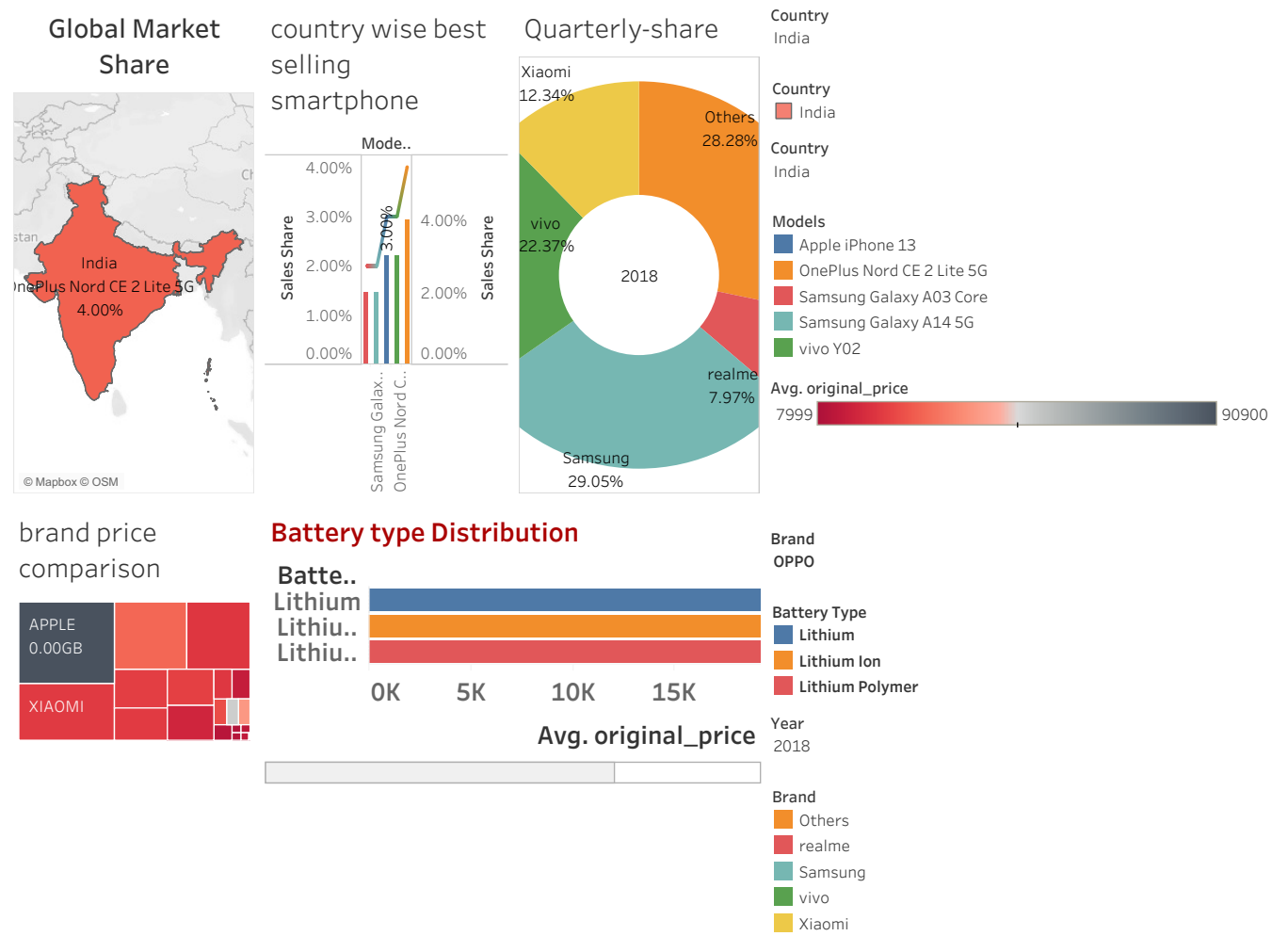


Story 1

apple continues to strengthen its standing in the smart phone market. the brand has risen to a position of particlular dominance in the US .six of the top most sold s,mart phones models in january 2021 where disined 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



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KPI_2

Units sold (mm)	Revenue Generated	Active Users (mm)
150.2	91.2	329.0

KPI

Brand	Discount Percentage	Mrp	Number Of Reviews	Sale Pr
Apple	8	59,900	3,357	54

Model-share

Colour: All

Brand: APPLE

Colour legend: Null, Black, Blue, Deep Purple, Gold, Green, Midnight, Pink, Purple, Red, Silver, Space Black, Starlight, White, Yellow

Year: 2006 to 2022

Annual Revenue

Year	Revenue (\$bn)
2005	24.4
2006	42.7
2007	65.0
2008	108.0
2009	170.8
2010	182.6
2011	233.6
2012	265.5
2013	229.2
2014	274.5
2015	365.8
2016	394.3
2017	394.3
2018	394.3
2019	394.3
2020	394.3
2021	394.3
2022	394.3

model specification

Model	Chip	Camera
APPLE IPHONE 11	A Bionic Chip	12MP
APPLE IPHONE 12	A Bionic Chip with Next Generati..	12MP
APPLE IPHONE ..	A Bionic Chip wit..	12MP
APPLE IPHONE 13	A Bionic Chip	12MP

Models: Apple iPhone 13, Apple iPhone 14..

Year: 2013

Measure Names: Count of apple_products.csv, Discount Percentage, Mrp, Number Of Ratings, Number Of Reviews, Sale Price, Star Rating, sales difference

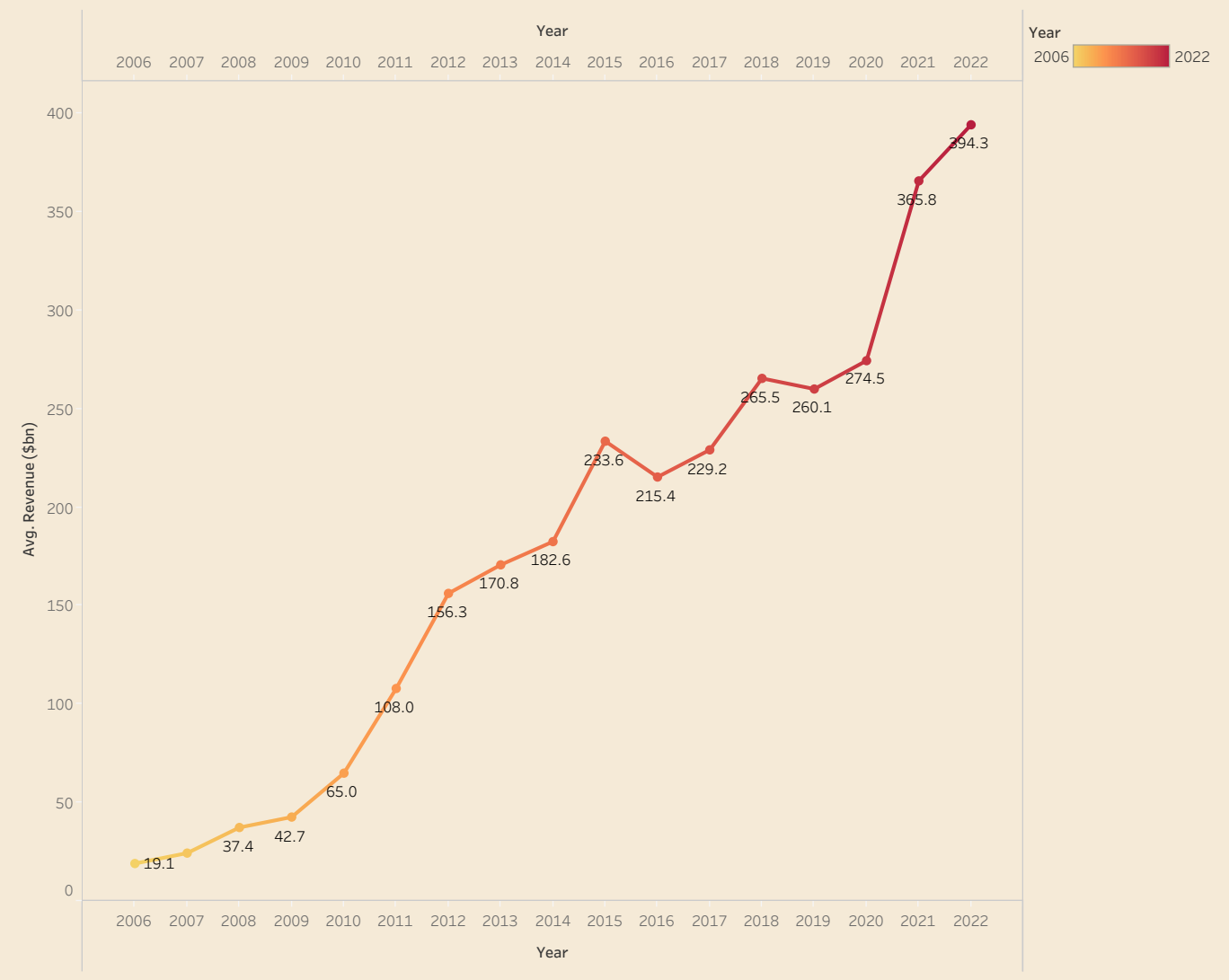
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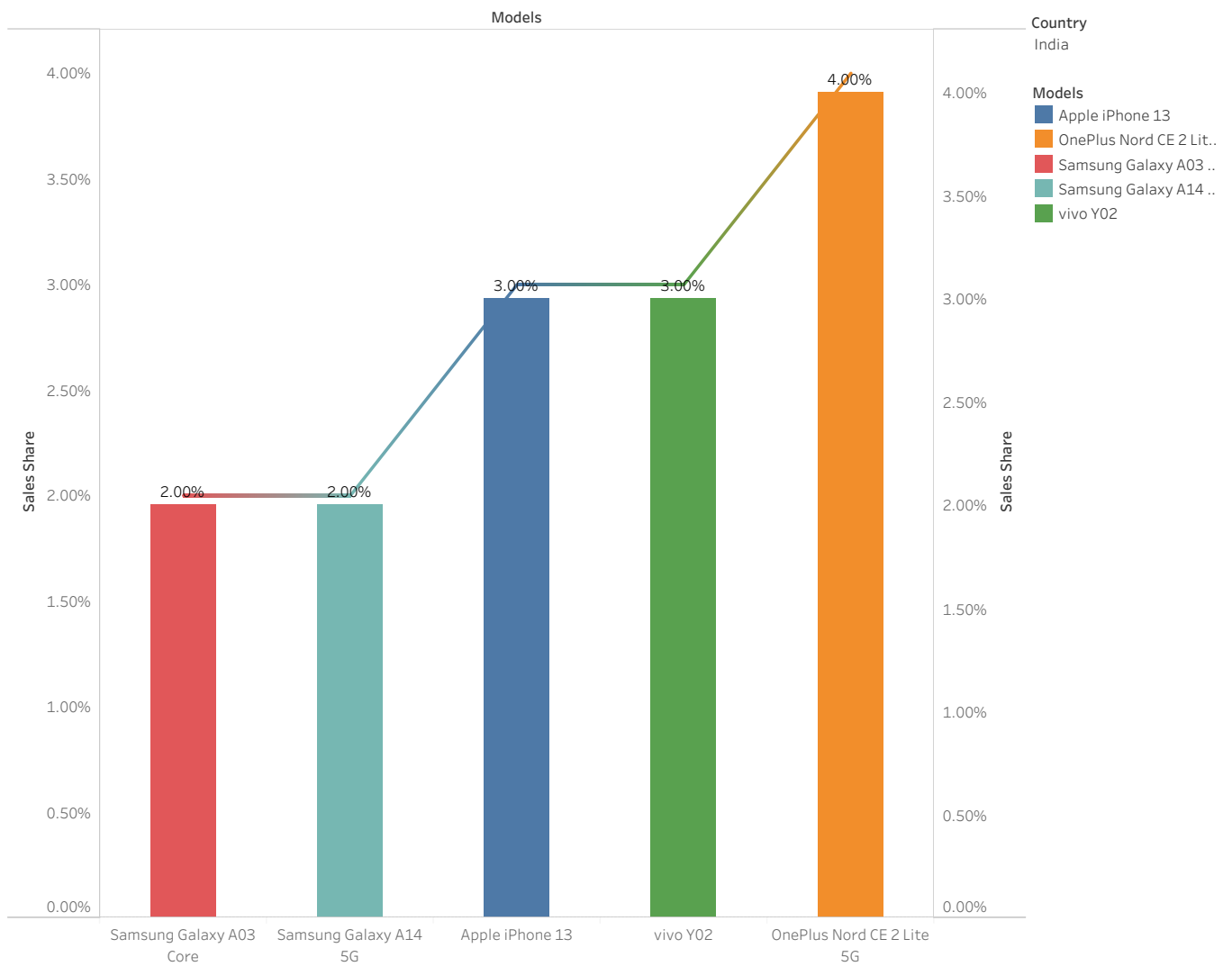


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