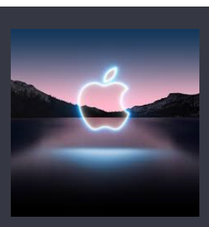
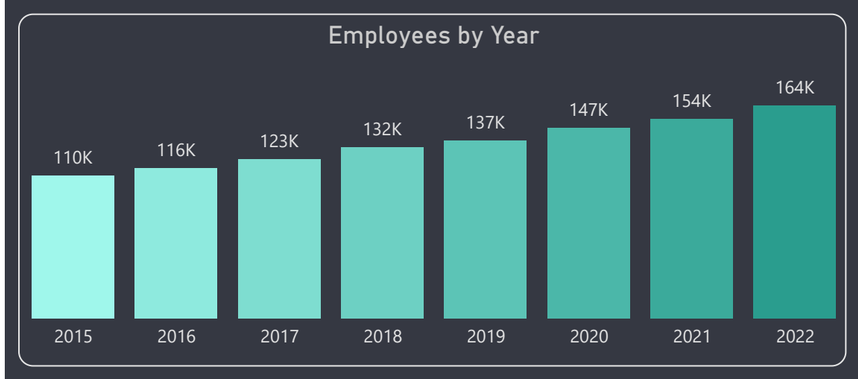
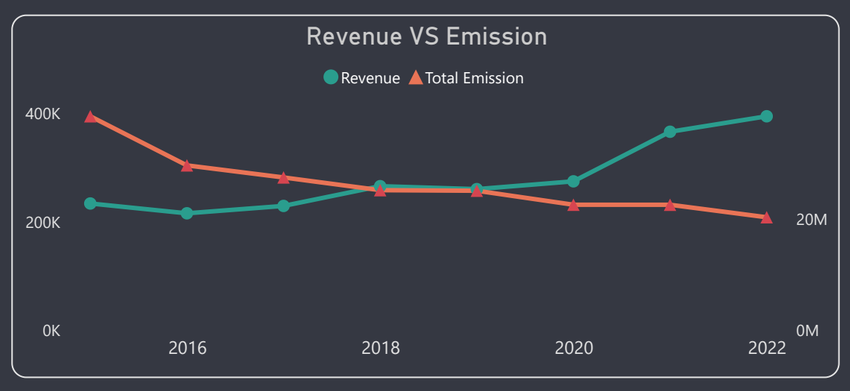


Apple's Path to a Carbon-Neutral 2015-2030

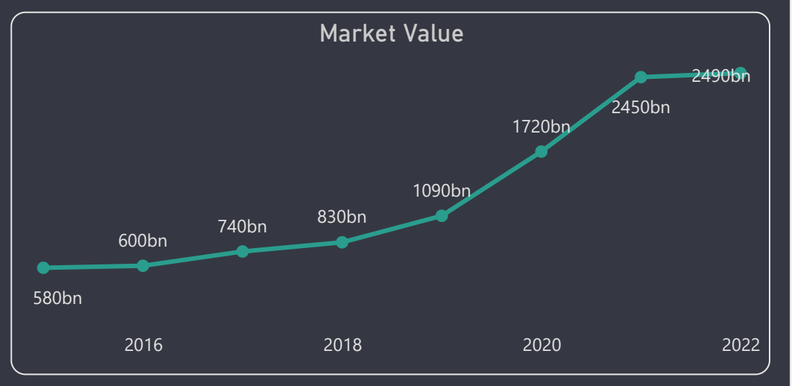
Total Employee	Market Value	Total Revenue	Revenue Growth	Market Cap Growth	Employee Growth	Emission
164K	2.49T	2M	68.72%	329.31%	49.09%	-47.17%



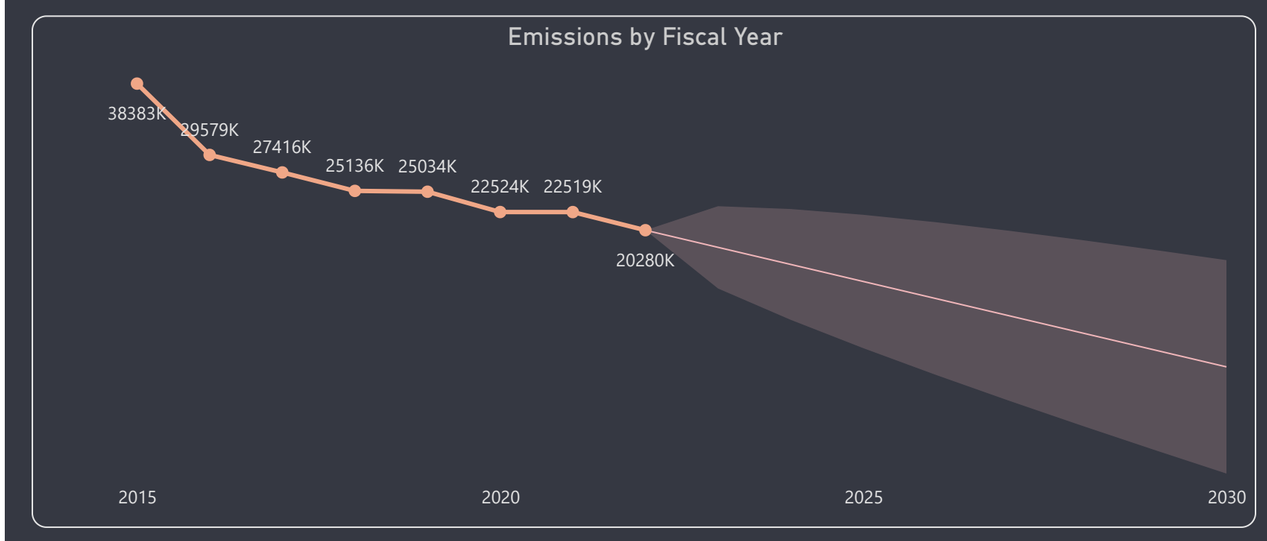
Overall employee count increase from 2015 to 2022 is approximately 49.09%.



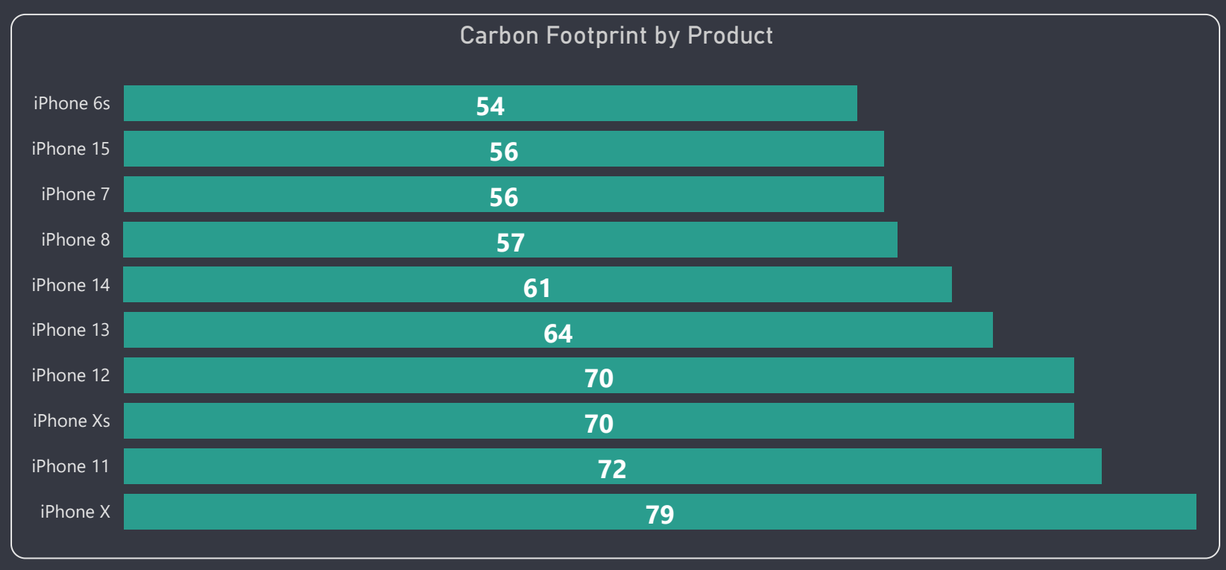
The emissions decreased by approximately 47.17% from $38.38M in 2015 to $20.28M in 2022.



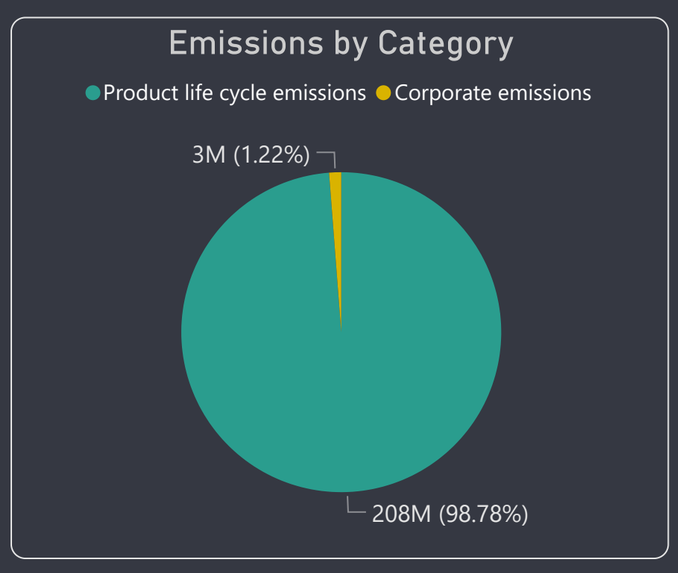
Market Valuation of Apple has increased from 2015 to 2022 by 329.31%



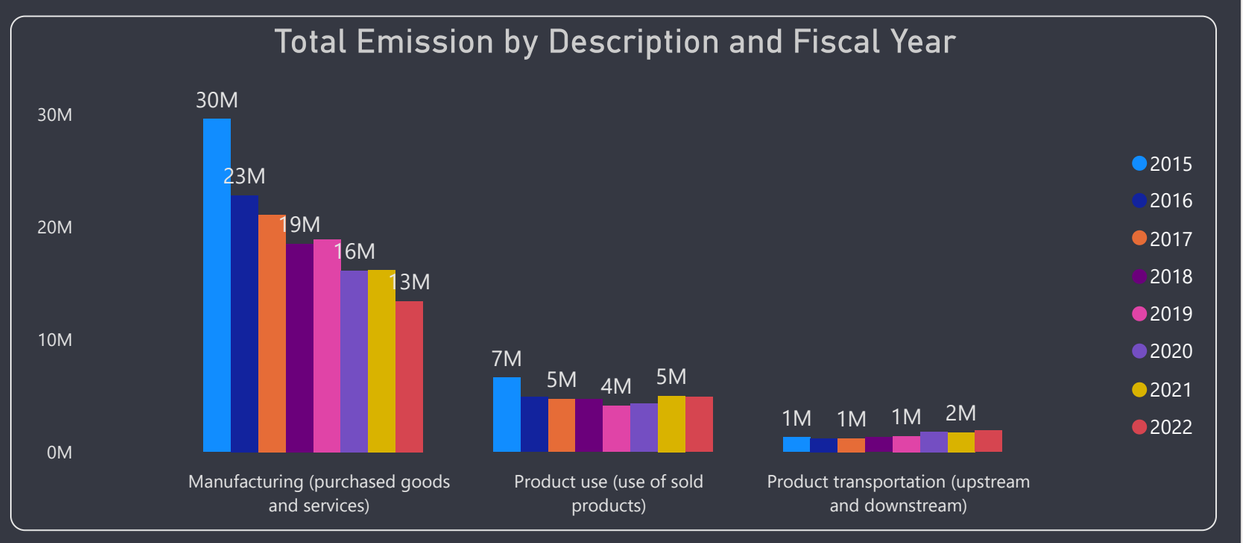
Apple pledged to make their products **carbon neutral by 2030**. To achieve this goal, they set their emissions for 2015 (38.4 million metric tons CO2e) as the baseline and will aim to reduce them by 75% by 2030. **According to my analysis** using forecasting methods in Power BI, it is projected that they will achieve a **reduction of nearly 91.13% by 2030,** surpassing their initial target.



During my analysis of the Apple iPhone datasets, it was evident that the **iPhone 6s**, released in 2015, had **the lowest carbon footprint** at **54 metric tons CO2e**, while the **iPhone X**, launched in 2017, had the **highest** at **79 metric tons CO2e**. Interestingly, the **iPhone 12**, introduced in 2020, demonstrated a **reduced carbon footprint** compared to its predecessors, underscoring Apple's commitment to environmental sustainability.



In 2022, Apple's emissions totaled 42,200 metric tons CO2e, with the highest share coming from corporate emissions. Product life cycle emissions accounted for 16.4 million metric tons CO2e, while carbon removals offset 324,100 metric tons CO2e.



- Apple reduced manufacturing emissions from **29.6M metric tons (2015)** to **18.5M (2018)**, emphasizing greener supply chains.
- Product use emissions dropped from **6.6M metric tons (2015)** to **4.1M (2019)**, signifying energy-efficient products.
- Emissions from product transportation remained **stable at 1.9M metric tons (2022)**, showing logistic optimization.