KPI

Brand	Discount Perce..	Mrp	Star Rating	Sale Price	sales difference
Apple	0	77,000	5	77,000	0

Discount Percentage, Mrp, Star Rating, Sale Price and sales difference broken down by Brand. The data is filtered on Upc, which keeps MOBEXRGVMZWUHCBA.

Model Specification

Model	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

Legend:
- Black
- Blue

Sum of Original Price broken down by Model, 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 Aqua Blue, Black, Blue, Cool Blue and Couture Blue.
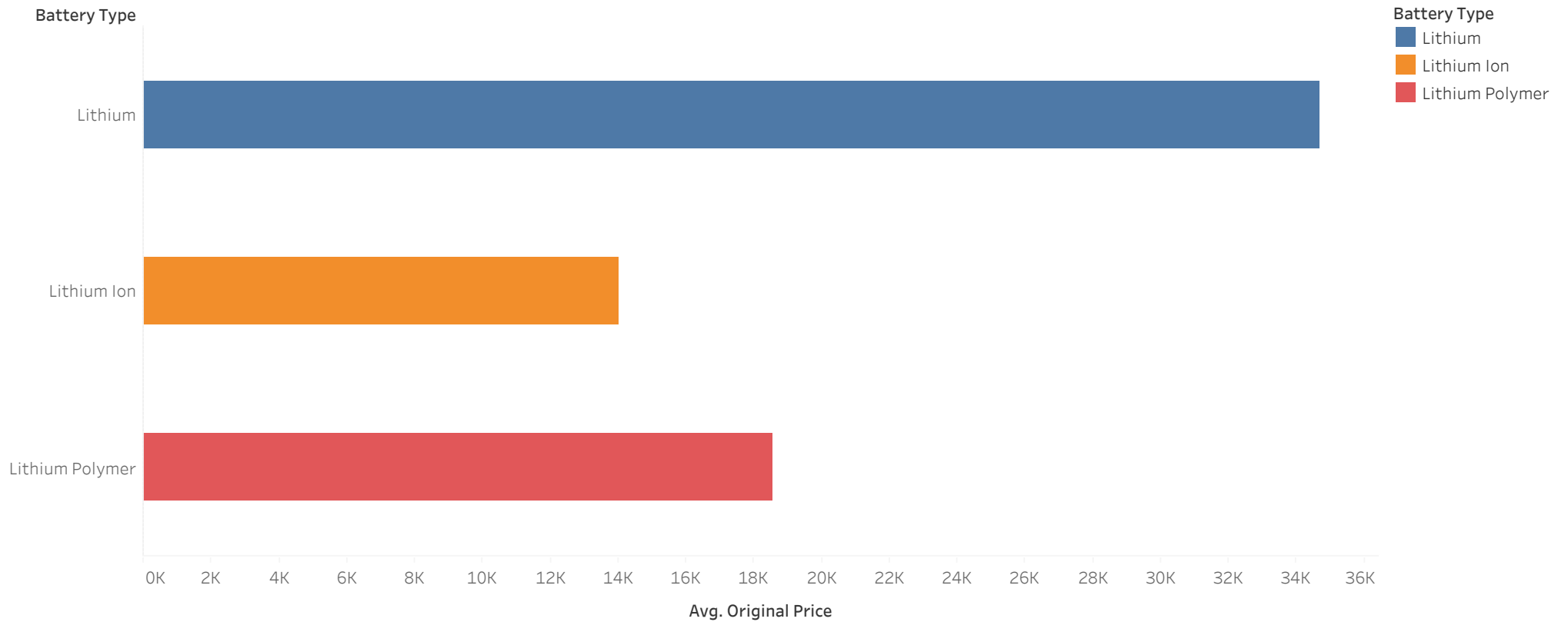
Model Specification

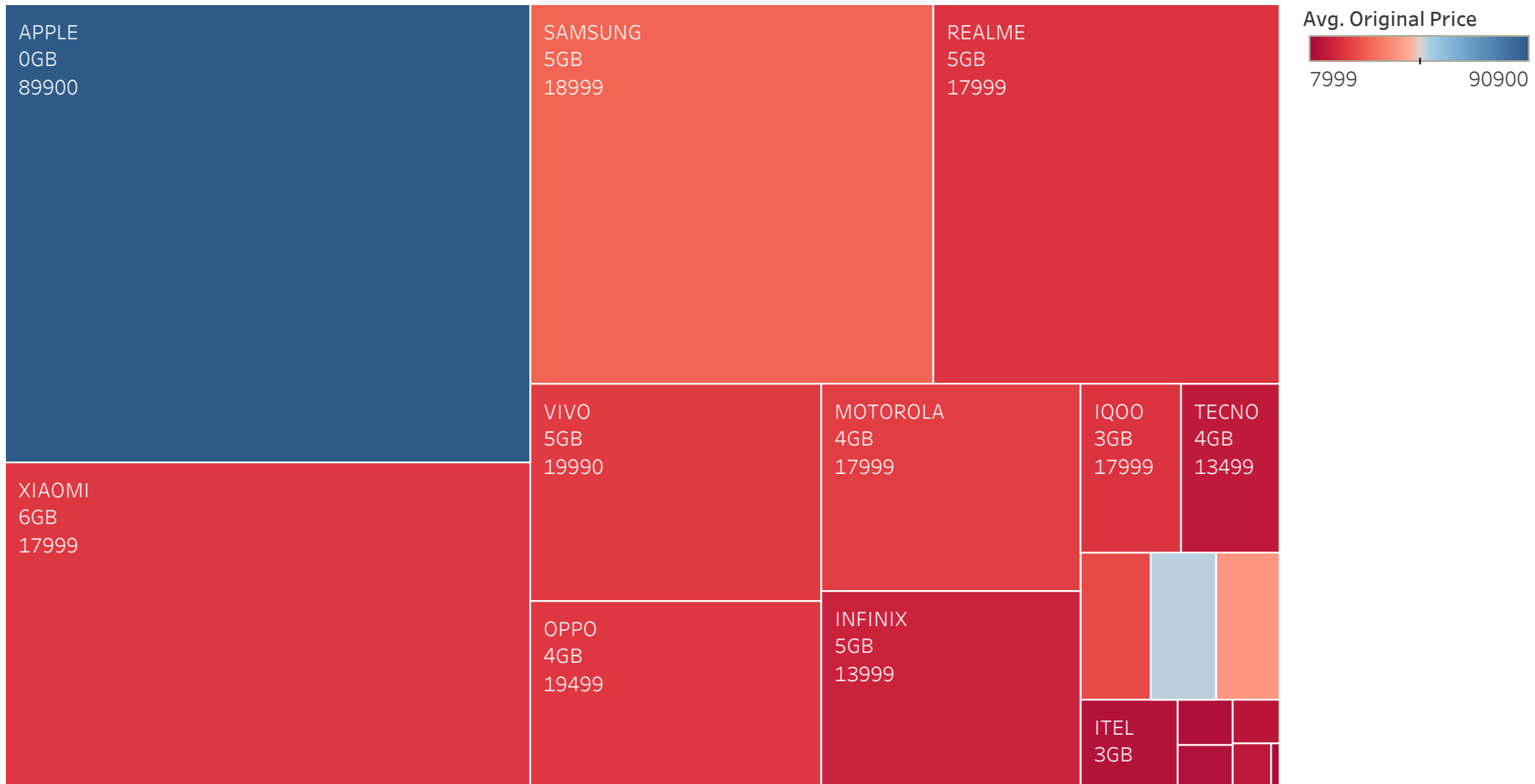| Model	Processor	Front Ca..	Rear Camera	Colour	Black Blue
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	
				Blue	
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	
				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	

Sum of Original Price broken down by Model, 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 Aqua Blue, Black, Blue, Cool Blue and Couture Blue.
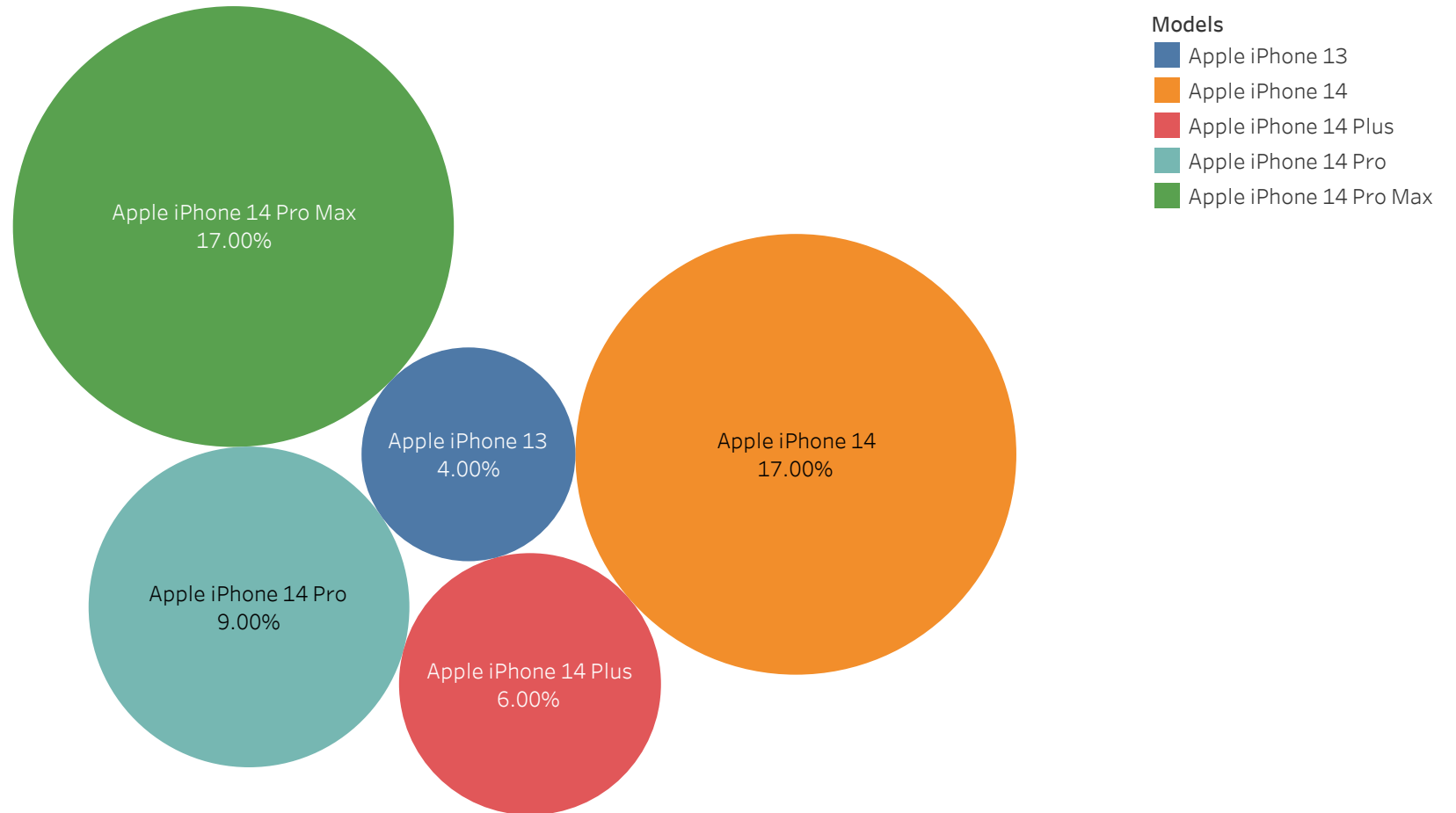
Battery Type Distribution

Average 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

APPLE
0GB
89900

SAMSUNG
5GB
18999

REALME
5GB
17999

XIAOMI
6GB
17999

VIVO
5GB
19990

MOTOROLA
4GB
17999

IQOO
3GB
17999

TECNO
4GB
13499

OPPO
4GB
19499

INFINIX
5GB
13999

ITEL
3GB

Avg. Original Price

7999   90900

Brand, distinct count of Memory and median of Original Price. Color shows average 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

Apple iPhone 14 Pro Max
17.00%

Apple iPhone 13
4.00%

Apple iPhone 14
17.00%

Apple iPhone 14 Pro
9.00%

Apple iPhone 14 Plus
6.00%

Models
- Apple iPhone 13
- Apple iPhone 14
- Apple iPhone 14 Plus
- Apple iPhone 14 Pro
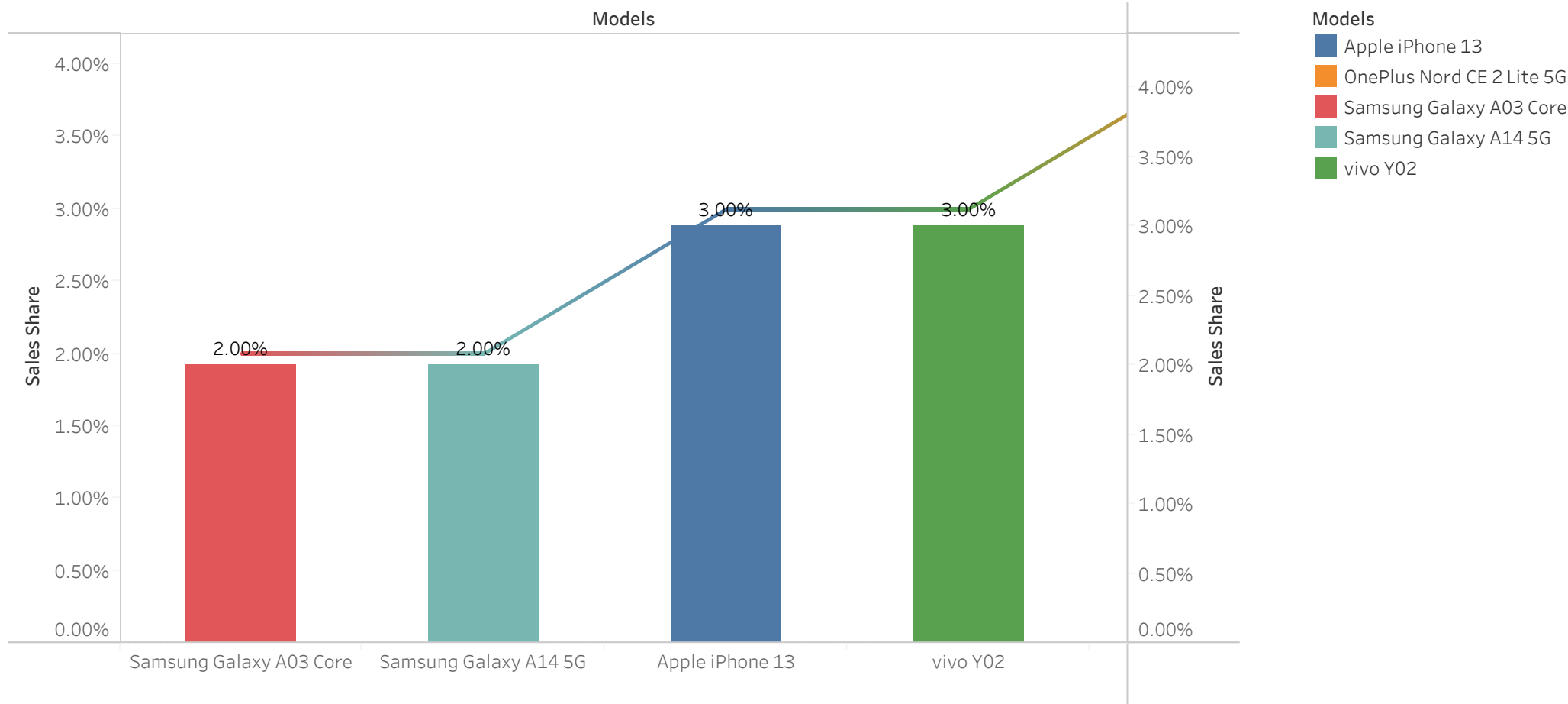- Apple iPhone 14 Pro Max

Models and Sales Share. Color shows details about Models. Size shows sum of Sales Share. The marks are labeled by Models and Sales Share. The view is filtered on Models, which keeps Apple iPhone 13, Apple iPhone 14, Apple iPhone 14 Plus, Apple iPhone 14 Pro and Apple iPhone 14 Pro Max.

Model-Share

Models and Sales Share. Color shows details about Models. Size shows sum of Sales Share. The marks are labeled by Models and Sales Share. The view is filtered on Models, which keeps Apple iPhone 13, Apple iPhone 14, Apple iPhone 14 Plus, Apple iPhone 14 Pro and Apple iPhone 14 Pro Max.
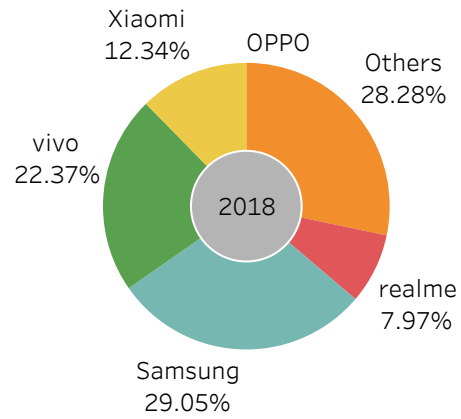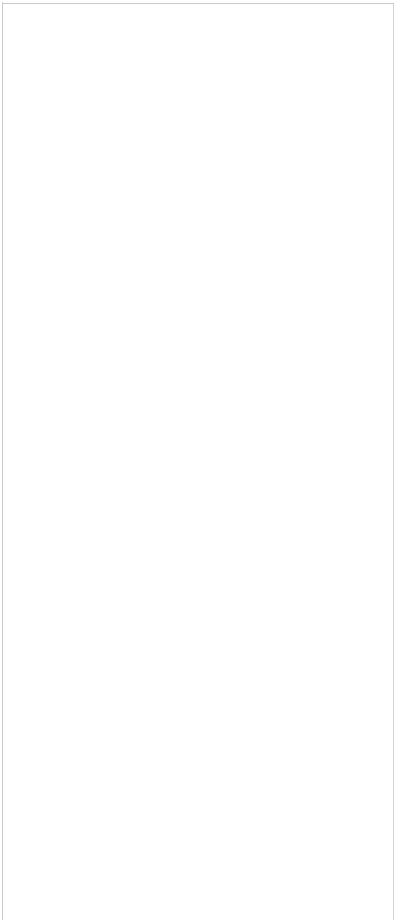
Country wise best selling smartphone

The trends of sum of Sales Share and sum of Sales Share for Models. Color shows details about Models. For pane Sum of Sales Share (2): The marks are labeled by Sales Share. The data is filtered on Country, which keeps India. The view is filtered on sum of Sales Share, which includes everything.

Country wise best selling smartphone

Sales Share

4.00%

- Apple iPhone 13
- OnePlus Nord CE 2 Lite 5G
- Samsung Galaxy A03 Core
- Samsung Galaxy A14 5G
- vivo Y02

ePlus Nord CE 2 Lite 5G

The trends of sum of Sales Share and sum of Sales Share for Models. Color shows details about Models. For pane Sum of Sales Share (2): The marks are labeled by Sales Share. The data is filtered on Country, which keeps India. The view is filtered on sum of Sales Share, which includes everything.

Quarterly-Share

Xiaomi
12.34%

OPPO

Others
28.28%

vivo
22.37%

2018

realme
7.97%

Samsung
29.05%

Brand
- OPPO
- Others
- realme
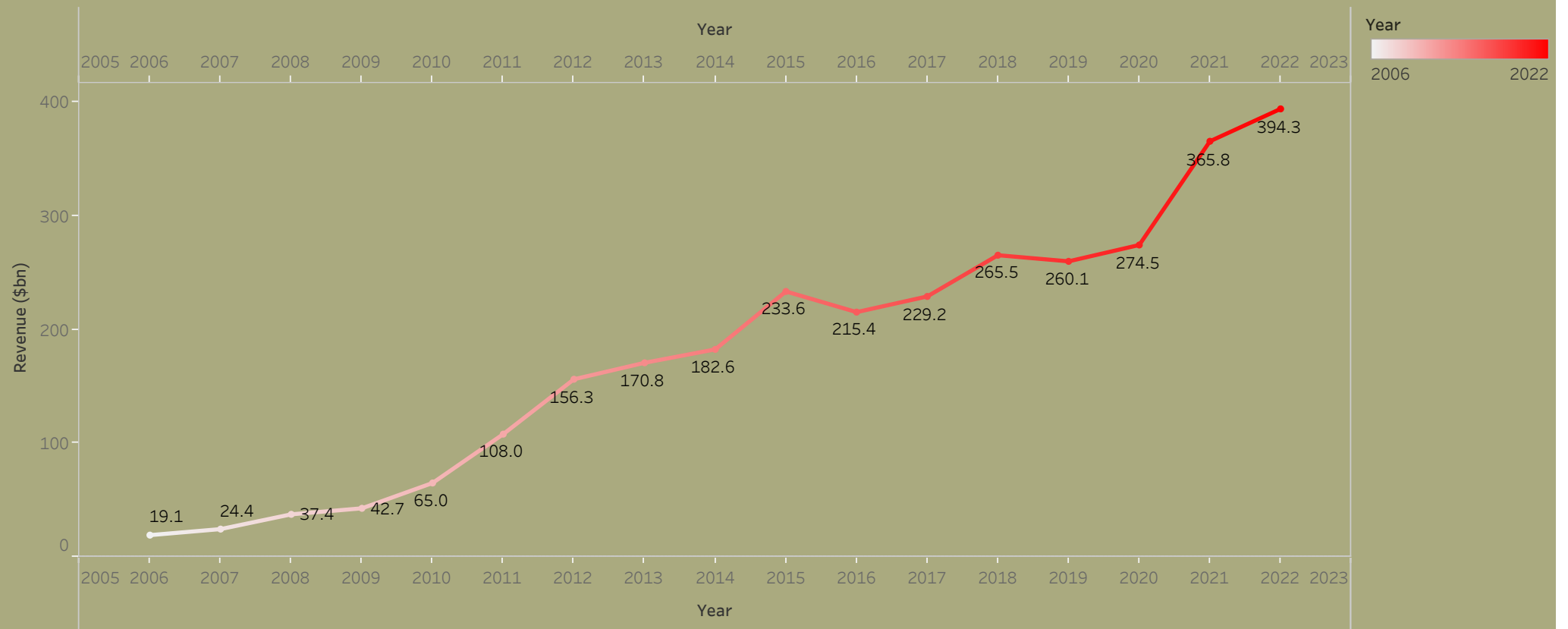- Samsung
- vivo
- Xiaomi

Quarterly-Share

Brand
- OPPO
- Others
- realme
- Samsung
- vivo
- Xiaomi

SUM(0) and SUM(0). For pane SUM(0): Color shows details about Brand. The marks are labeled by Brand and % of Total Annual Share. For pane SUM(0): The marks are labeled by Year as an attribute. The data is filtered on Year, which keeps 2018. The view is filtered on Brand, which keeps 6 of 6 members.
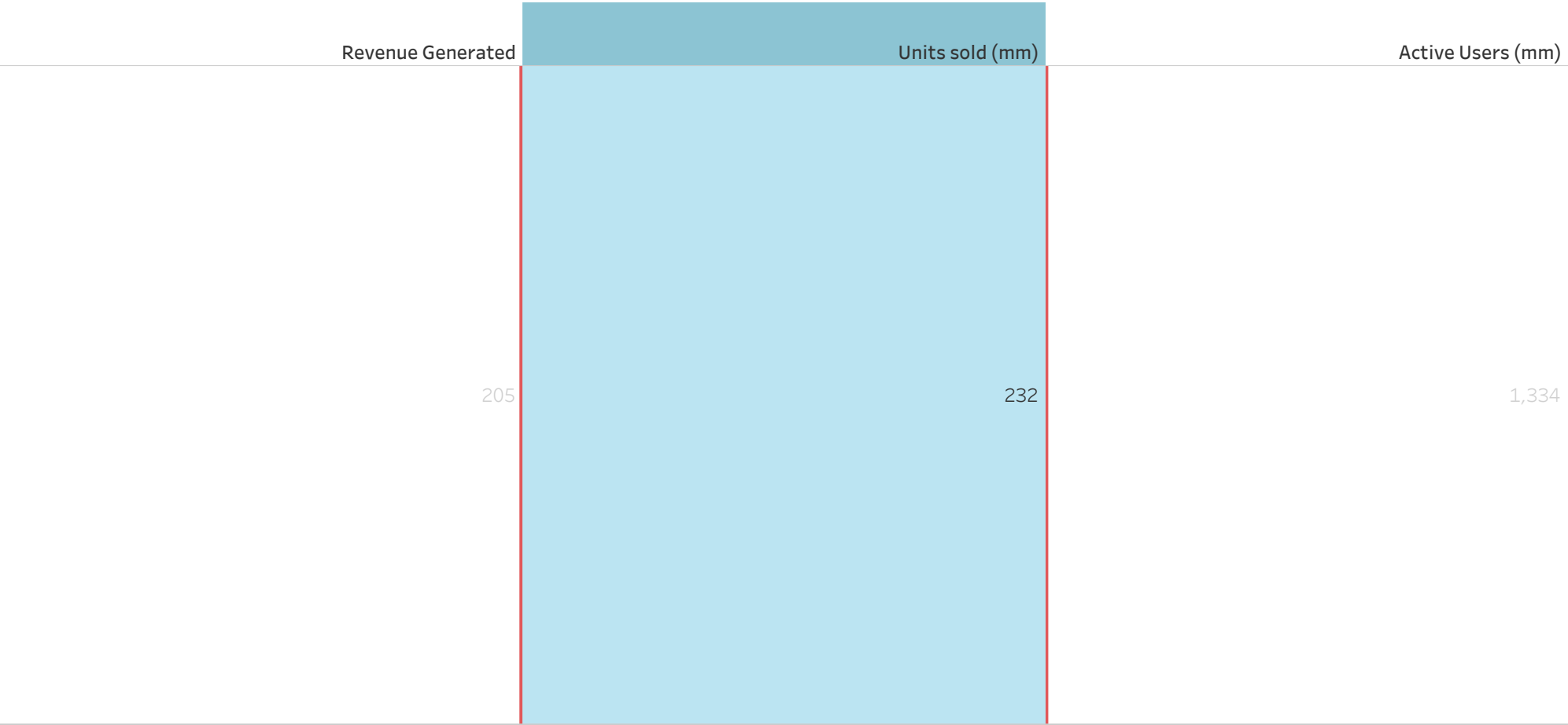
Annual Revenue

The trends of sum of Revenue ($bn) for Year and Year. Color shows details about Year. For pane Year (2): The marks are labeled by average of Revenue ($bn).

Global Market Share

India
OnePlus Nord CE 2 Lite 5G
4.00%

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

KPI-2

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

Revenue Generated, Units sold (mm) and Active Users (mm). The data is filtered on Year, which keeps 2022.