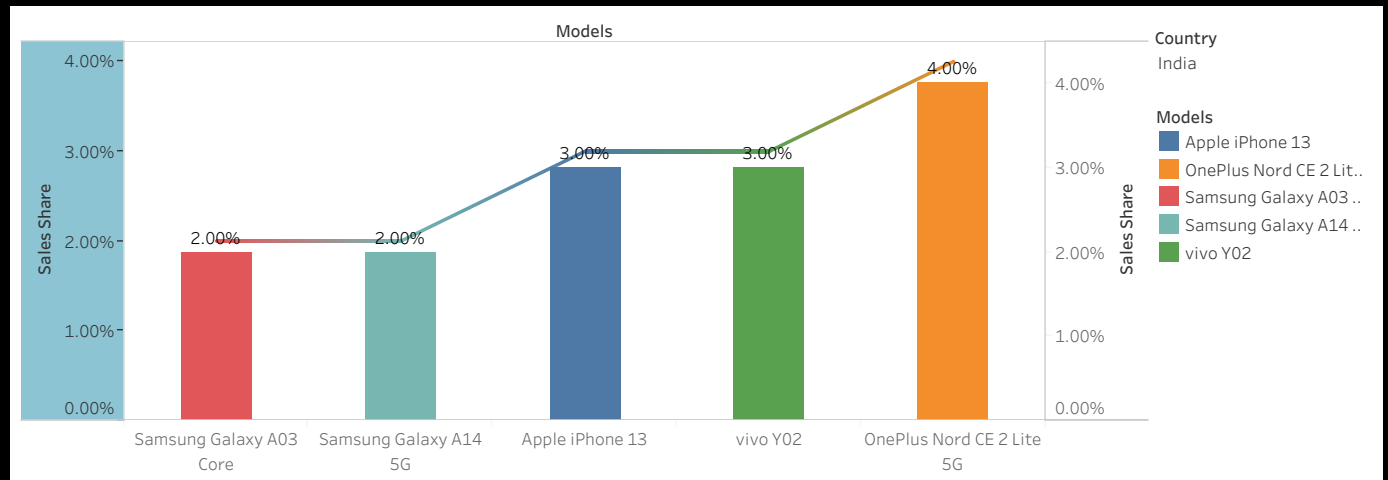
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