

## Brand Apple

<u>Brand</u>	<u>Count of appl..</u>	<u>Discount Perce..</u>	<u>Mrp</u>	<u>Number Of Rati..</u>	<u>Number Of Revi..</u>	<u>Sale Price</u>	<u>Star Rating</u>
<u>Apple</u>	<u>1</u>	<u>0</u>	<u>49,900</u>	<u>3,431</u>	<u>356</u>	<u>49,900</u>	<u>5</u>

Discount Percentage, Mrp, Number Of Ratings, Number Of Reviews, Sale Price, Star Rating and count of apple\_products.csv broken down by Brand. The data is filtered on Upc, which keeps MOBEXRGVQKBREZP8.

Model specification

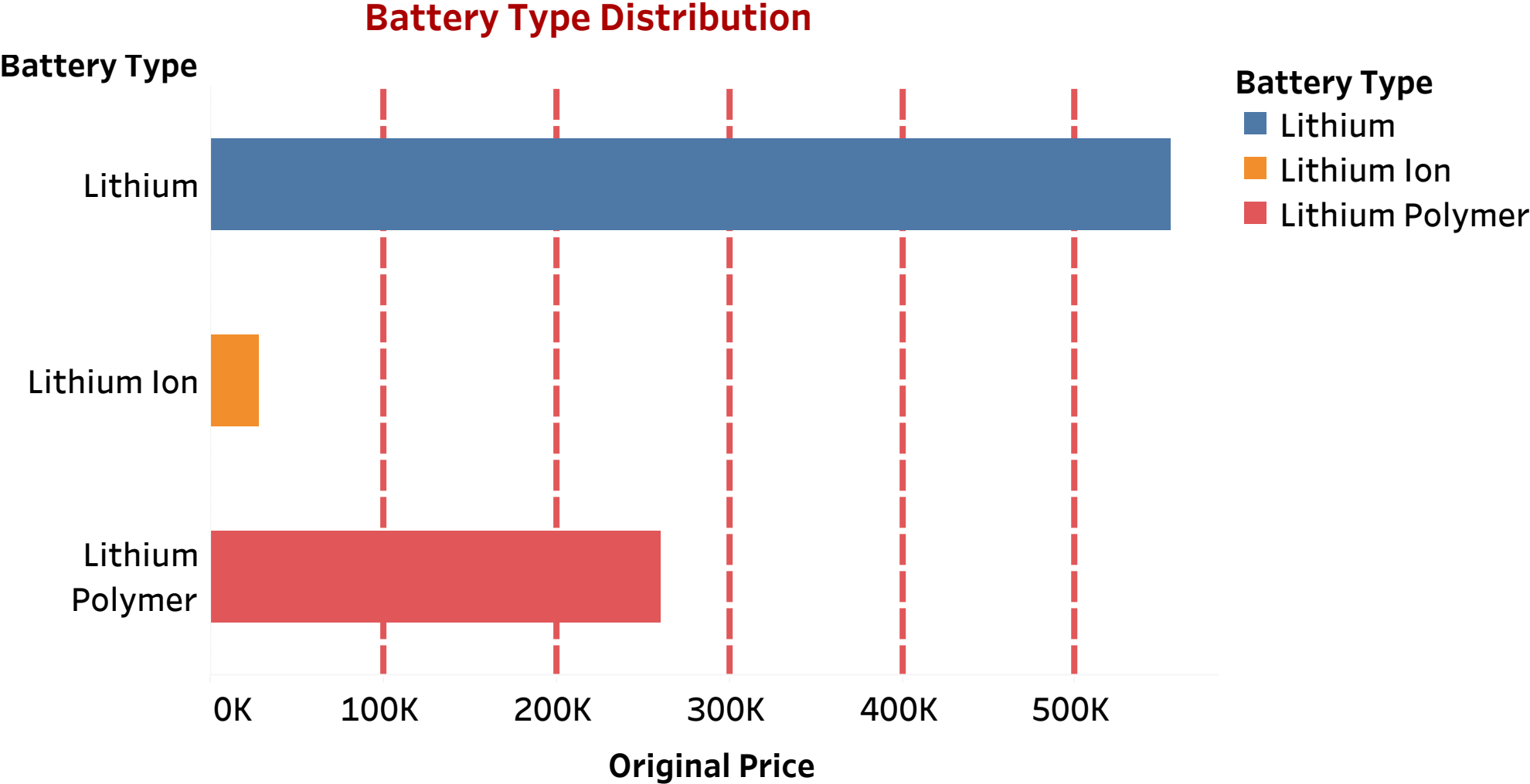
Model	Max. Processor	Front Ca..	Rear Camera	Colour	
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	92,800
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	1,99,700
				Blue	59,900
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	74,900
				Blue	74,900
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue	1,49,800
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	1,89,800
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	99,900

Colour

Black

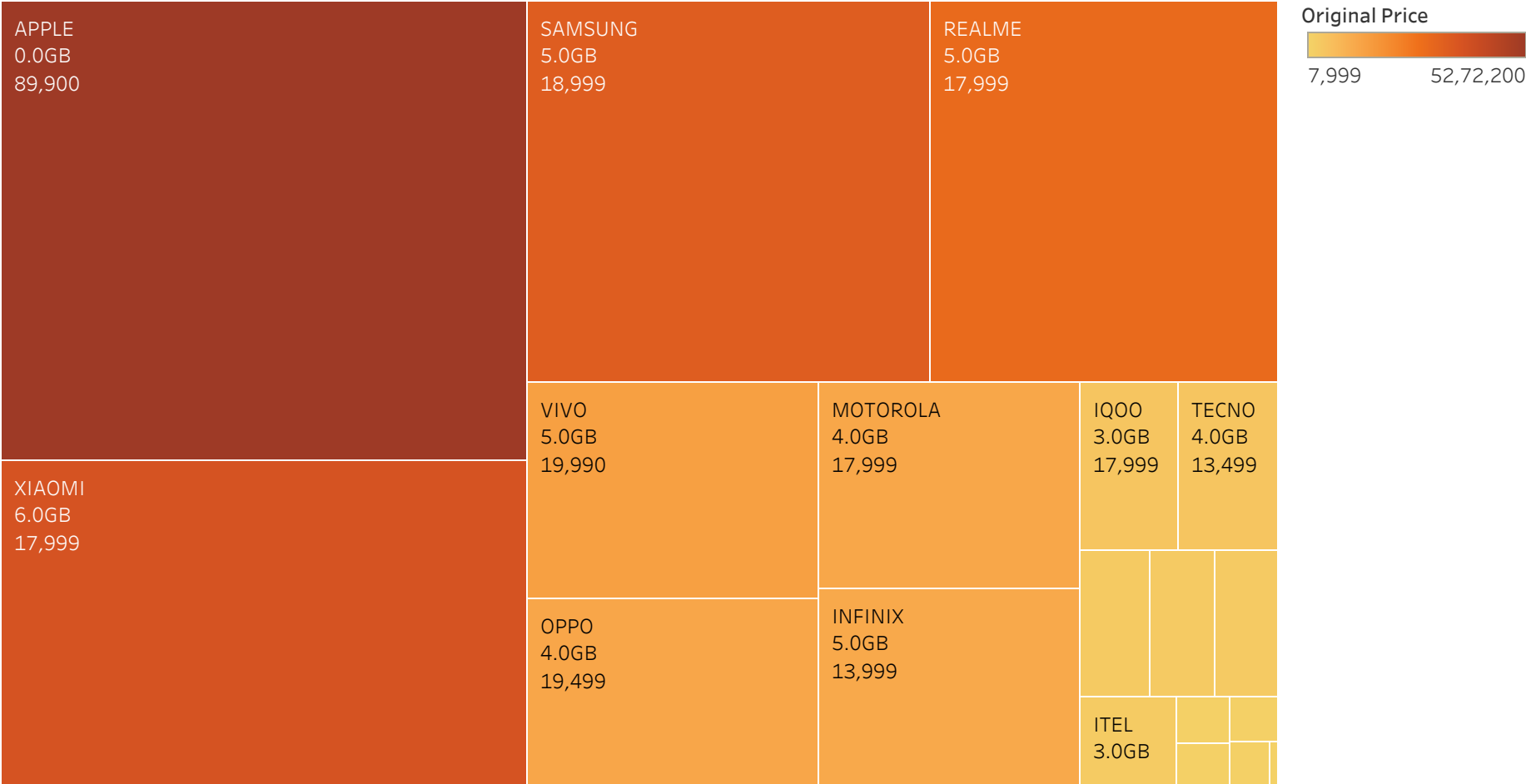
Blue

Sum of Original Price broken down by Model, maximum of Processor, Front Camera, Rear Camera and Colour. Color shows details about Colour. The data is filtered on Brand, which keeps APPLE. The view is filtered on Colour, which keeps 8 of 370 members.



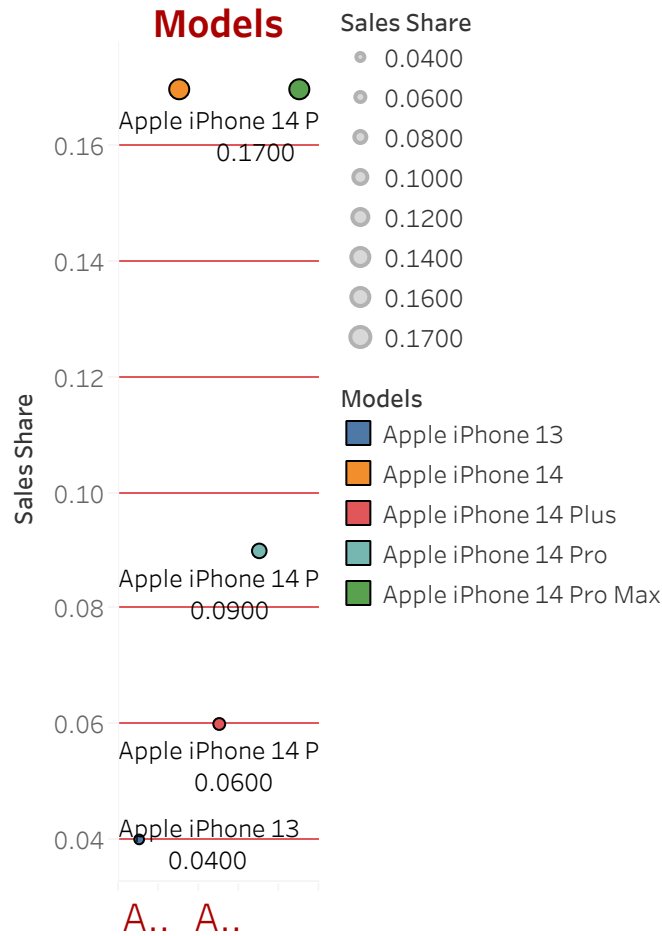
Sum of Original Price for each Battery Type. Color shows details about Battery Type. The data is filtered on Brand, which keeps MOTOROLA. The view is filtered on Battery Type, which keeps Lithium, Lithium Ion and Lithium Polymer.

# Brand Price Comparison



Brand, distinct count of Memory and median of Original Price. Color shows sum of Original Price. Size shows sum of Original Price. The marks are labeled by Brand, distinct count of Memory and median of Original Price.

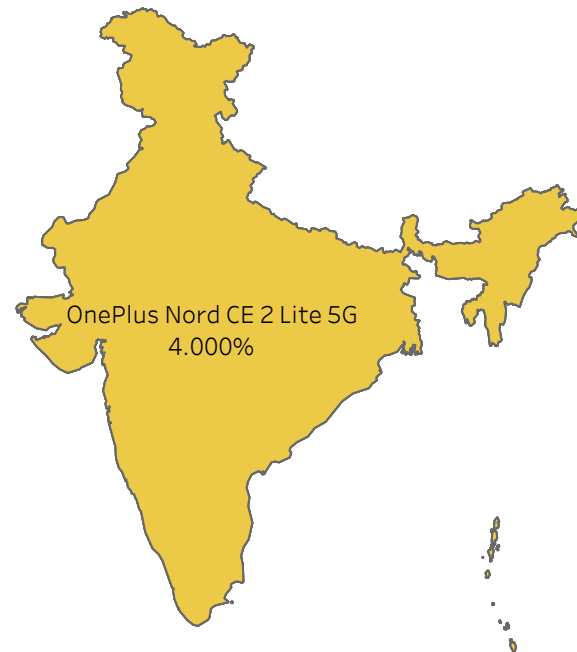
# Model share



Sales Share for each Models.  
Color shows details about  
Models. Size shows sum of  
Sales Share. The marks are  
labeled by Models and sum  
of Sales Share.

# STORY 1

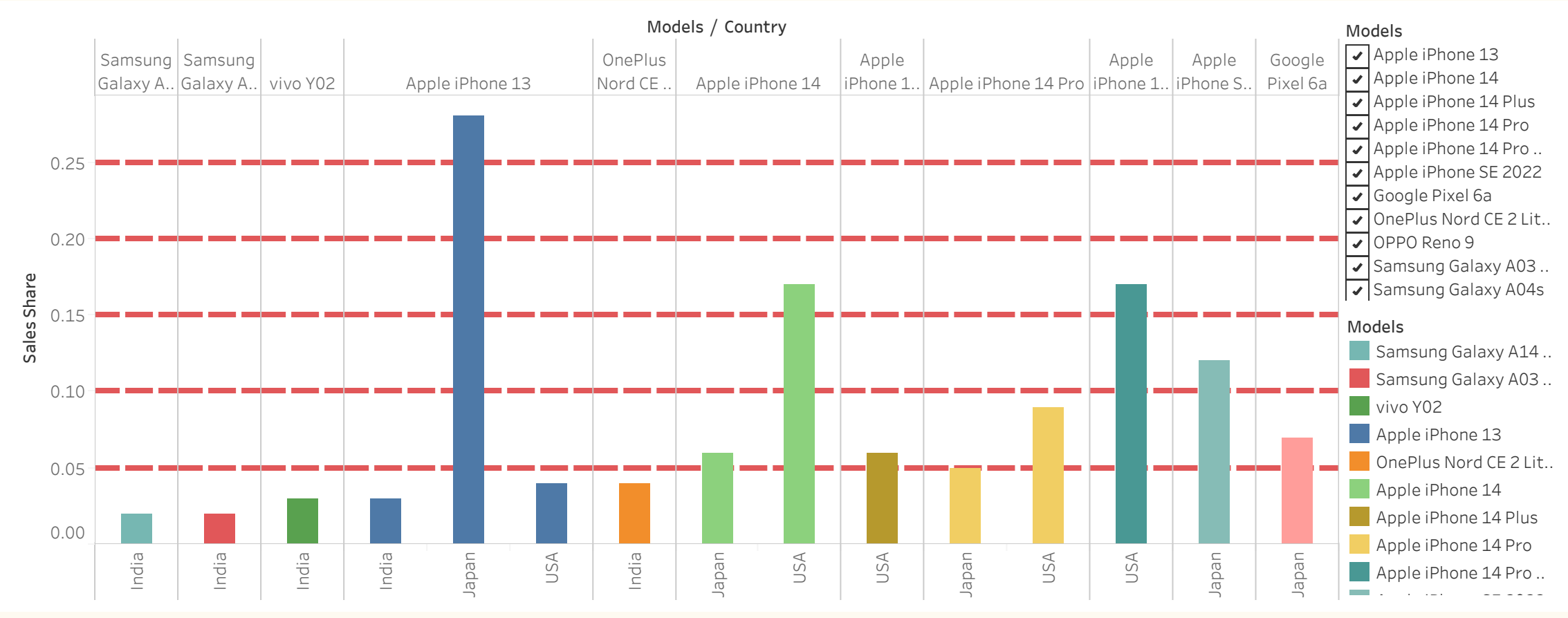
THE PREMIUM SMARTPHONE MARKET IN INDIA HAS CLIMBED TREMENDOUSLY FROM 0.8% OF THE TOTAL MARKET IN 2019 TO 6.1% IN THE FIRST HALF OF 2023 AND THIS IS LARGELY ATTRIBUTED TO APPLE'S SUCCESS.



Country  
India

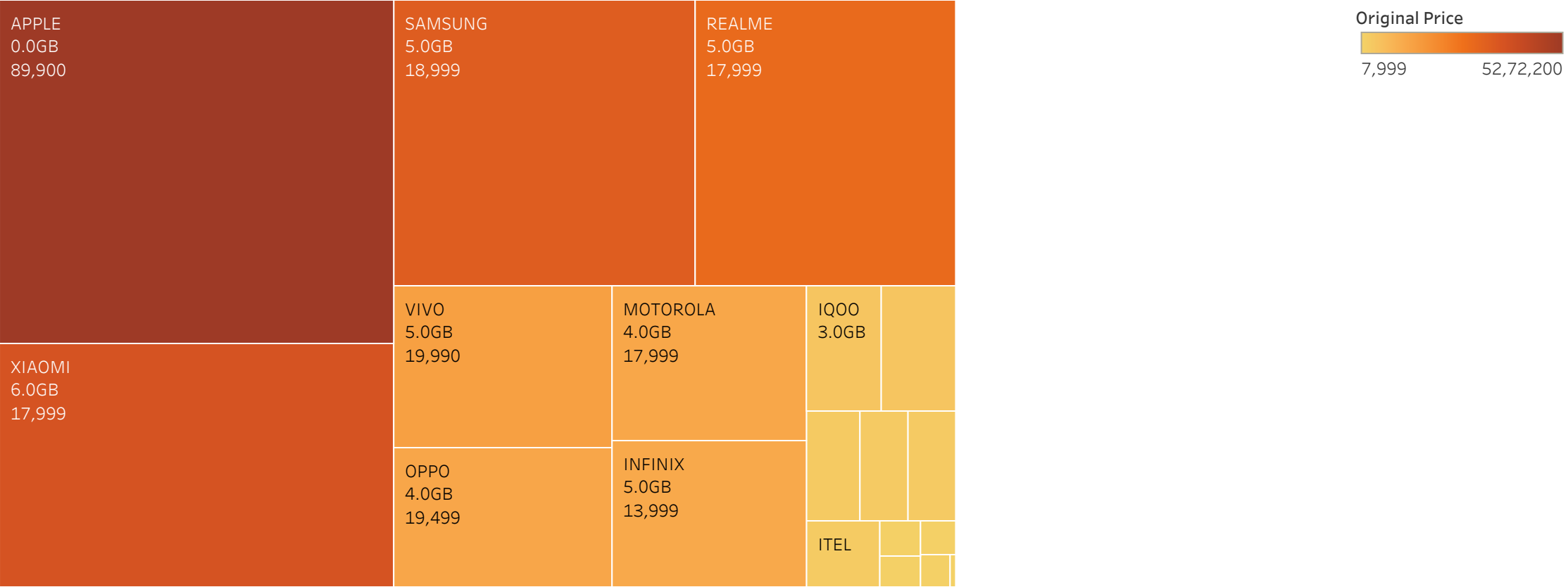
STORY 2

THE BEST - SELLING TOUCHSCREEN PHONES ARE THE APPLE IPHONE 6 AND 6 PLUS. BOTH REALESED IN 2014 . TOGETHER THEY HAVE SOLD OVER 222MILLION UNITS. THE BEST SELLING FLIP PHONE IS THE MOTOROLA RAZR V3, REALESED IN 2004, IT SOLD OVER 130 MILLION UNITS.



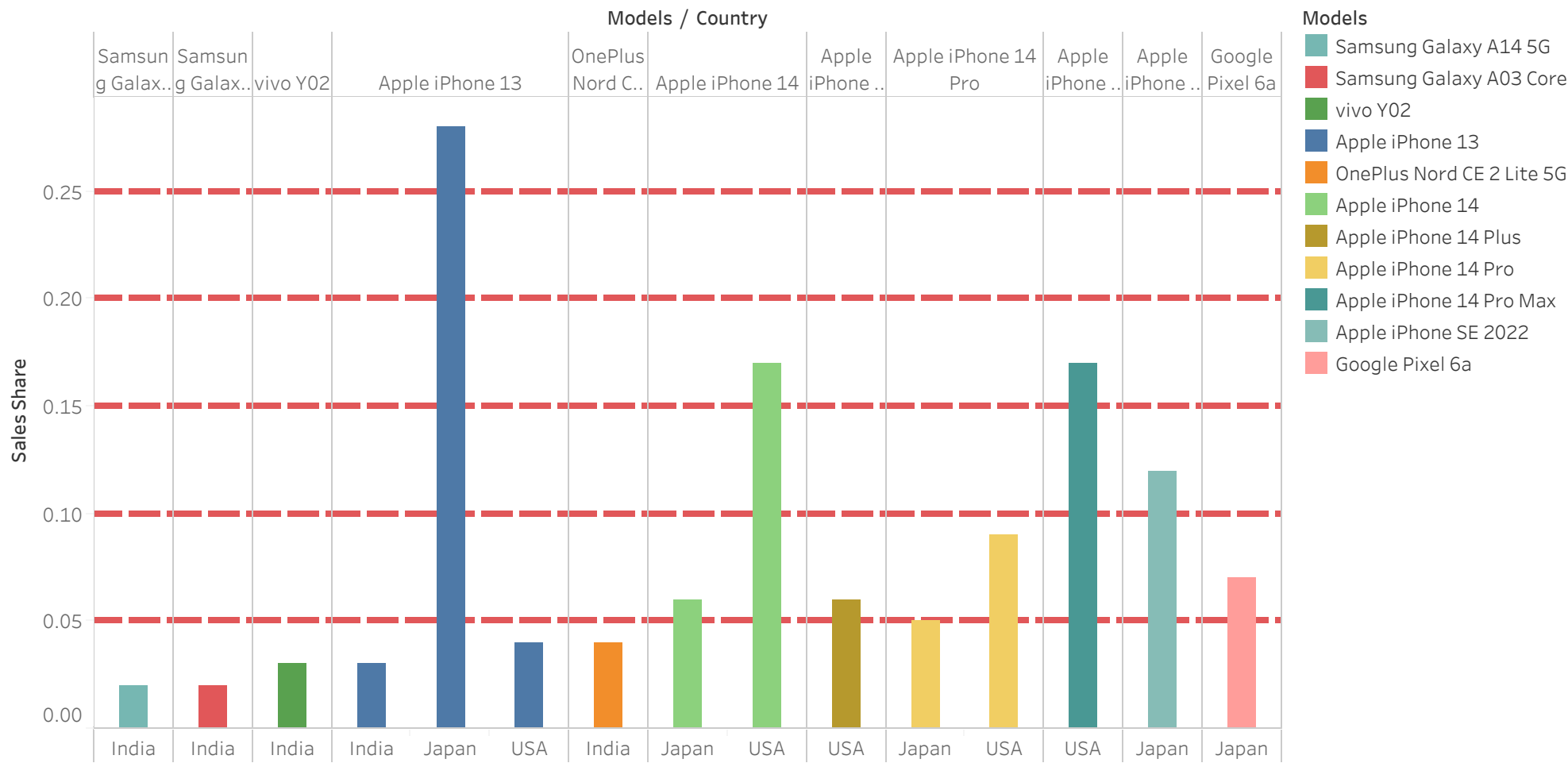
# STORY 3

US PHONE MAKER APPLE LEADS THE PACK, WITH A MARKET SHARE OF 28.39%. THIS MEANS THAT JUST UNDER THREE IN 10 SMARTPHONES USERS WORLDWIDE USE AN APPLE PHONE USERS WORLDWIDE USE AN APPLE IPHONE.



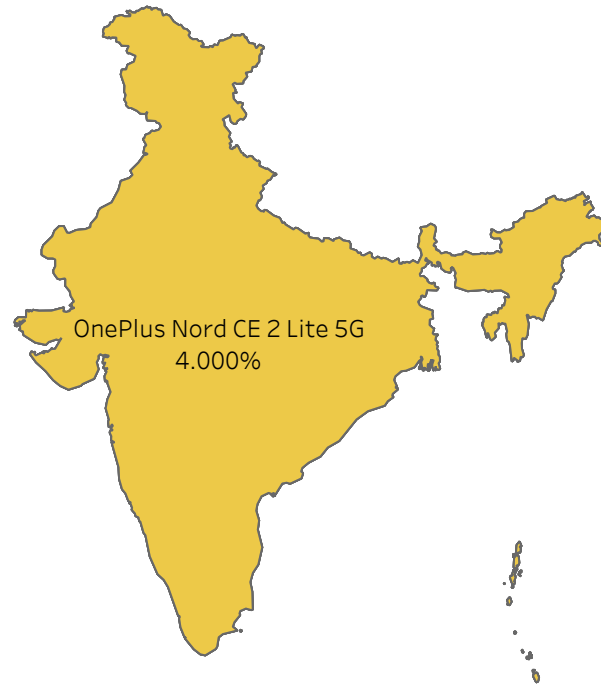


# Country wise best selling smart phone



Sum of Sales Share for each Country broken down by Models. Color shows details about Models. The view is filtered on Country and Models. The Country filter keeps India, Japan and USA. The Models filter keeps 16 of 16 members.

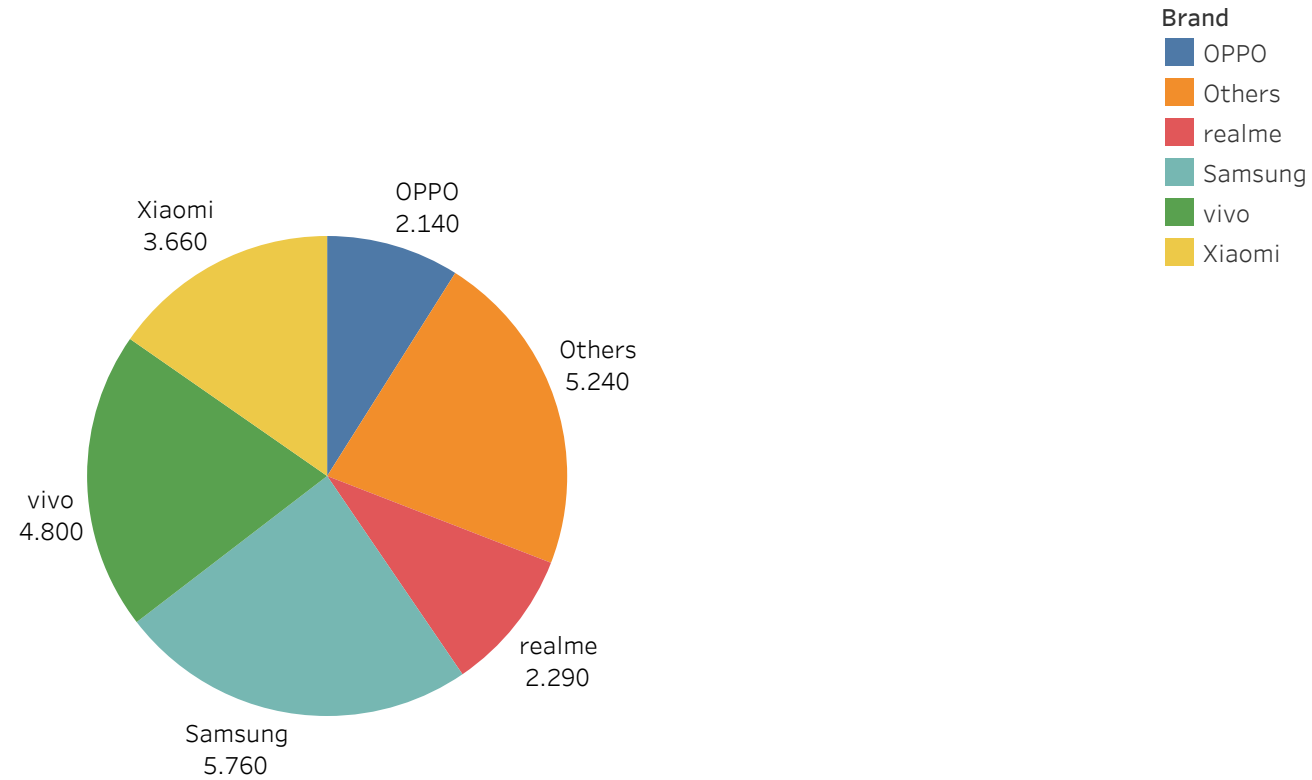
# Global Market Share



© 2023 Mapbox © OpenStreetMap

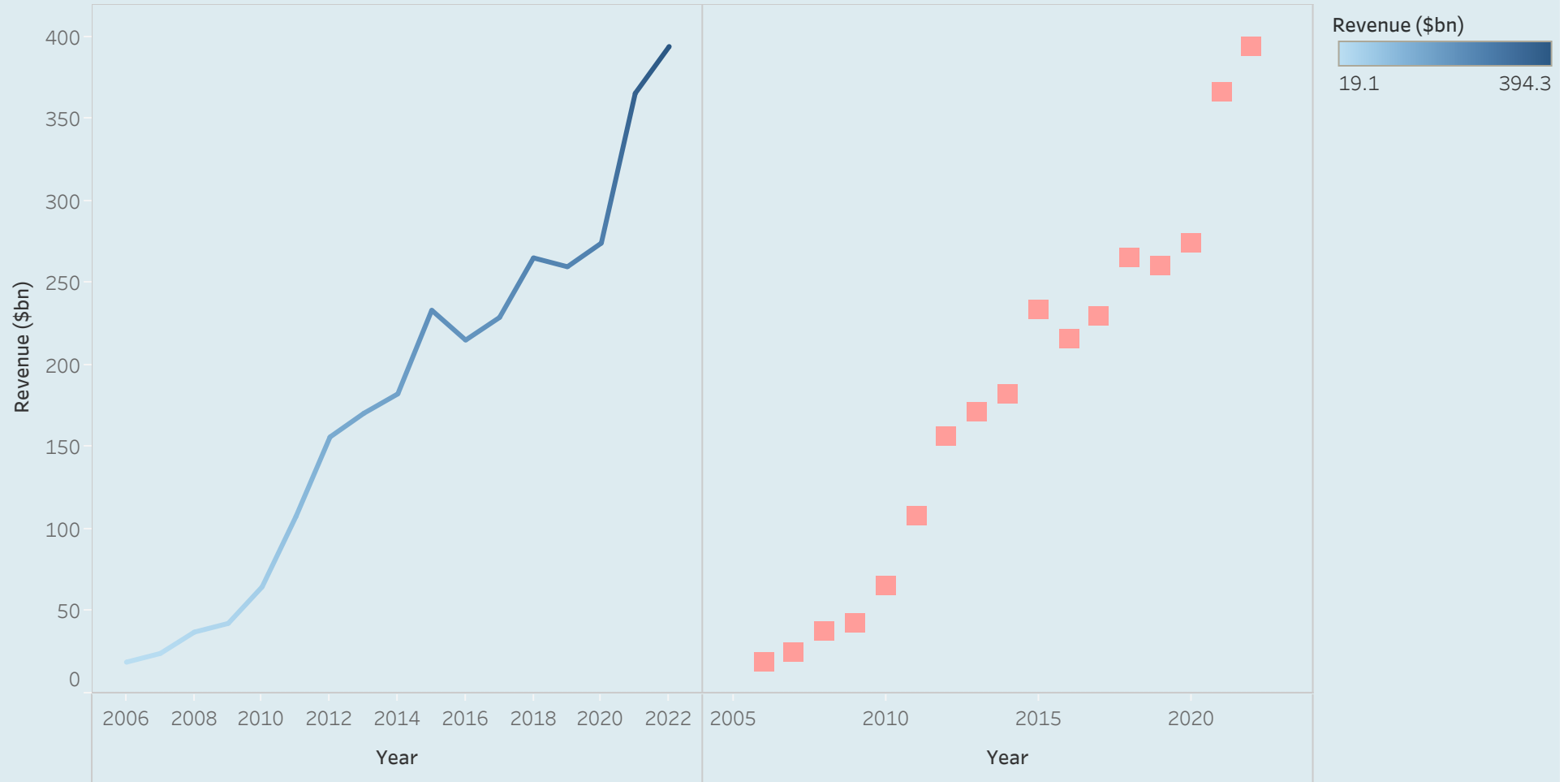
Map based on Longitude (generated) and Latitude (generated). The marks are labeled by Models and Sales Share. Details are shown for Country. The view is filtered on Country, which keeps India.

# Quartely Share



Brand and sum of Annual Share. Color shows details about Brand. The marks are labeled by Brand and sum of Annual Share.

# Annual Revenue



The trends of sum of Revenue (\$bn) for Year and Year. For pane Year: Color shows sum of Revenue (\$bn).

# Users



Active Users (mm), Revenue Generated and Units sold (mm). The data is filtered on Year, which keeps 2009.

Model specification

Model	Max. Proc..	Front Ca..	Rear Cam..	Colour
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black
APPLE IPHONE 12	A Bionic Chip with Next Generatio.	12MP	12MP + 12MP	Black
				Blue
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generatio.	12MP	12MP + 12MP	Black
				Blue
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP	Blue

Brand Apple

Brand	Count of appl..	Discoun t Perce..	Mrp	Number Of Rati..	Number Of Revi..	Sale Price	Star Rating
Apple	1	0	49,900	3,431	356	49,900	5

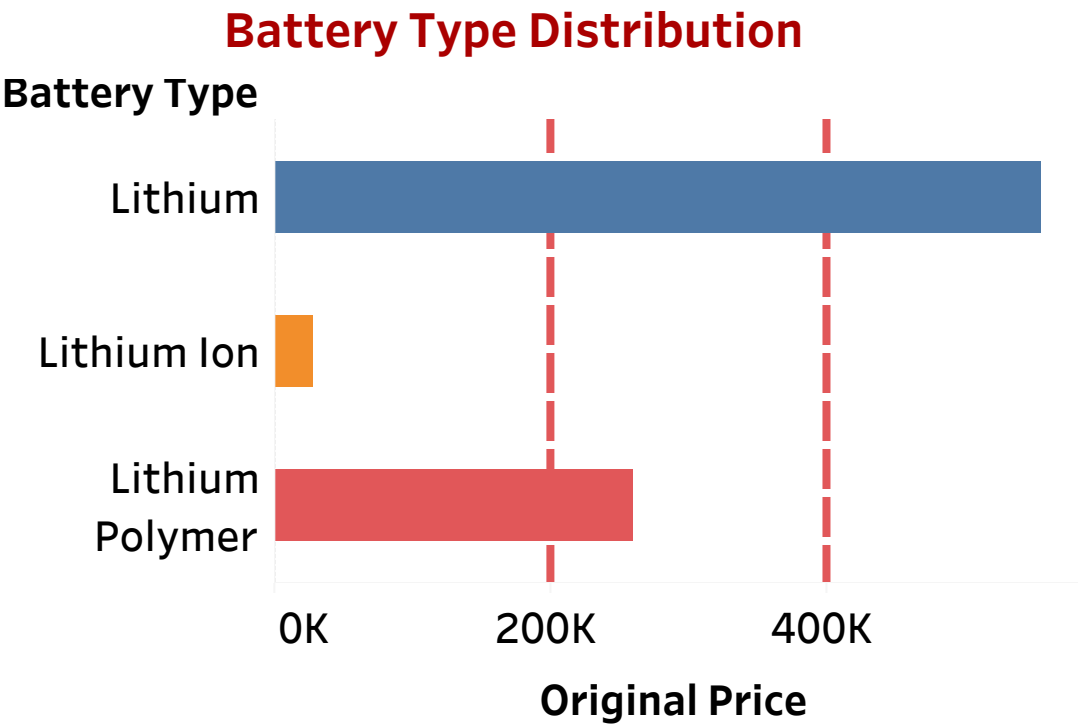
Upc  
MOBEXRGVQKBREZP8

Colour  
Multiple values

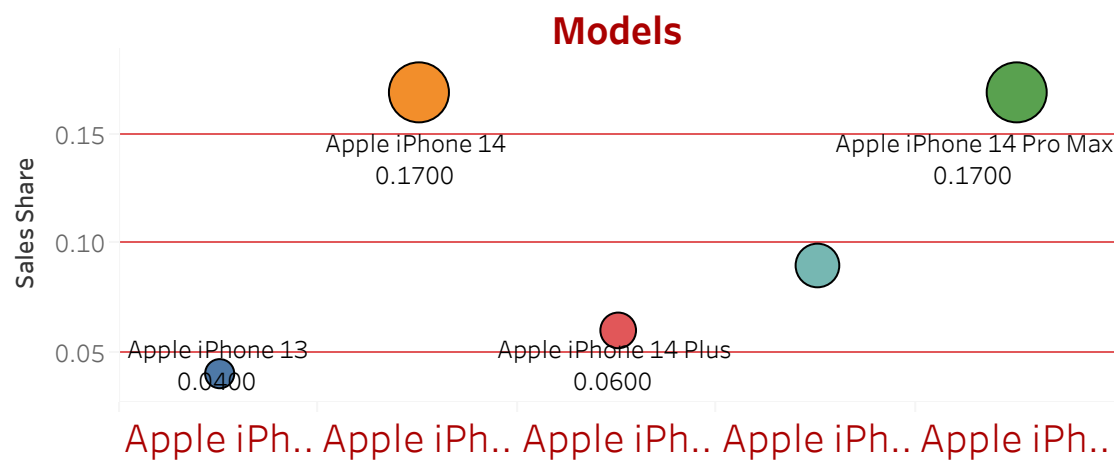
Brand  
APPLE

Brand  
MOTOROLA

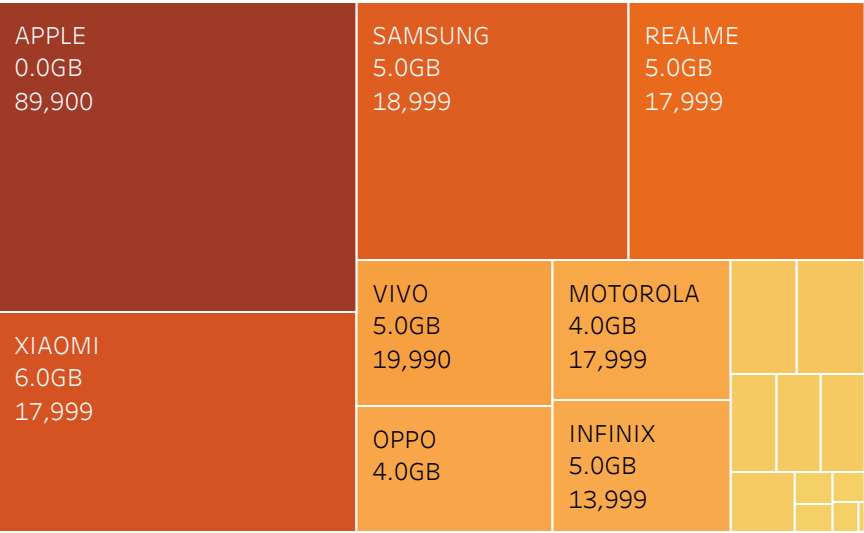
Battery Type  
Lithium  
Lithium Ion  
Lithium Po..



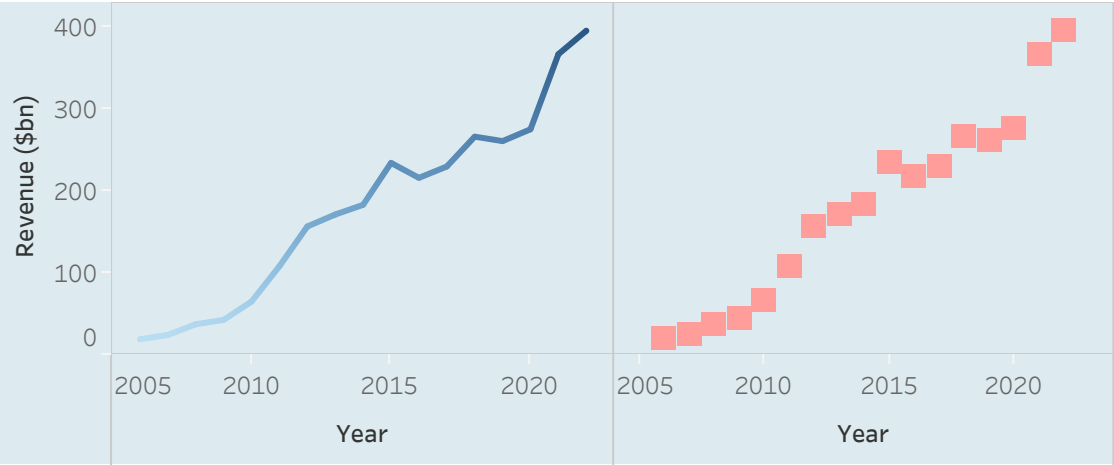
Model share



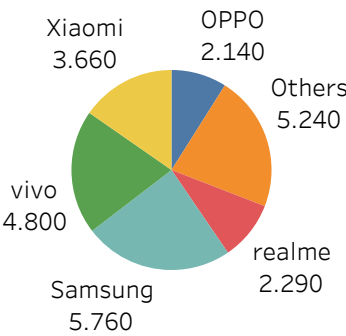
Brand Price Comparison



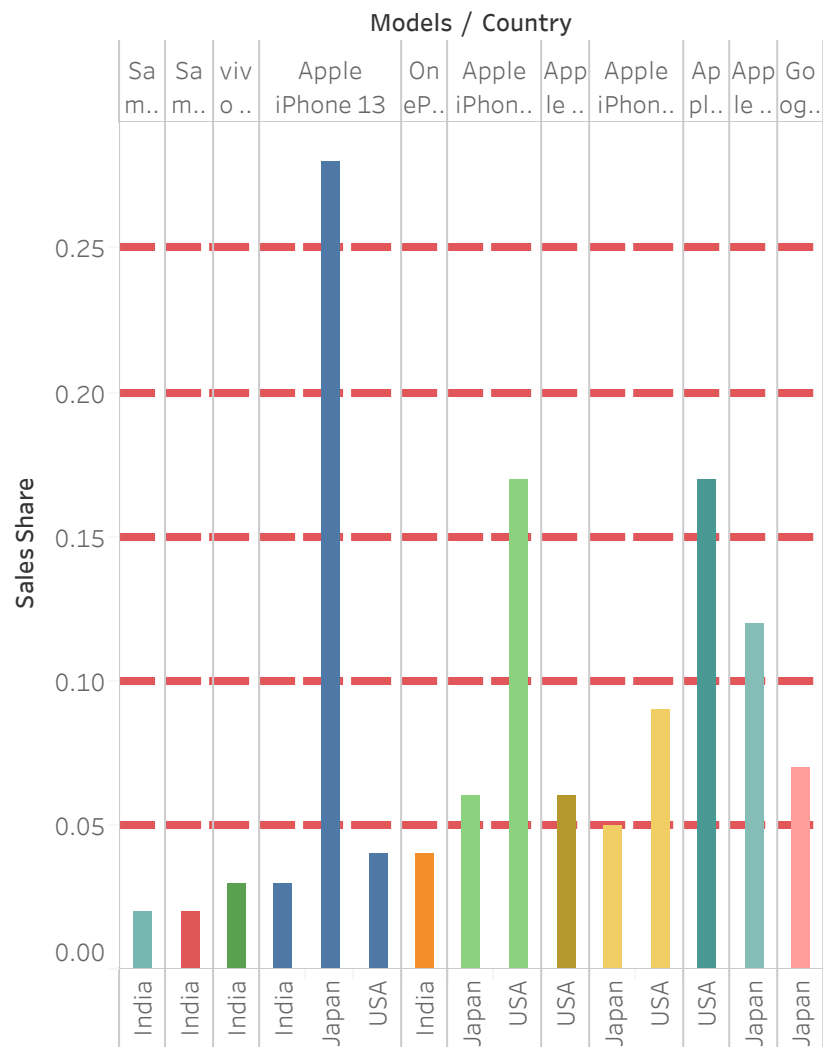
Annual Revenue



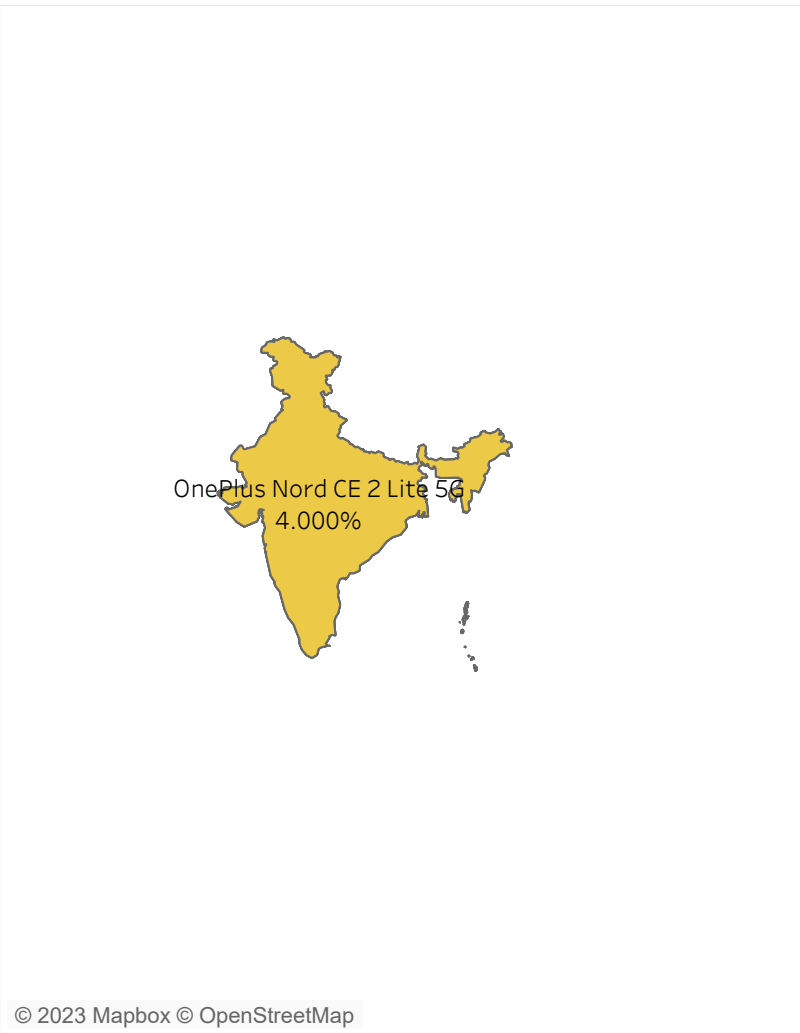
Quartely Share



Country wise best selling smart phone



Global Market Share



Users

