

KPI 2

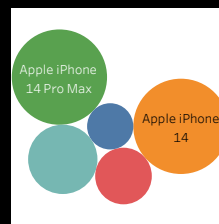
Model share

Year
2022

Colour

Brand

Revenue Generated	Units sold (mm)	Active Users (mm)
205	232	1,334



KPI

Brand1	Discou..	Mrp	Star R..	Sale Pr..	Numbe..
Apple	0	84,900	5	84,900	356

IREVOLUTION-THINK
DIFFERENT

Annual Revenue



Model specification

APPLE IPH..	A Bionic Chip	12MP	12MP + 12MP	Black	92,800
APPLE	A Bionic Chip with	12MP	12MP + 12MP	Blue	59,900
IPHONE 12	Next Generation Ne..			Black	199,700
APPLE	A Bionic Chip with	12MP	12MP + 12MP	Blue	74,900
IPHONE 12..	Next Generation Ne..			Black	74,900
APPLE IPH..	A Bionic Chip	12MP	12MP + 12MP	Blue	149,800
APPLE IPH..	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	189,800
APPLE IPH..	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	99,900