KPI

	Discoun		Number	Sale	Sales dif	
Brand	t Perce	Mrp	Of Rati	Price	ference	
Apple	0	77,000	11,202	77,000	0	

Discount Percentage, Mrp, Number Of Ratings, Sale Price and Sales difference broken down by Brand. The data is filtered on Upc, which keeps MOBEXRGVZFZGZEWV.

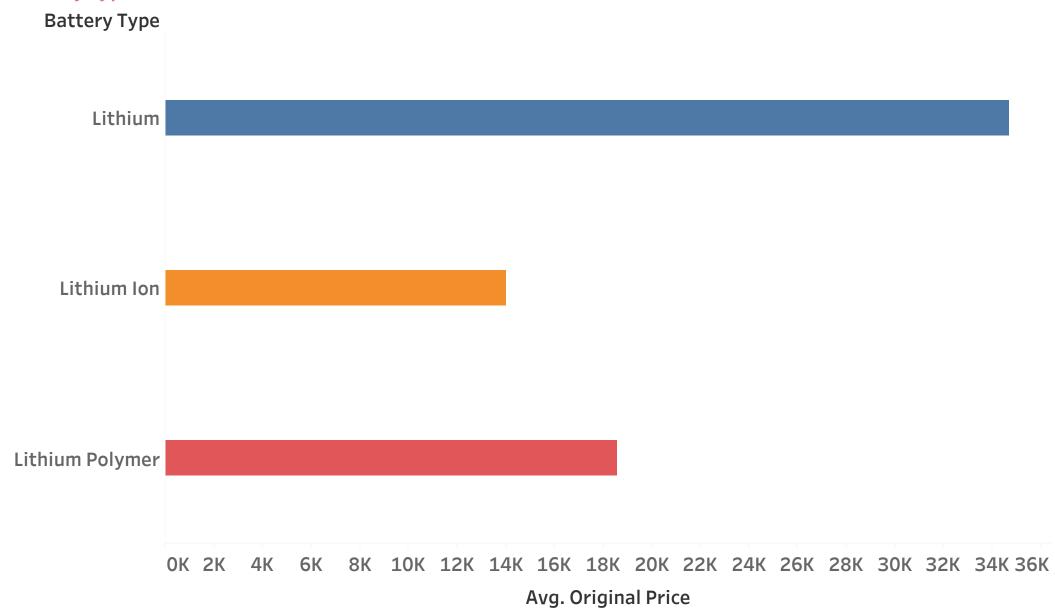
MODEL SPECALIZATION

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	12MP	12MP + 12MP	Blue	59,900
	Neural Engine			Black	199,700
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation	12MP	12MP + 12MP	Blue	74,900
	Neural Engine			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

Blue Black

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 Brand1, which keeps APPLE. The view is filtered on Colour, which keeps Aqua Blue, Black, Blue, Cool Blue and Couture Blue.

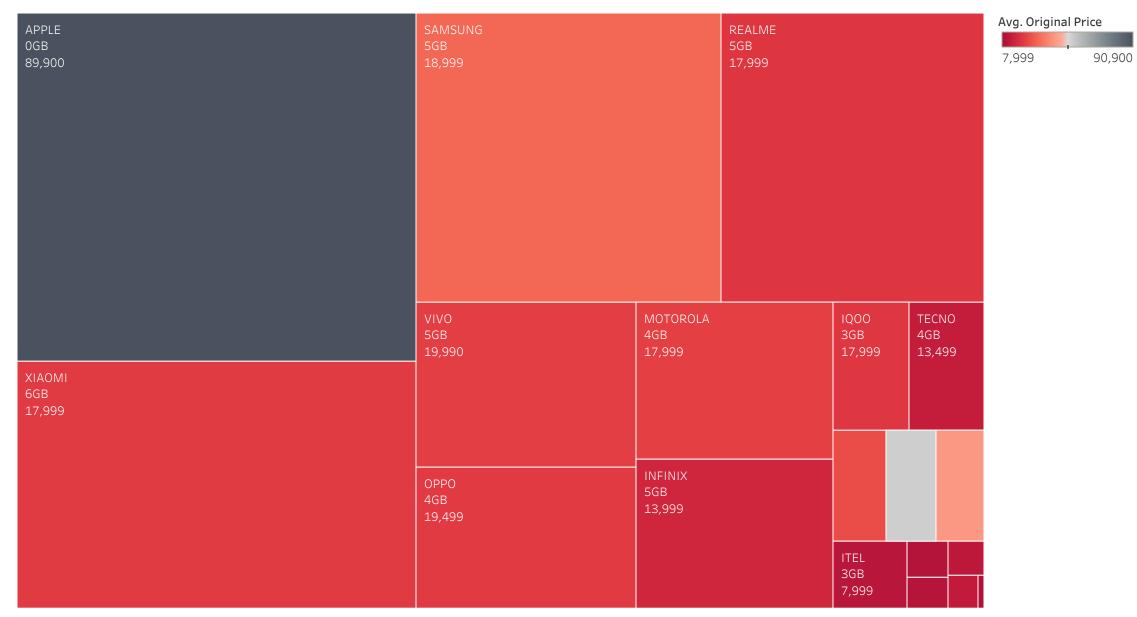
Battery type distribution



Battery Type
Lithium
Lithium Ion
Lithium Polymer

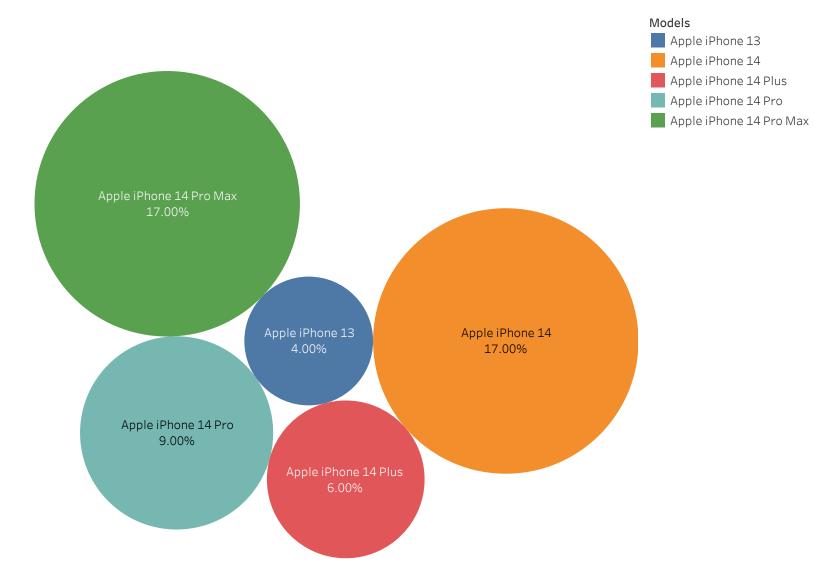
Average of Original Price for each Battery Type. Color shows details about Battery Type. The data is filtered on Brand1, which keeps MOTOROLA. The view is filtered on Battery Type, which excludes Null.

Brand price comparison



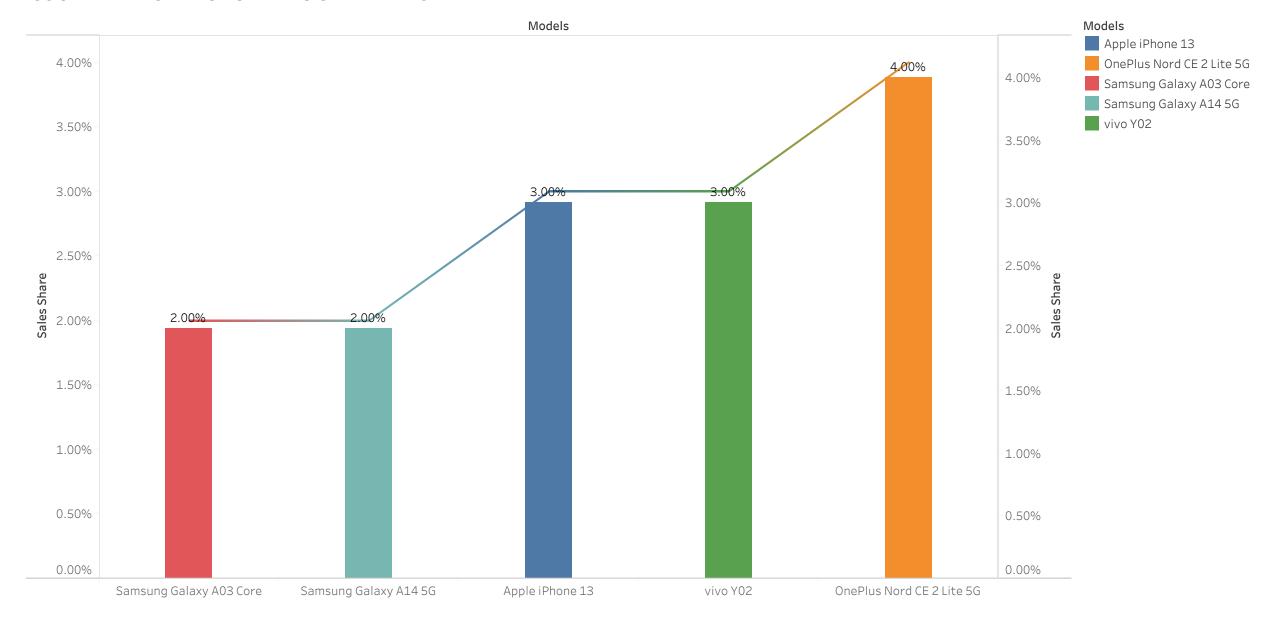
Brand1, distinct count of Memory and median of Original Price. Color shows average of Original Price. Size shows sum of Original Price. The marks are labeled by Brand1, distinct count of Memory and median of Original Price.

MODEL SHARE



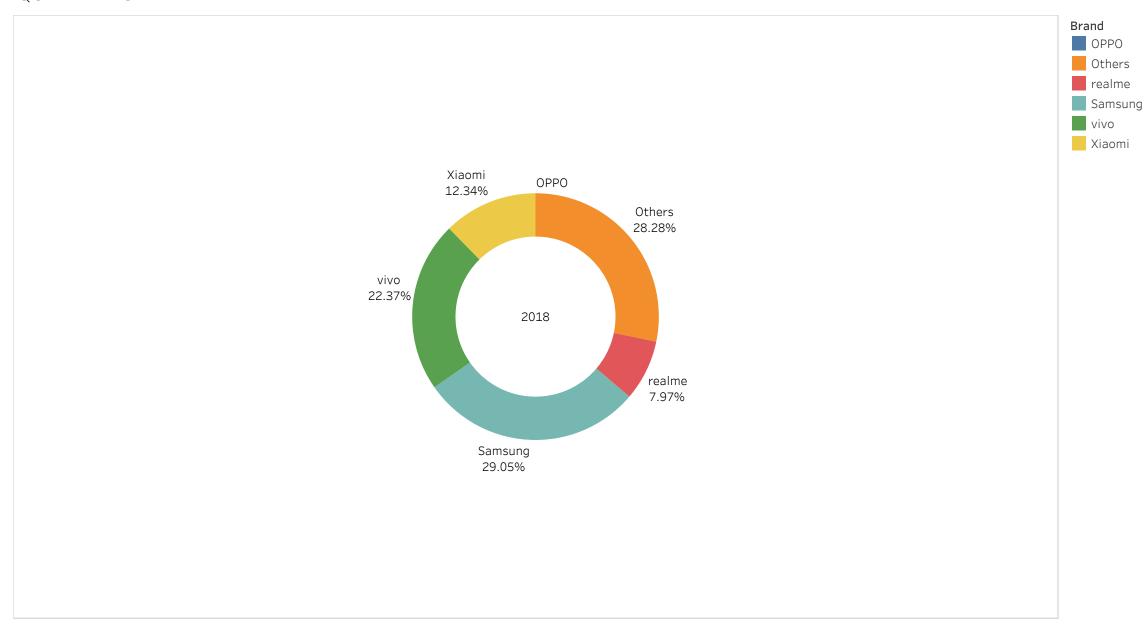
Models and Sales Share. Color shows details about Models. Size shows sum of Sales Share. The marks are labeled by Models and Sales Share.

COUNTRY WISE BEST SELLING SMART PHONE



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 sum of Sales Share. The data is filtered on Country, which keeps India.

QUATERLY SHARE



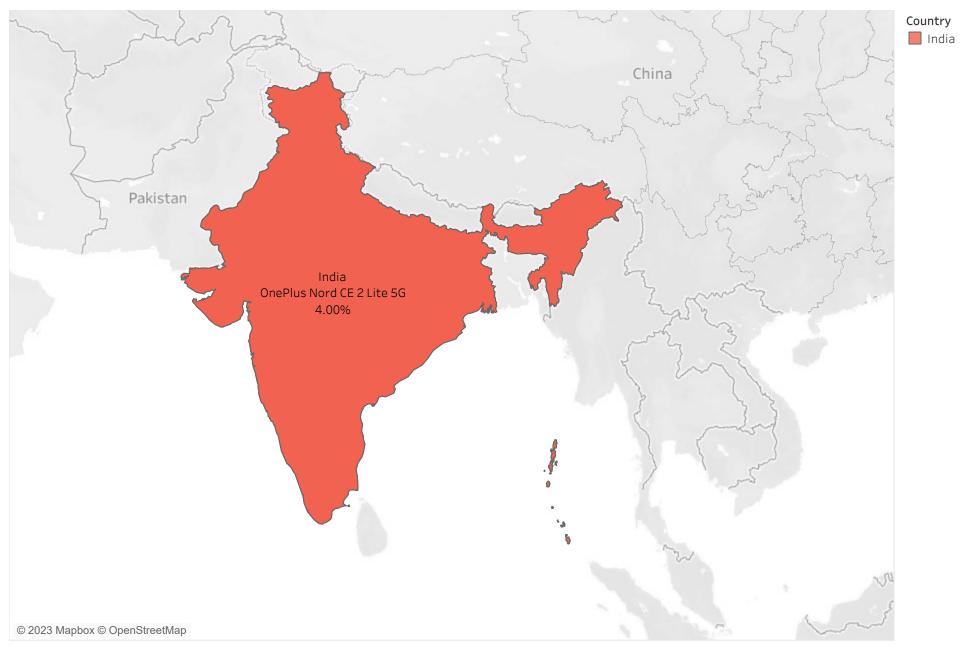
SUM(0) and SUM(0). For pane SUM(0): Color shows details about Brand. The marks are labeled by Brand and % of Total ANNUAL SHARE. For pane SUM(0): The marks are labeled by Year as an attribute. The data is filtered on Year, which keeps 2018.

ANNUAL REVENUE Year Year 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2006 400 350 300 274.5 Avg. Revenue (\$bn) 005 260.1 229.2 215.4 182.6 170.8 150 156.3 100 108.0 65.0 50 19.1 42.7 24.4 37.4 0 2009 2005 2006 2007 2008 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 Year

2022

The trends of average 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



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.

d_ Units sold (mm)	Active Users (mm)
5 232	1,334
	OS Units sold (mm)

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

iRevolution

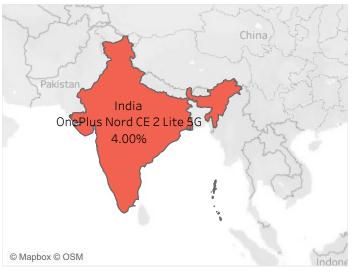
Year

2018









OK 10K 20K 30K

Avg. Original Price

Battery type distribution

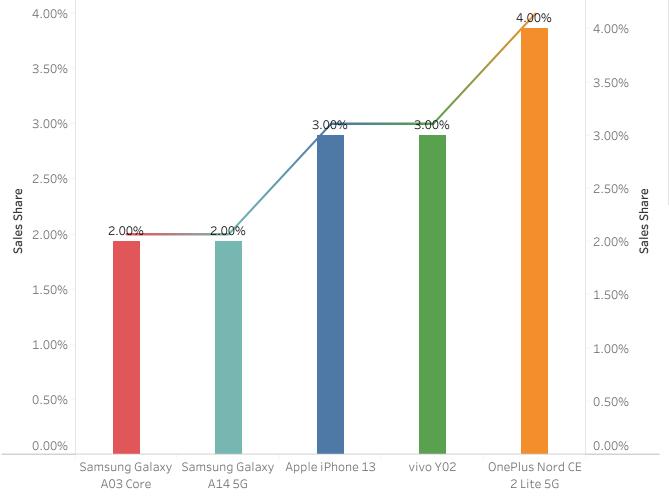
Lithium

Lithium Ion

Lithium Polymer

Battery Type

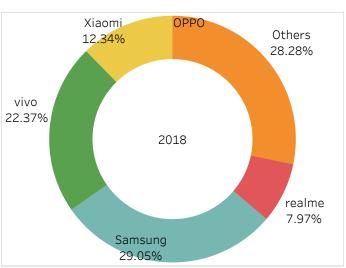




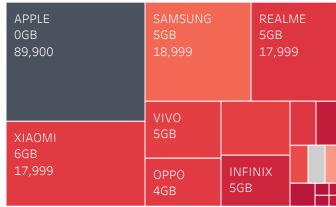
Models

MOTOROLA Brand1

QUATERLY SHARE



Brand price comparison



i Revolution

KPI

 Brand
 t Perce..
 Mrp
 Of Rati..
 Price
 ference

 Apple
 0
 77,000
 11,202
 77,000
 0

Year 2022

Colour

Multiple values

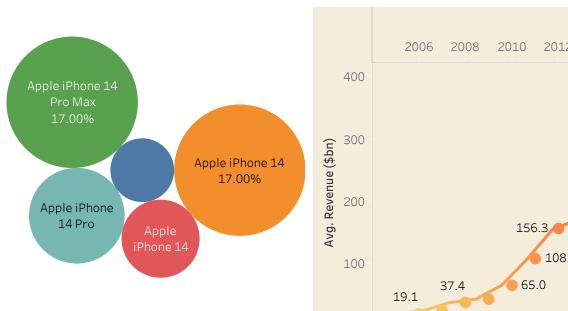
Brand1 APPLE

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

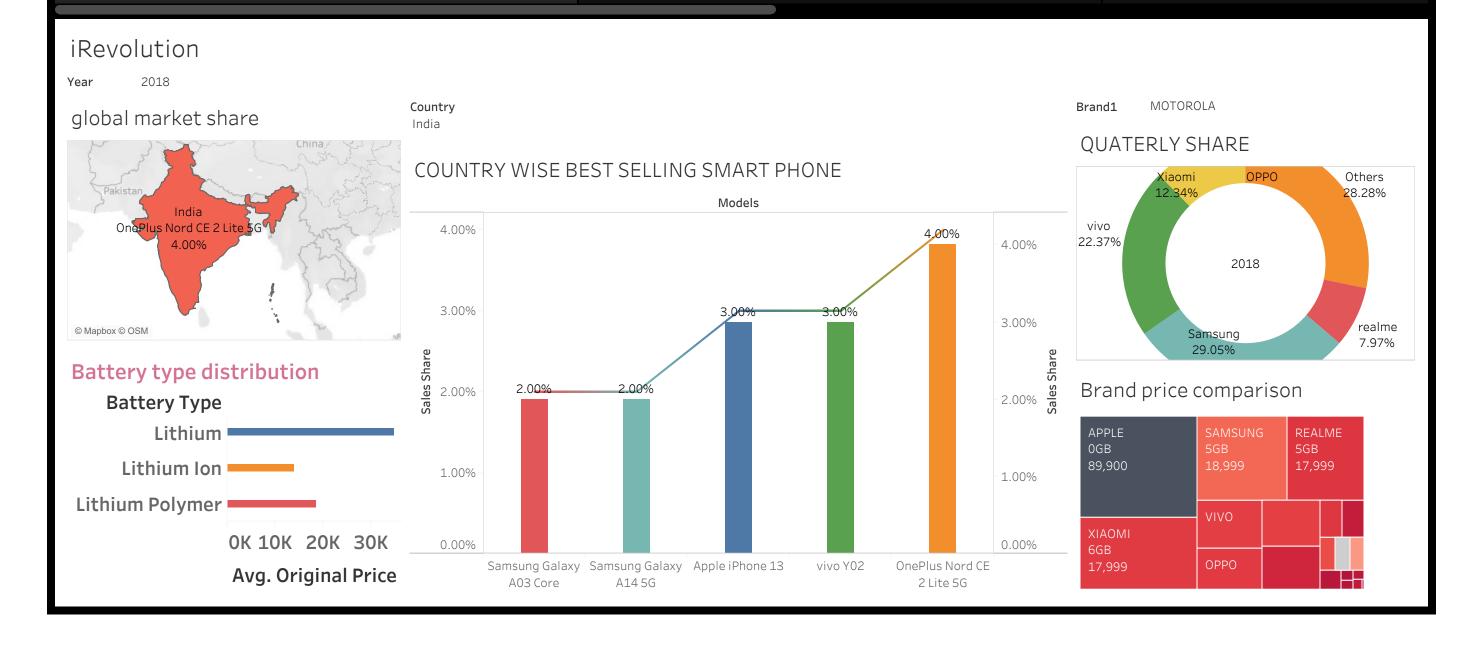
MODEL SPECALIZATION

Model	Processor	Front Ca	Rear Camera	Colour	
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APPLE IPHONE	A Bionic Chip	12MP	12MP + 12MP	Blue	149,800
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APPLE IPHONE	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	99,900

MODEL SHARE



iPhones Since its initial launch, more than 1.9billion 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. sold 232 million iPhone units that year.



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 de. iPhones Since its initial launch, more than 1.9billion 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 that Microsoft's total revenue, sold 232 million iPhone units that year.

i Revolution



	Discoun		Number	Sale	Sales dif	
Brand	t Perce	Mrp	Of Rati	Price	ference	
Apple	0	77.000	11.202	77.000	0	

Year

2022

Colour

Multiple values

Brand1

APPLE

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

MODEL SPECALIZATION

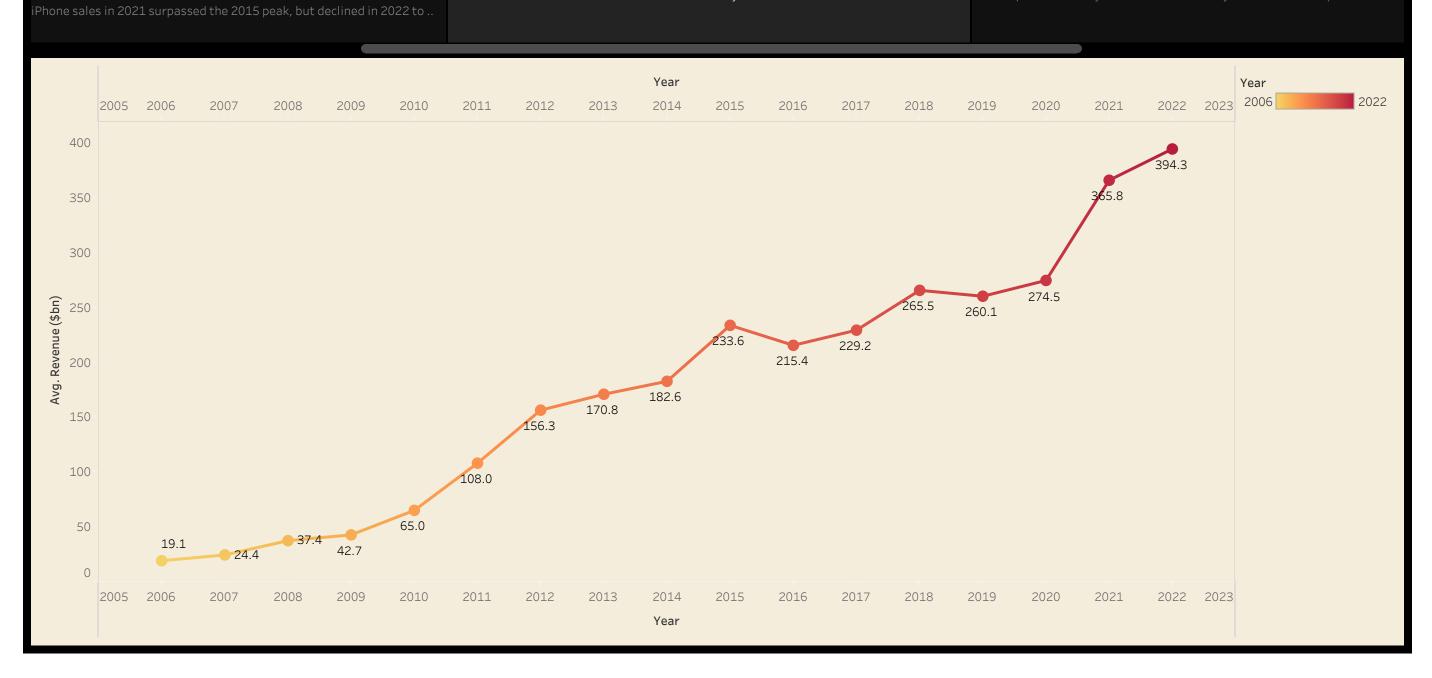
MODEL SHARE	ANNUAL REVENUE									
	400	2006	2008	2010	2012	Year 2014	2016	2018	2020	2022
Apple iPhone 14 Pro Max 17.00%						233.6	265	.5	365 274	
Apple iPhone 14 17.00%	Avg. Revenue (\$bn)		37.4	156	108.0		215.4	229.2		
14 Pro Apple iPhone 14	0	24.4		1	-			-		
		2006 20	008 7	2010	2012	2014 Year	2016	2018	2020	2022

Model	Processor	Front Ca	Rear Camera	Colour	
APPLE I	A Bionic Ch	12MP	12MP + 12MP	Black	92,800
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APPLE I	A Bionic Ch	12MP	12MP + 12MP	Blue	189,800
APPLE I	A Bionic Ch	12MP	12MP + 12MP	Blue	99,900
	, , <u></u>			2.40	/

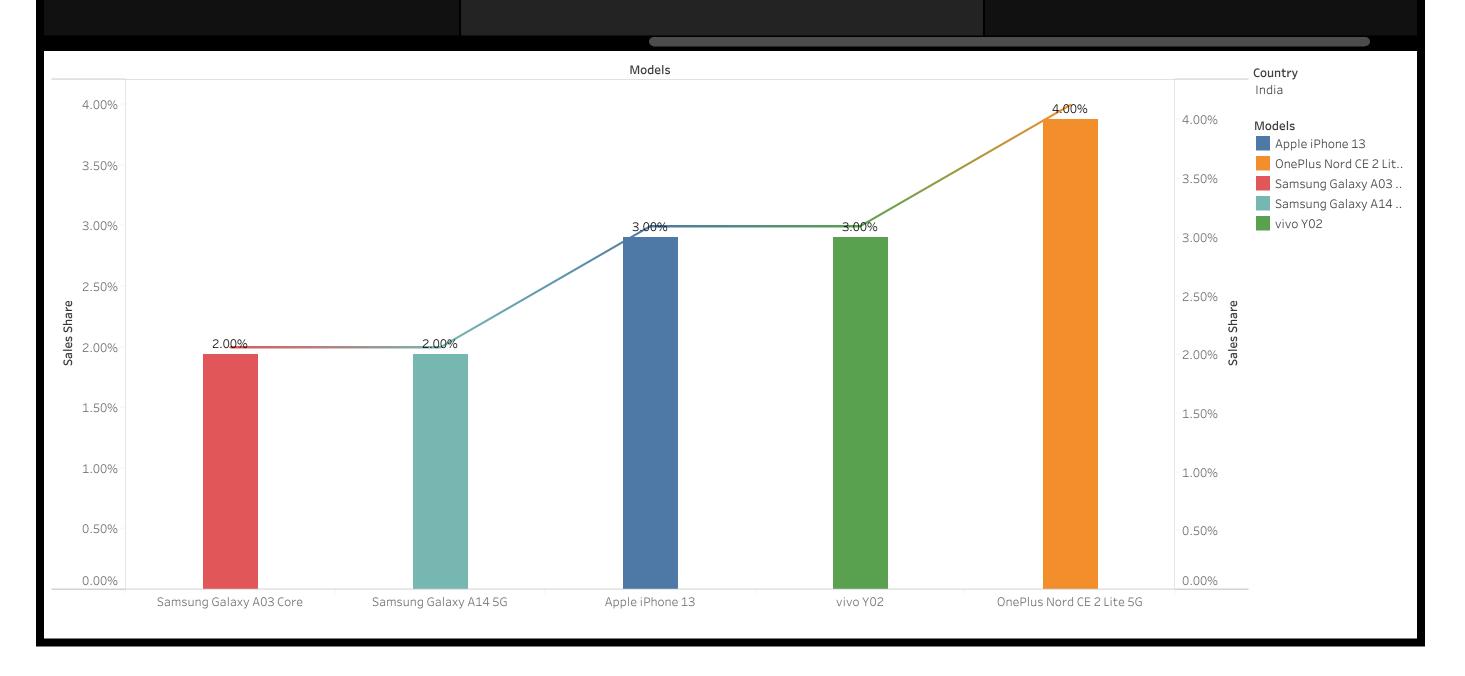
Phones Since its initial launch, more than 1.9billion iPhones have been

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

Comparative analysis amongst various other Leading brands in the smartphone industry shows that iPhone is vet to make it's impact in India



Although the iPhone isn't far behind in the competition. Its 3% market share in the global market is depicted in the line-bar graph.



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