

iRevolution

model specification

| | | | | | |
|---------------------|-----------------------|------|-------------|-------|---------|
| APPLE IPHONE 11 | A Bionic Chip | 12MP | 12MP + 12MP | Black | 92,800 |
| APPLE IPHONE 12 | A Bionic Chip with .. | 12MP | 12MP + 12MP | Black | 199,700 |
| | | | | Blue | 59,900 |
| APPLE IPHONE 12 .. | A Bionic Chip with .. | 12MP | 12MP + 12MP | Black | 74,900 |
| | | | | Blue | 74,900 |
| APPLE IPHONE 13 | A Bionic Chip | 12MP | 12MP + 12MP | Blue | 149,800 |
| APPLE IPHONE 14 | A Bionic Chip, Core | 12MP | 12MP + 12MP | Blue | 189,800 |
| APPLE IPHONE 14 P.. | A Bionic Chip, Core | 12MP | 12MP + 12MP | Blue | 99,900 |

Model-share



Annual Revenue



KPI

| Brand1 | Discount Percentage | Mrp | Star Rating | Sale Price | Sales difference |
|--------|---------------------|--------|-------------|------------|------------------|
| Apple | 0 | 77,000 | 5 | 77,000 | 0 |

KPI_2

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