

Tableau - KPI

File Data Worksheet Dashboard Story Analysis Format Server Window Help

Story Layout < Story 1

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KPI e model cc Battery type Brand Price ... dd Model share country wise ... Quarterly-Share Annual Revenue

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Show title

Size Custom size (1116 x 564)

Story 1

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 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.

comparatively analysis against various other leading brand .In the smartphone industry shows that iPhone .It yet is sale it's impact in India

Although the iPhone competition .It's 2% global market is decreasing graph

Country India

Country India

India OnePlus Nord CE 2 Lite 5G 4.00%

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Data Source Type Brand Price Comparison dd Model share country wise best selling smartp... Quarterly-Share Annual Revenue GMS KPI 2 Dashboard 1 Dashboard 2 Story 1 Story 2 + +

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Models

Model	Sales Share (%)
Samsung Galaxy A03 Core	2%
Samsung Galaxy A14 5G	2%
Apple iPhone 13	3%
vivo Y02	3%
OnePlus Nord CE 2 Lite 5G	4%

Country: India

Models:

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

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Brand	% of Total Annual Share along Table (Across)	Annual Share
Others	20.75%	0.8300
Q1		0.1700
Q2		0.19000
Q3		0.2200
Q4		0.2500
SUM(0)		0

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Avg. Original Price

	7,999.00GB	90,900.00GB
APPLE	0GB	89,900
SAMSUNG	5GB	18,999
REALME	5GB	17,999
VIVO	5GB	19,990
MOTOROLA	4GB	17,999
XIAOMI	6GB	17,999
OPPO	4GB	19,499
INFINIX	5GB	13,999
ITEL		

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