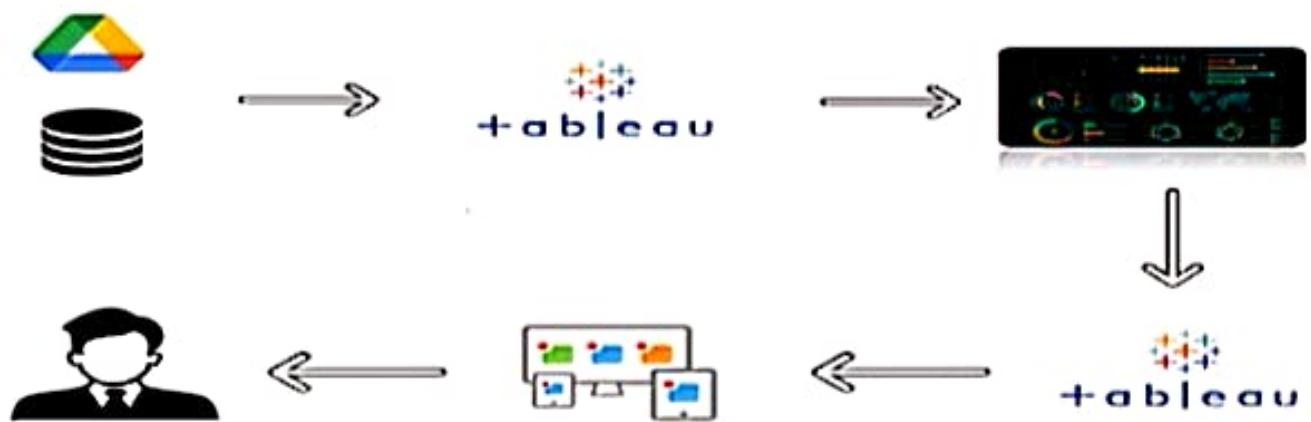


## Technical Architecture:



## KPI

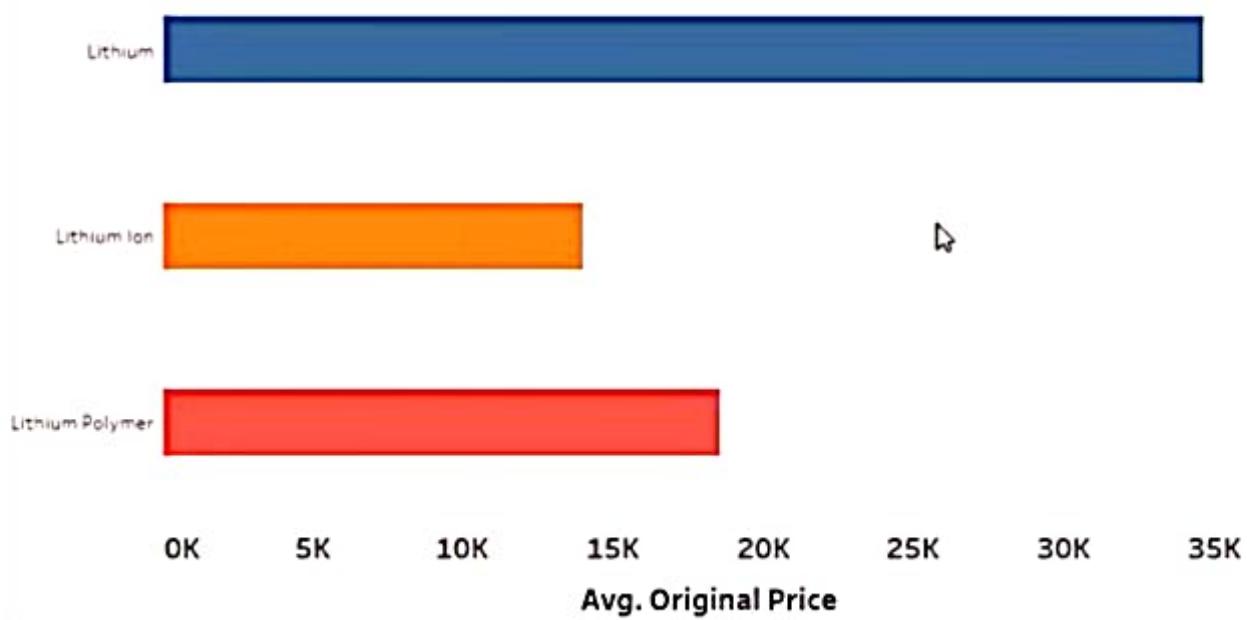
Brand	Discount Percent..	Mrp	Star Rating	Sale Price	Sales difference
Apple	0	77,000	5	77,000	0

## Model Specification

Sheet 2					
Model	Processor	Front Ca..	Rear Camera	Col.. F	
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	82,900
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	129,700
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Blue	59,900
				Black	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 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	99,900

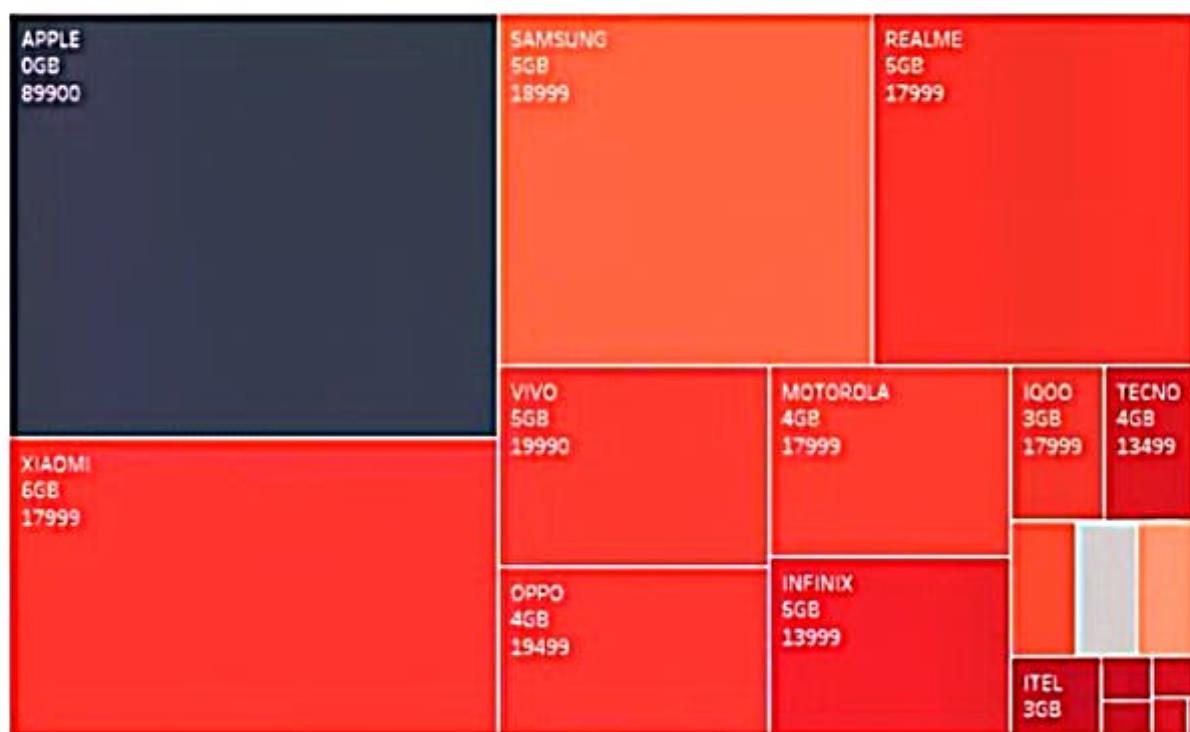
## Battery Type Distribution

Battery T..

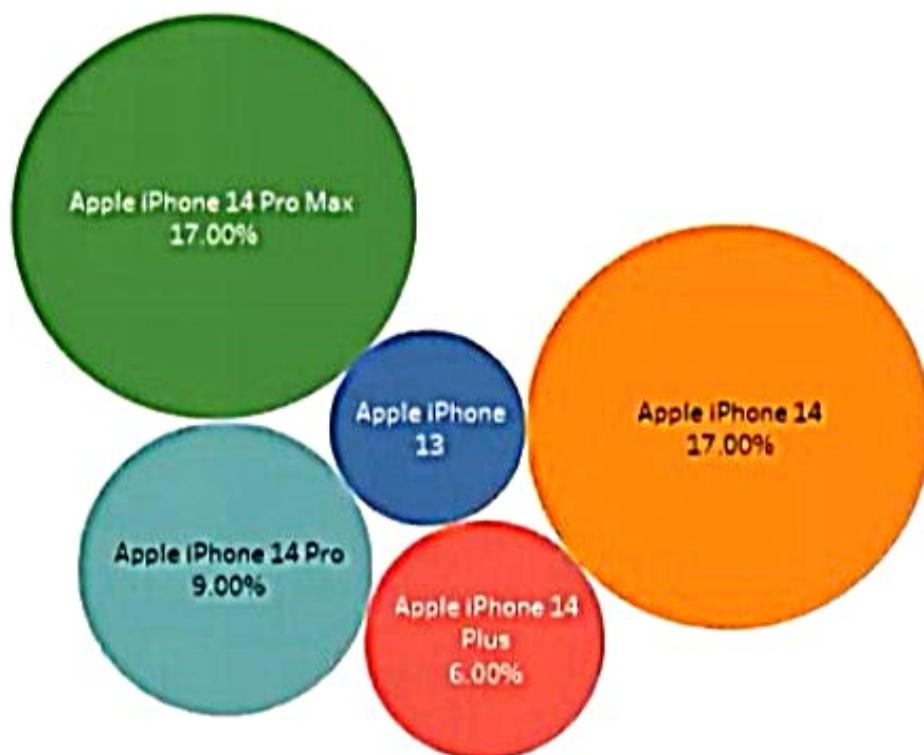


## Treemap showing Brand- Price Comparison

Brand Price Comparison

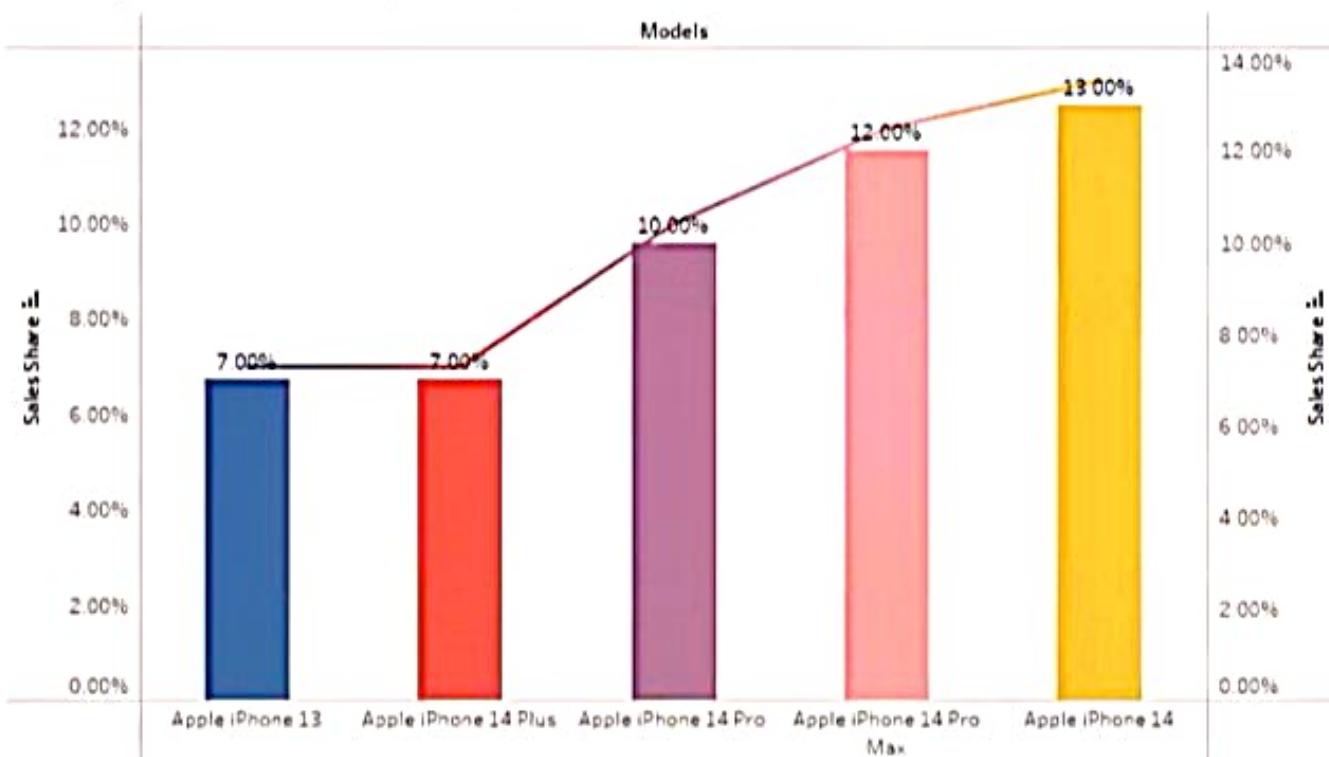


model-share

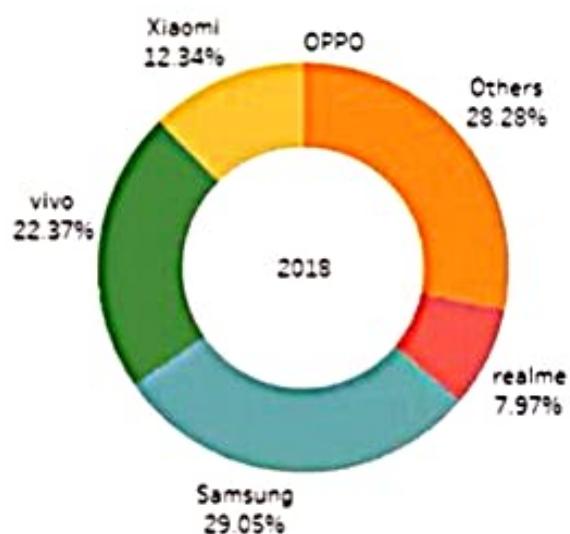


### Lined Bar-Chart showing Country-Wise Best Selling Smartphone

Country wise best selling smartphone



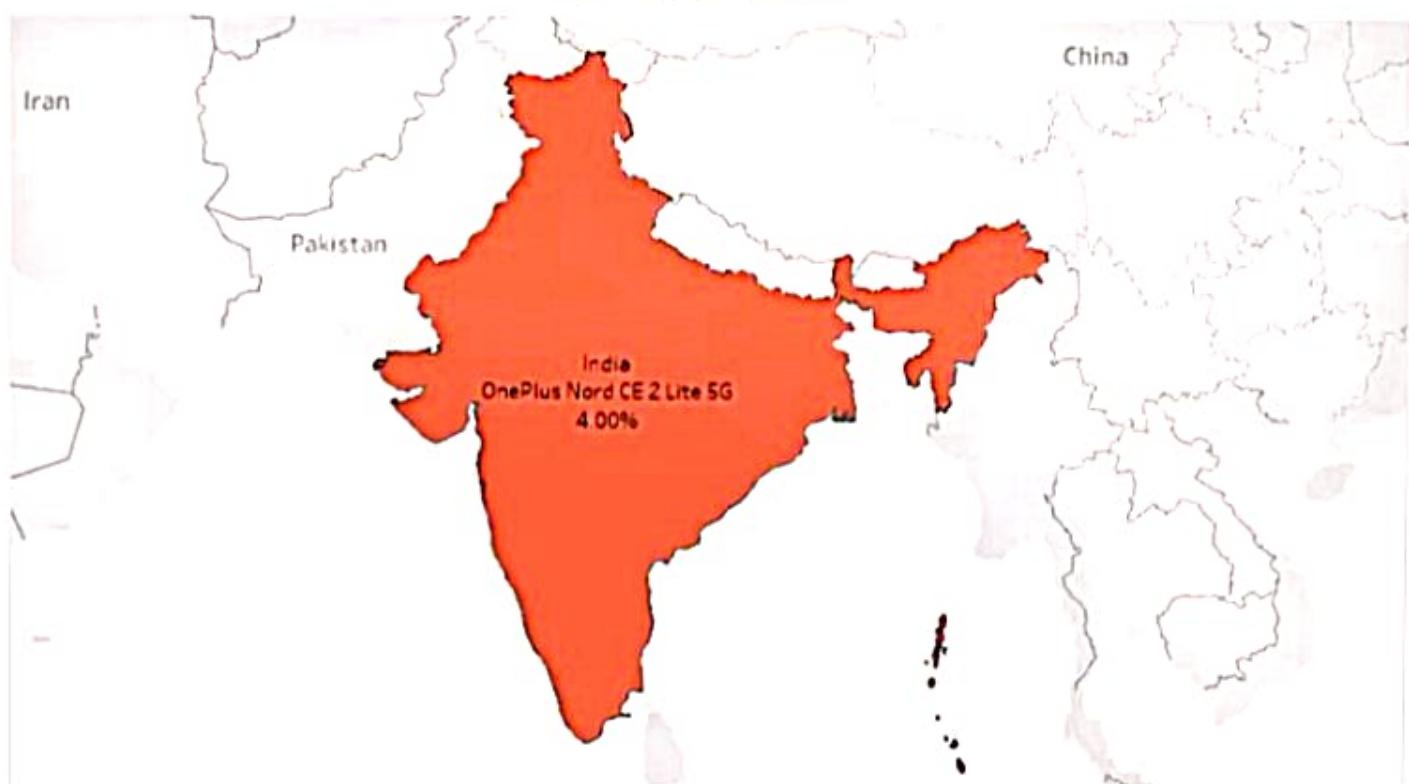
## Quarterly Share

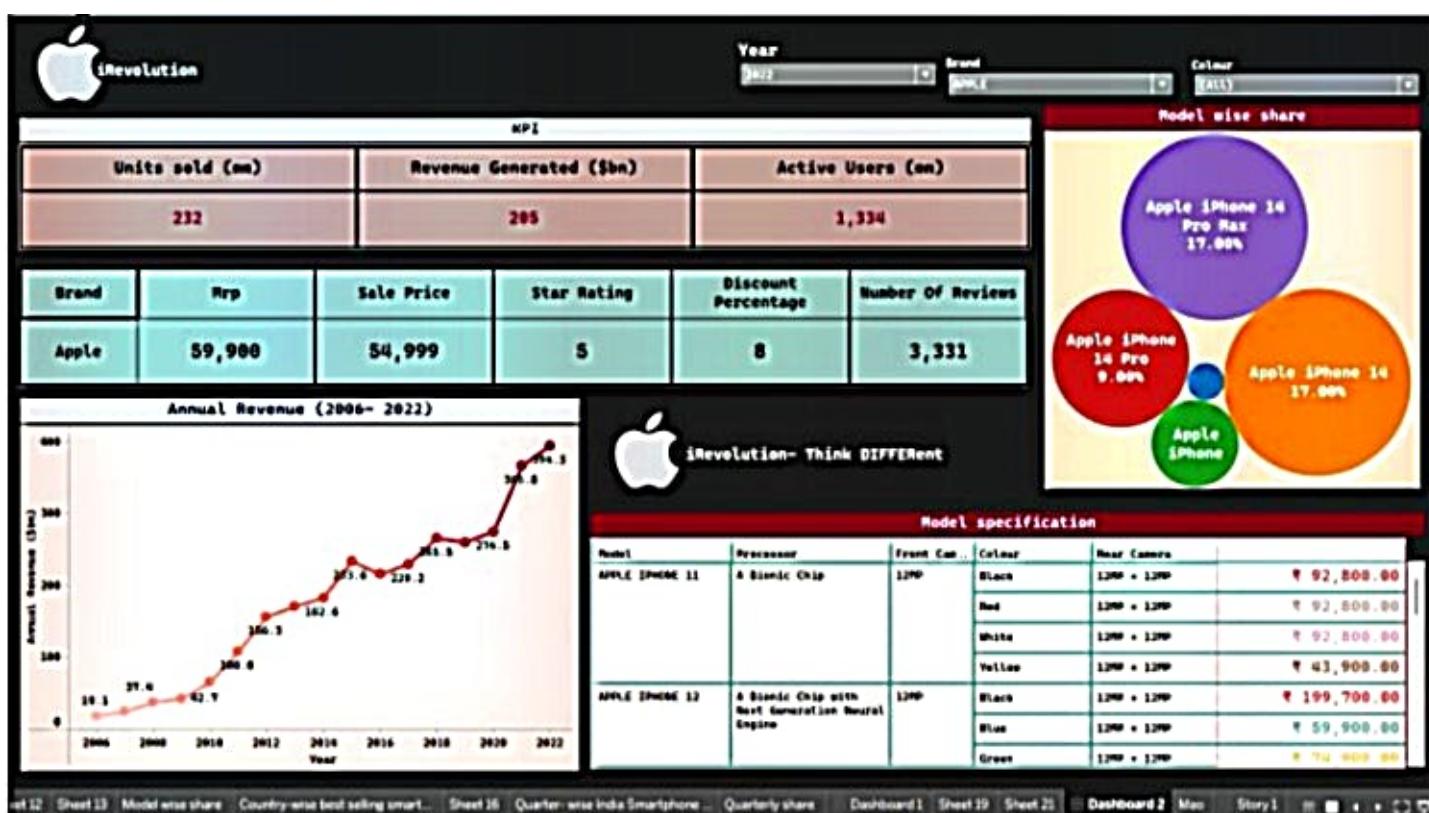


## Line Chart for Annual Revenue Year-Wise



### Global Market Share



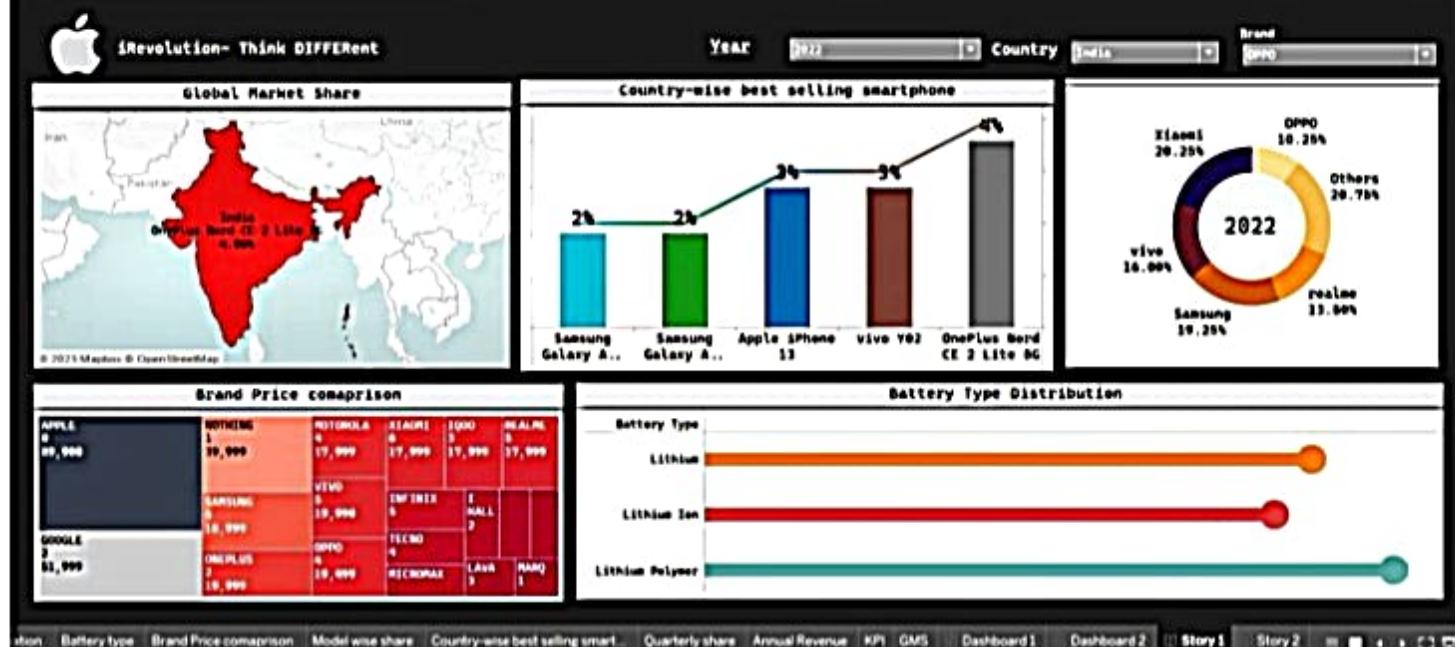


Apple continues to strengthen its standing in the smartphone market. The brand has risen to a position of particular dominance in the US. 6 of the top 10 most sold smartphone models in January 2021 were designed by Apple.

More than 1 billion consumers currently use iPhones. Since its initial launch, more than 1.9 billion iPhones have been sold. iPhone sales in 2021 surpassed the 2015 peak, but declined in 2022 to 232.2 million units.

iPhone sales generated \$205 billion revenue for Apple in 2022, more than Microsoft's total revenue. It sold 232 million iPhone units that year.

Comparative analysis of leading brands & shows that iPhone is leading in India. Its 3% market share is depicted.



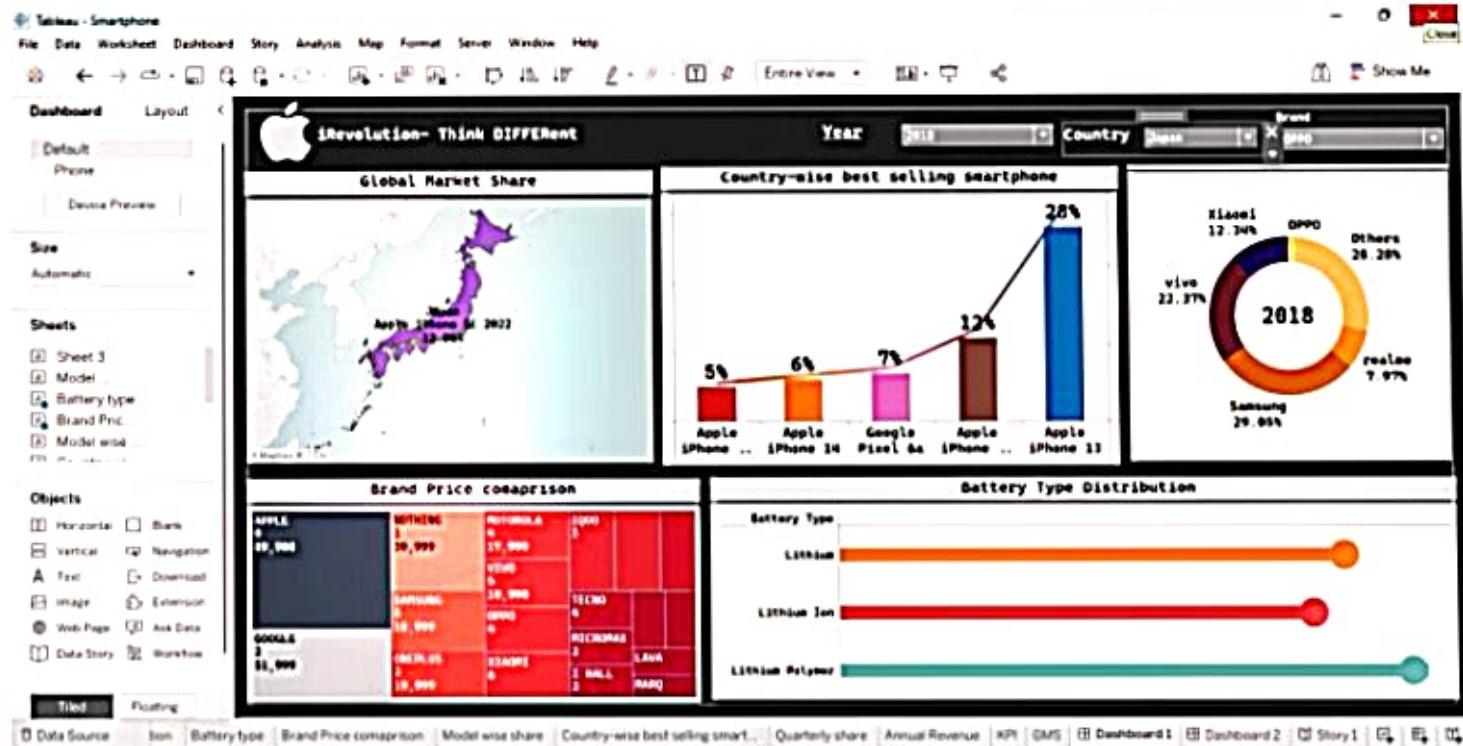
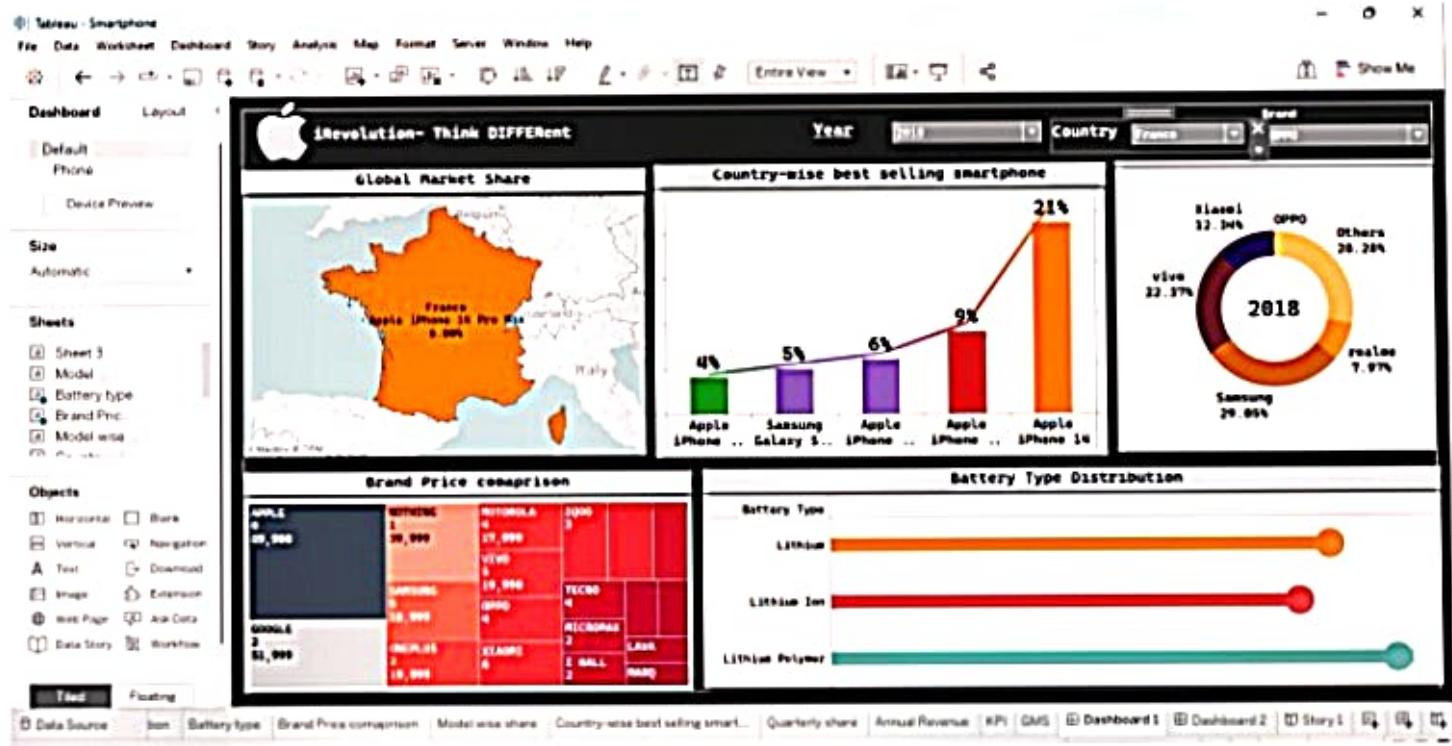


Tableau - Smartphone

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Dashboard Layout

Device Preview

Size Automatic

Sheets

- Sheet 3
- Model
- Battery type
- Brand Price
- Model wise...
- Model wise...

Objects

- Horizontal
- Vertical
- Text
- Image
- Web Page
- Data Story
- Blank
- Navigation
- Download
- Extension
- Avi Data
- Worksheet

Tiled Floating

Show dashboard title

**iRevolution**

Year: 2023 | Brand: Apple | Colour: ALL

**KPI**

Units sold (mn)	Revenue Generated (\$bn)	Active Users (mn)
150.2	91.2	329.0

**Model wise share**

Brand: Apple Number Of Reviews: 3,331

**Annual Revenue (2006- 2022)**

Year	Revenue (\$bn)
2006	19.1
2008	27.4
2010	45.0
2012	65.0
2014	100.0
2016	134.3
2018	170.8
2020	212.6
2022	268.5
2023	309.2
2024	344.3

**iRevolution- Think DIFFERENT**

**Model specification**

Model	Processor	Front Cam.	Colour	Rear Camera
APPLE IPHONE 14	A16 Bionic Chip	12MP	Red	12MP + 12MP
			White	12MP + 12MP
			Yellow	12MP + 12MP
APPLE IPHONE 14	A16 Bionic Chip with Next Generation Neural Engine	12MP	Black	12MP + 12MP
			Blue	12MP + 12MP

0 Data Source 3on Brand Price comparison Model wise share Country wise best selling smart... Quarterly share Annual Revenue KPI QMS Dashboard 1 Dashboard 2 Story 1

File Data Worksheet Dashboard Story Analysis Format Server Window Help

Signed in to https://public.tableau.com

Story Layout New story point Blank Duplicate

Sheet 3 Model Battery type Brand Price Model wise Country wise Quarterly share Annual Revenue KPI GMS Dashboard 1

Drag to add text

Show title Size Automatic

Run Optimizer... Open Workbook... Publish Workbook... Publish Data Source Create User Filter Initiate Tableau Bridge Client...

Tableau Public Save to Tableau Public... Save to Tableau Public As... Manage My Profile...

Global Market Share

Brand	Share (%)
Apple	24%
Samsung	24%
Vivo	14%
Oneplus	8%
Others	30%

Brand Price comparison

Brand	Model	Price (INR)
APPLE	iPhone 13 Pro Max	89,999
APPLE	iPhone 13 Pro	79,999
APPLE	iPhone 13	69,999
SAMSUNG	Galaxy A53 5G	24,999
SAMSUNG	Galaxy A33 5G	19,999
SAMSUNG	Galaxy A13 5G	14,999
OPPO	A97	19,999
OPPO	A96	14,999
XIAOMI	MIX FOLD	49,999
XIAOMI	MIX 4	39,999
XIAOMI	MIX 3	29,999
XIAOMI	MIX 2S	24,999
XIAOMI	MIX 2	19,999
REALME	GT Neo 3	24,999
REALME	GT Neo 2T	19,999
REALME	GT Neo 2	17,999
REALME	GT Master Edition	29,999
REALME	GT 2 Pro	29,999
REALME	GT 2	24,999
ONEPLUS	9 Pro	49,999
ONEPLUS	9	39,999
ONEPLUS	8T	34,999
ONEPLUS	8 Pro	44,999
ONEPLUS	8	34,999
ONEPLUS	7T Pro	34,999
ONEPLUS	7T	29,999
ONEPLUS	7 Pro	39,999
ONEPLUS	7	29,999
OPPO	A97	19,999
OPPO	A96	14,999
OPPO	A95	14,999
OPPO	A93	12,999
OPPO	A92	12,999
OPPO	A91	12,999
OPPO	A9	12,999
OPPO	A83	12,999
OPPO	A82	12,999
OPPO	A81	12,999
OPPO	A8	12,999
OPPO	A73	12,999
OPPO	A72	12,999
OPPO	A71	12,999
OPPO	A7	12,999
OPPO	A53	12,999
OPPO	A52	12,999
OPPO	A51	12,999
OPPO	A5	12,999
OPPO	A33	12,999
OPPO	A32	12,999
OPPO	A31	12,999
OPPO	A3	12,999
OPPO	A11	12,999
OPPO	A1	12,999
XIAOMI	Civi 2	24,999
XIAOMI	Civi 1S	19,999
XIAOMI	Civi 1	14,999
XIAOMI	Civi Pro	34,999
XIAOMI	Civi	24,999
XIAOMI	Redmi Note 11 Pro+	14,999
XIAOMI	Redmi Note 11 Pro	14,999
XIAOMI	Redmi Note 11	12,999
XIAOMI	Redmi Note 10 Pro	14,999
XIAOMI	Redmi Note 10 Pro+ 5G	14,999
XIAOMI	Redmi Note 10 Pro	14,999
XIAOMI	Redmi Note 10	12,999
XIAOMI	Redmi Note 9 Pro	12,999
XIAOMI	Redmi Note 9 Pro Max	14,999
XIAOMI	Redmi Note 9S	12,999
XIAOMI	Redmi Note 9	12,999
XIAOMI	Redmi Note 8 Pro	12,999
XIAOMI	Redmi Note 8T	12,999
XIAOMI	Redmi Note 8	12,999
XIAOMI	Redmi Note 7 Pro	12,999
XIAOMI	Redmi Note 7	12,999
XIAOMI	Redmi 10X 5G	14,999
XIAOMI	Redmi 10X	12,999
XIAOMI	Redmi 9T	12,999
XIAOMI	Redmi 9C	12,999
XIAOMI	Redmi 9A	12,999
XIAOMI	Redmi 9	12,999
XIAOMI	Redmi 8A	12,999
XIAOMI	Redmi 8	12,999
XIAOMI	Redmi 7A	12,999
XIAOMI	Redmi 7	12,999
XIAOMI	Redmi 6A	12,999
XIAOMI	Redmi 6	12,999
XIAOMI	Redmi 5A	12,999
XIAOMI	Redmi 5	12,999
XIAOMI	Redmi 4A	12,999
XIAOMI	Redmi 4	12,999
XIAOMI	Redmi 3S	12,999
XIAOMI	Redmi 3	12,999
XIAOMI	Redmi 2	12,999
XIAOMI	Redmi 1S	12,999
XIAOMI	Redmi 1	12,999
REALME	GT Neo 3	24,999
REALME	GT Neo 2T	19,999
REALME	GT Neo 2	17,999
REALME	GT Master Edition	29,999
REALME	GT 2 Pro	29,999
REALME	GT 2	24,999
REALME	GT 2 Pro 5G	29,999
REALME	GT 2 Pro 4G	24,999
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REALME	GT 2 Pro 5G 4G	24,999
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REALME	GT 2 Pro 4G 4G 4G	

The New Chart Types pilot featuring Sankey and Radial charts is ending soon on June 30. If you participated in the pilot, tell us what you think! Share your feedback.

## iRevolution: Apple's iPhone Impact in India

by Kamya Palwal

**Apple continues to strengthen its standing in the smartphone market. The brand has risen to a position of particular dominance in the US. 8 of the top 10 most sold smartphone models in January 2021 were designed by Apple.**

**More than 1 billion consumers currently use iPhones. Since its initial launch, more than 1.9 billion iPhones have been sold. iPhone sales in 2021 surpassed the 2015 peak, but declined in 2022 to 232.2 million units.**

**iPhone sales generated \$245 billion revenue for Apple in 2022, more than Microsoft's total revenue. It sold 232 million iPhone units that year.**

**Comparative & leading brand shows that iPhone is dominant in India. Its market share is decreasing.**

**iRevolution- Think DIFFERENT**

**Global Market Share**

**Country-wise best selling smartphone**

Brand	Share (%)
Samsung Galaxy A03s	2%
Samsung Galaxy A13s	2%
Apple iPhone 13	3%
vivo Y92	3%
OnePlus Nord CE 2	4%

**Brand Price comparison**

Brand	Price Range (INR)
APPLE	0 - 100,000
GOOGLE	2 - 100,000
MI	10,000 - 50,000
REALME	10,000 - 50,000
VIVO	10,000 - 50,000
SAMSUNG	10,000 - 50,000
HUAWEI	10,000 - 50,000
OPPO	10,000 - 50,000
ONEPLUS	10,000 - 50,000
Nothing	1 - 10,000

**Battery Type Distribution**

**2022**

Brand	Share (%)
Xiaomi	20.25%
Others	20.75%
vivo	16.90%
Samsung	14.25%
Realme	13.60%

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iPhone sales generated \$295 billion revenue for Apple in 2022, more than Microsoft's total revenue. It sold 232 million iPhone units that year.

Comparative a leading brand shows that IP in India. Its market is dep

**iRevolution**

Year

KPI

Model wise share

Units sold (mn)

Revenue Generated (\$bn)

Active Users (mn)

Brand

Rrp

Sale Price

Star Rating

Discount Percentage

Number Of Reviews

Annual Revenue (2006- 2022)

Apple iPhone

Apple iPhone

Apple iPhone

Model specification

Processor

Front Cam

Color

Back Camera

A15 Bionic

12MP

Red

17,999.00

A15 Bionic

12MP

Starry Black

17,999.00

Qualcomm Snapdragon

16MP

Graphite Green

17,999.00

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iPhone sales generated \$268 billion revenue for Apple in 2022, more than Microsoft's total revenue. It sold 232 million iPhone units that year.

Comparative analysis shows that iPhone is a leading brand in India. Its market share is dep

Year	Revenue (Bn)
2005	19.1
2006	24.8
2007	27.4
2008	42.7
2009	65.8
2010	106.3
2011	136.9
2012	156.8
2013	176.8
2014	182.6
2015	213.8
2016	215.6
2017	229.2
2018	248.8
2019	246.1
2020	274.8
2021	232.3
2022	232.3

File Edit Search Source Run Debug Console Projects Tools View Help

C:\Users\kamyap\OneDrive\Desktop\iRevolution\Tableau\app.py

```

1  from flask import Flask, render_template
2
3  app = Flask(__name__)
4
5
6  @app.route('/')
7  def dashboard():
8      return render_template('index.html')
9
10
11 @app.route('/dashboard.html')
12 def dashboard():
13     return render_template('dashboard.html')
14
15 if __name__ == '__main__':
16     app.run()

```

Name Date Modified

- Templates 24-Jun-23 6:39 PM
  - index.html 24-Jun-23 10:22 PM
  - index.html 24-Jun-23 10:18 PM
- app.py 24-Jun-23 6:34 PM

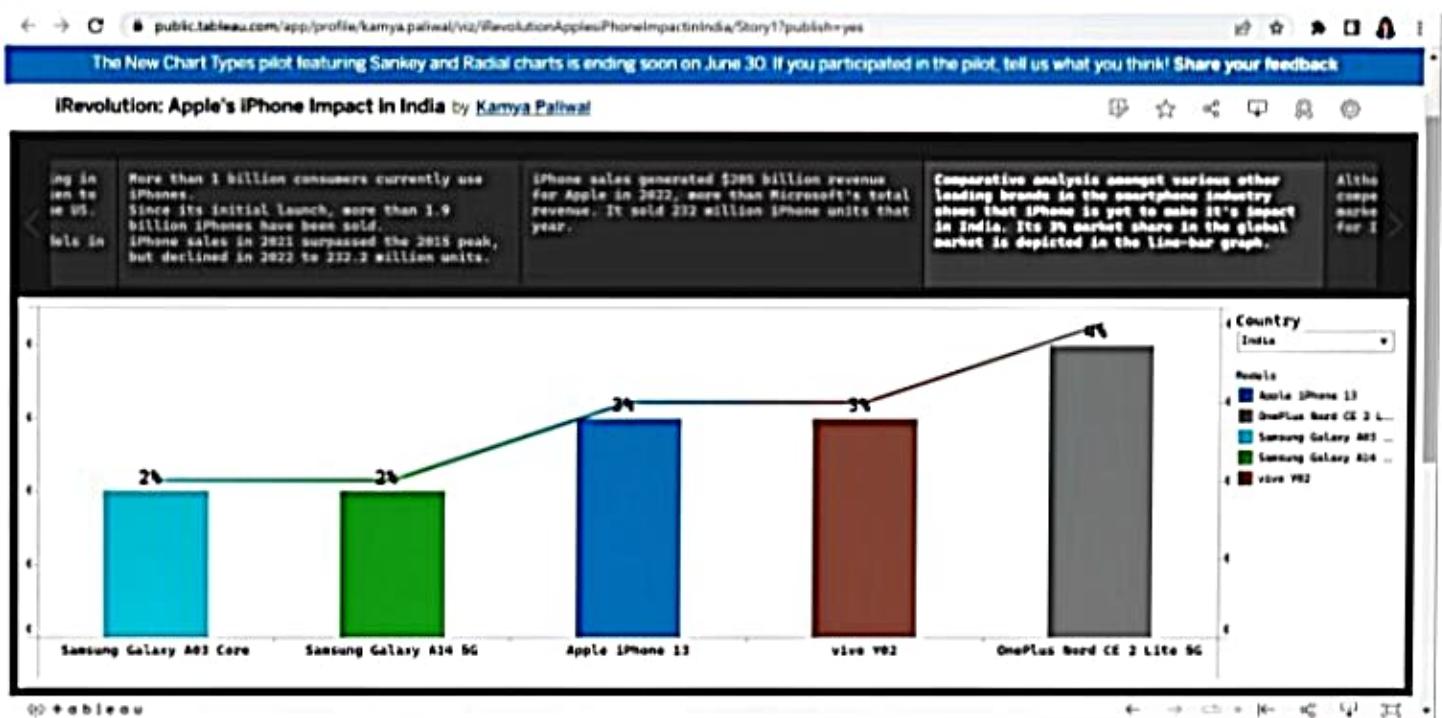
Console [R] X

```

127.0.0.1 -- [24/Jun/2023 14:45:52] "GET /dashboard.html HTTP/1.1" 200 -
[+]: runfile('C:/Users/kamyap/OneDrive/Desktop/iRevolution/app.py', wdir='C:/Users/kamyap/OneDrive/Desktop/iRevolution')
* Serving Flask app "app" (lazy loading)
* Environment: production
** Using the development server. Consider using a production WSGI server instead.
* Debug mode: off
* Running on 127.0.0.1:5000 (Press CTRL+C to quit)
127.0.0.1 -- [24/Jun/2023 14:45:54] "GET / HTTP/1.1" 200 -
127.0.0.1 -- [24/Jun/2023 14:45:49] "GET /dashboard.html HTTP/1.1" 200 -

```

Python console History





- Flask Integration

```

File Edit Search Source Run Debug Projects Tools View Help
File Edit Search Source Run Debug Projects Tools View Help
C:\Users\Kamya\OneDrive\Desktop\iRevolution\Tableau
app.py dashboard.html index.html untitle1.py

1 from flask import Flask, render_template
2
3 app = Flask(__name__)
4
5
6 @app.route('/')
7 def dashboard():
8     return render_template('index.html')
9
10
11 @app.route('/dashboard.html')
12 def dashboard():
13     return render_template('dashboard.html')
14
15 if __name__ == '__main__':
16     app.run()

```

Name: Data Modified: 24-Jun-23 4:39 PM

Templates: 24-Jun-23 4:39 PM

• dashboard.html 24-Jun-23 10:22 PM

• index.html 24-Jun-23 10:18 PM

• app.py 24-Jun-23 4:34 PM

In [6]: runfile('C:/Users/Kamya/OneDrive/Desktop/iRevolution/Tableau/app.py', wdir='C:/Users/Kamya/OneDrive/Desktop/iRevolution/Tableau')
\* Serving Flask app "app" (very slow)
\* Environment: production
 WARNING: This is a development server. Do not use in a production
 environment.
 Use a production WSGI server instead.
\* Debug mode: off
\* Running on http://127.0.0.1:5000/ (Press CTRL+C to quit)
127.0.0.1 - - [24/Jun/2023:22:22:34] "GET / HTTP/1.1" 200 -
127.0.0.1 - - [24/Jun/2023:22:23:49] "GET /dashboard.html HTTP/1.1" 200 -

# iRevolution- Think DIFFERent

## About Apple and its Founder



Steve Jobs, co-founder of Apple Inc., played a crucial role in revolutionizing the tech industry. With his visionary leadership and passion for innovation, he propelled Apple to become one of the most influential companies in the world. From the iconic Apple I to the groundbreaking iPhone, Jobs consistently pushed the boundaries of design and functionality, setting new standards for consumer electronics.

## Statistics and Facts about iPhone in India

Here are some statistics and facts highlighting the impact of iPhone in India:

- India is one of the fastest-growing smartphone markets in the world, and iPhone holds a significant market share.
- According to recent data, Apple's iPhone sales in India have been steadily increasing year over year.
- With each new iPhone release, there is a surge in demand and pre-orders in India, showcasing the brand's popularity.
- Apple has been expanding its retail presence in India, opening new stores and authorized reseller locations across major cities.
- The iPhone's advanced features, seamless user experience, and ecosystem integration have attracted a loyal customer base in India.

## Impact of iPhone in India

The iPhone's presence in India has had a significant impact on various aspects:

- Economic Growth: The growth of Apple's iPhone sales in India has contributed to the country's economic development, generating revenue and creating job opportunities in the tech sector.
- Technological Advancement: The iPhone's cutting-edge technology has influenced the development and adoption of advanced mobile applications and services in India.
- Changing Consumer Behavior: The iPhone's user-friendly interface and premium experience have shaped consumer preferences and expectations, leading to a demand for high-quality smartphones.
- Digital Empowerment: The iPhone has enabled individuals in India to access a wide range of digital resources, empowering them to connect, learn, and engage in various aspects of life.



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