

KPI

Brand	Discount Percentage	Mrp	Number Of Ratings	Sale Price	Sales difference
Apple	0	77,000	11,202	77,000	0

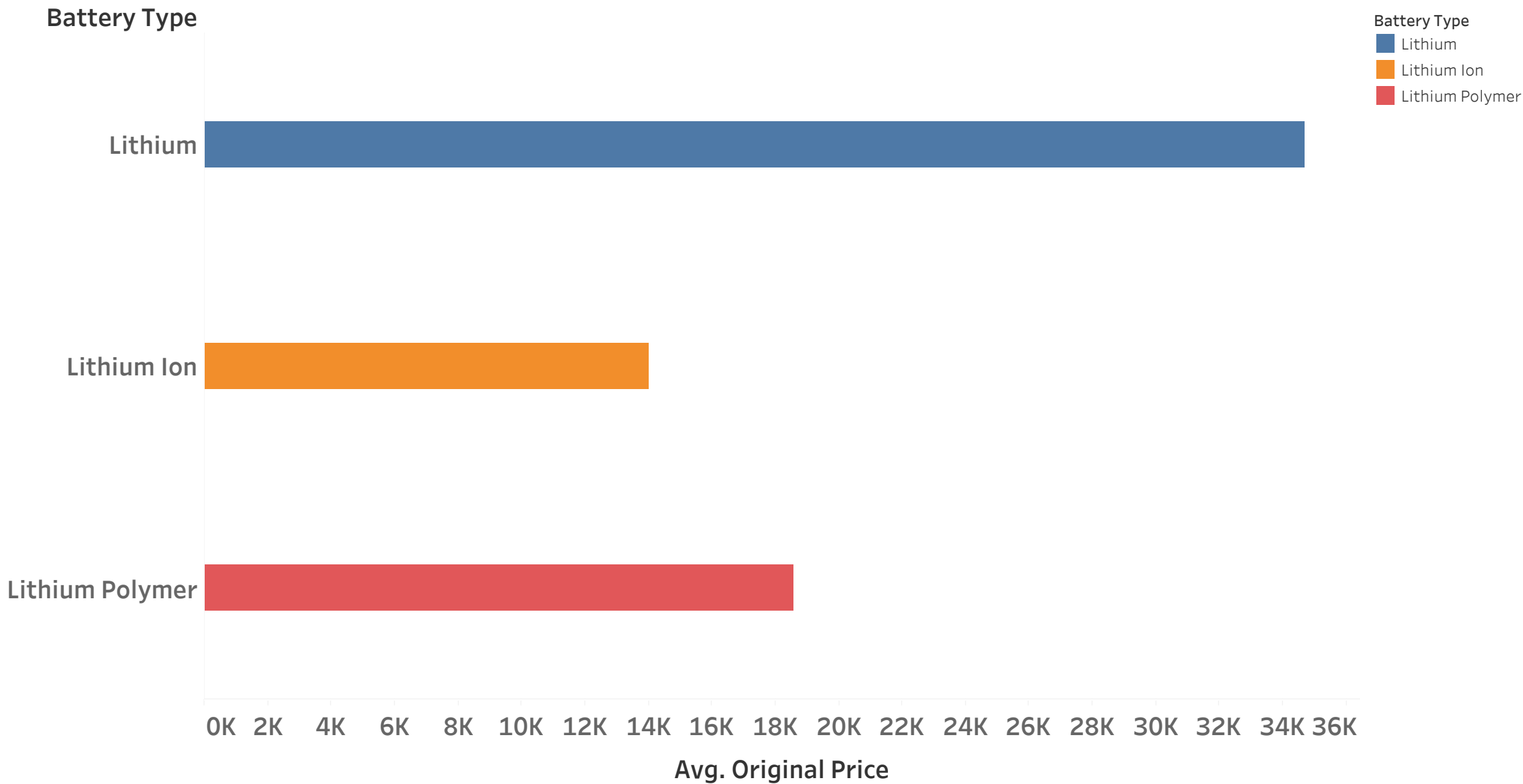
Discount Percentage, Mrp, Number Of Ratings, Sale Price and Sales difference broken down by Brand. The data is filtered on Upc, which keeps MOBEXRGVZFZGZEWV.

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

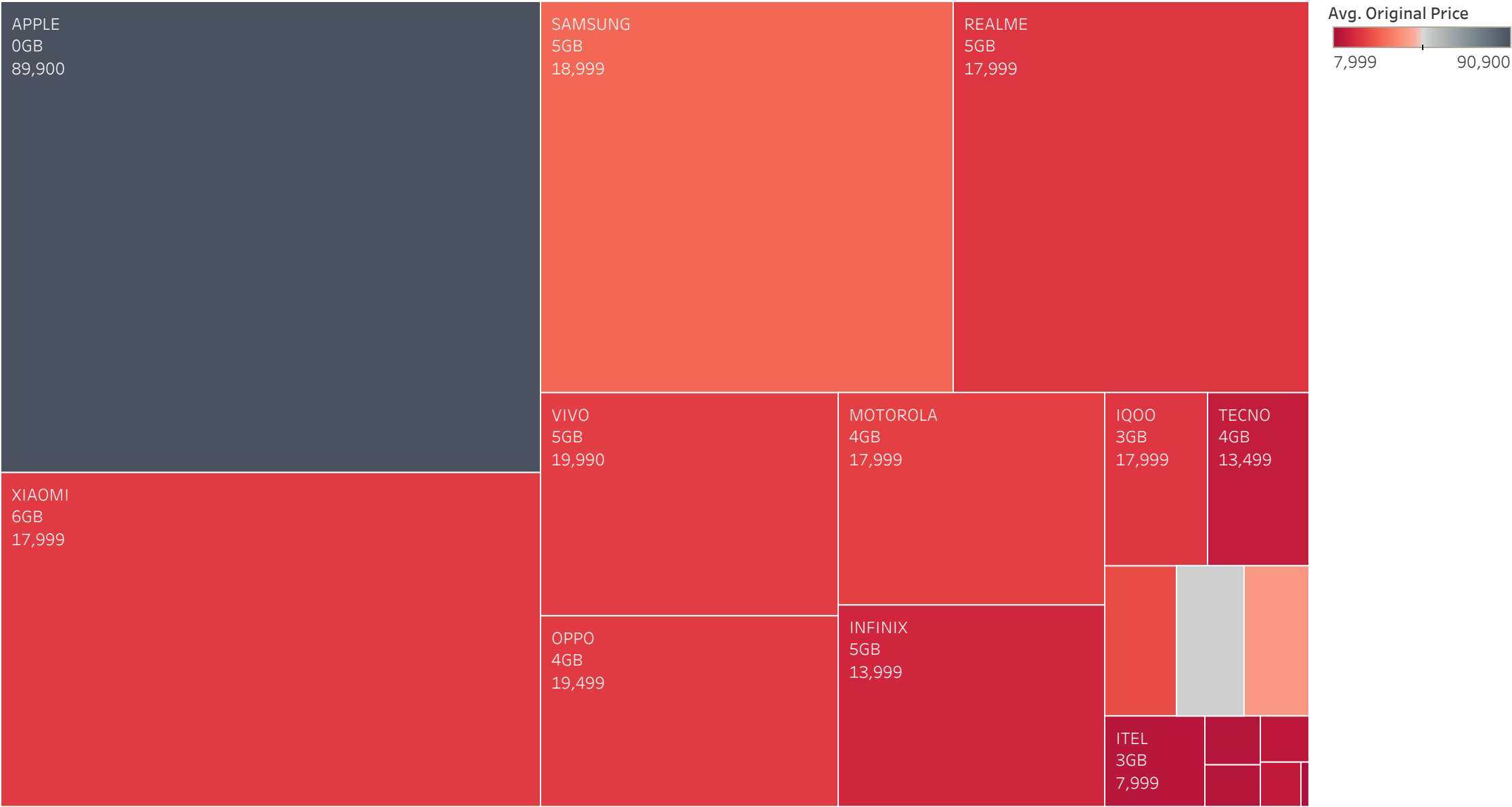
Sum of Original Price broken down by Model, Processor, Front Camera, Rear Camera and Colour. Color shows details about Colour. The data is filtered on Brand1, which keeps APPLE. The view is filtered on Colour, which keeps Aqua Blue, Black, Blue, Cool Blue and Couture Blue.

Battery type distribution



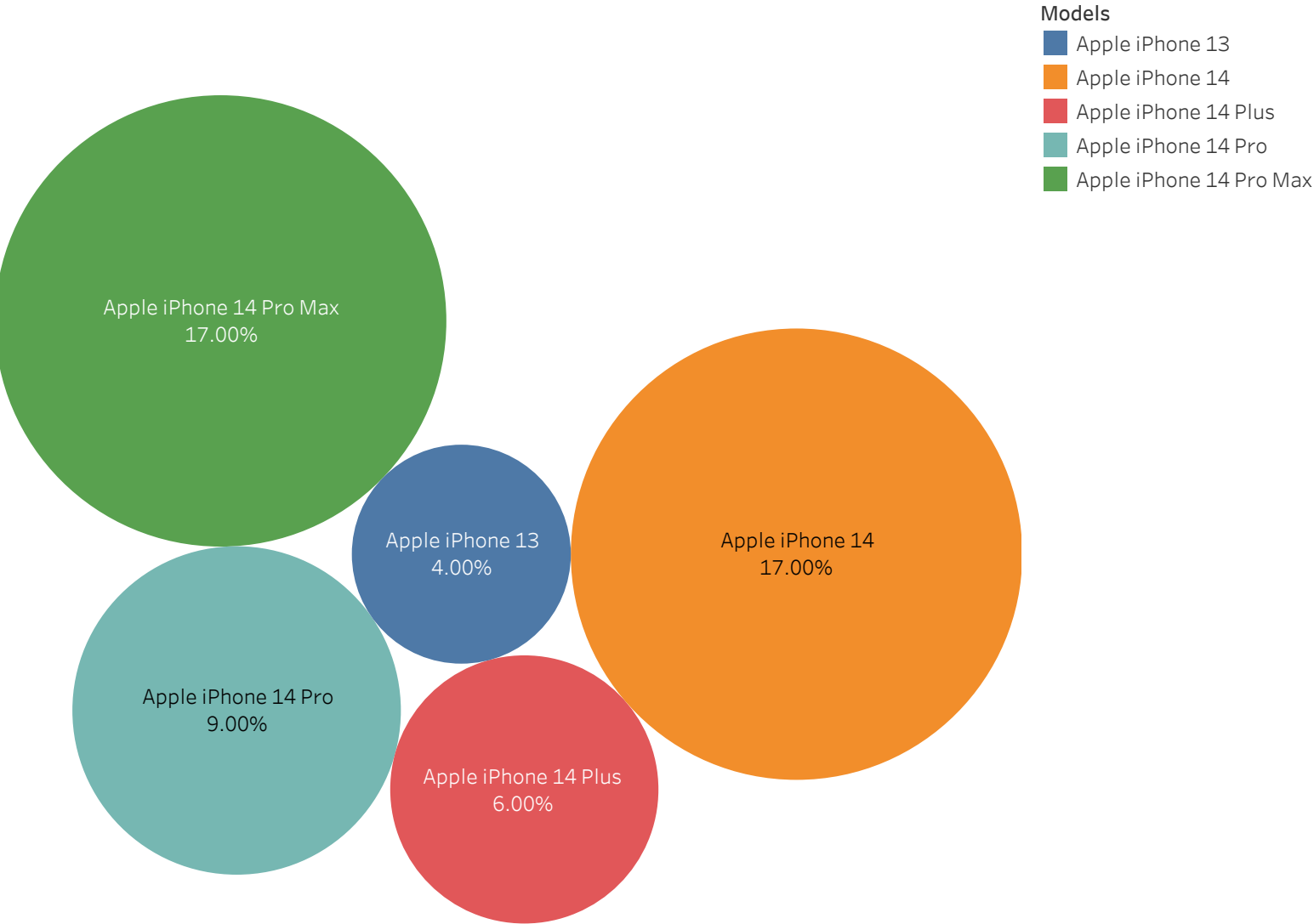
Average of Original Price for each Battery Type. Color shows details about Battery Type. The data is filtered on Brand1, which keeps MOTOROLA. The view is filtered on Battery Type, which excludes Null.

Brand price comparison



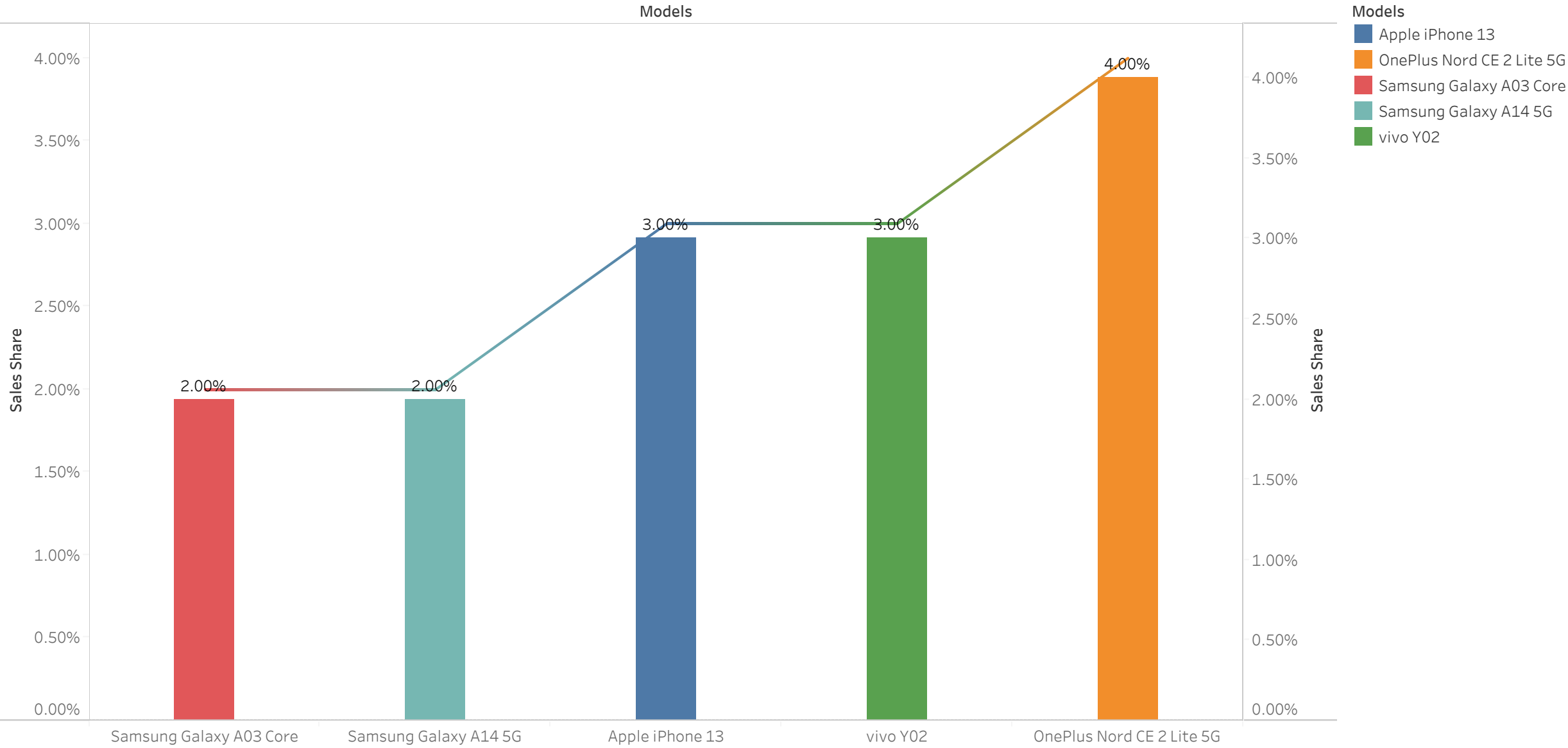
Brand1, distinct count of Memory and median of Original Price. Color shows average of Original Price. Size shows sum of Original Price. The marks are labeled by Brand1, distinct count of Memory and median of Original Price.

MODEL SHARE



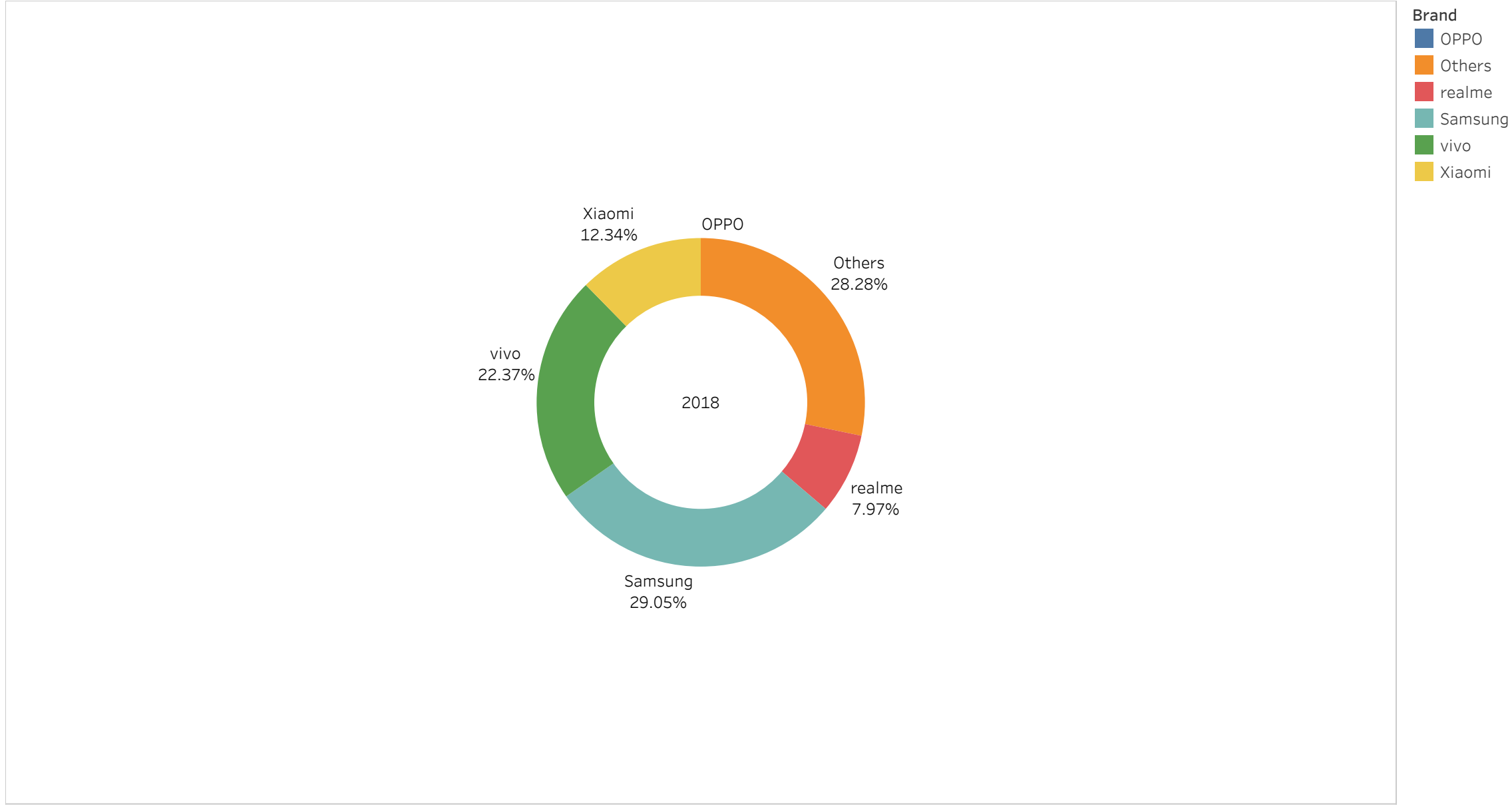
Models and Sales Share. Color shows details about Models. Size shows sum of Sales Share. The marks are labeled by Models and Sales Share.

COUNTRY WISE BEST SELLING SMART PHONE



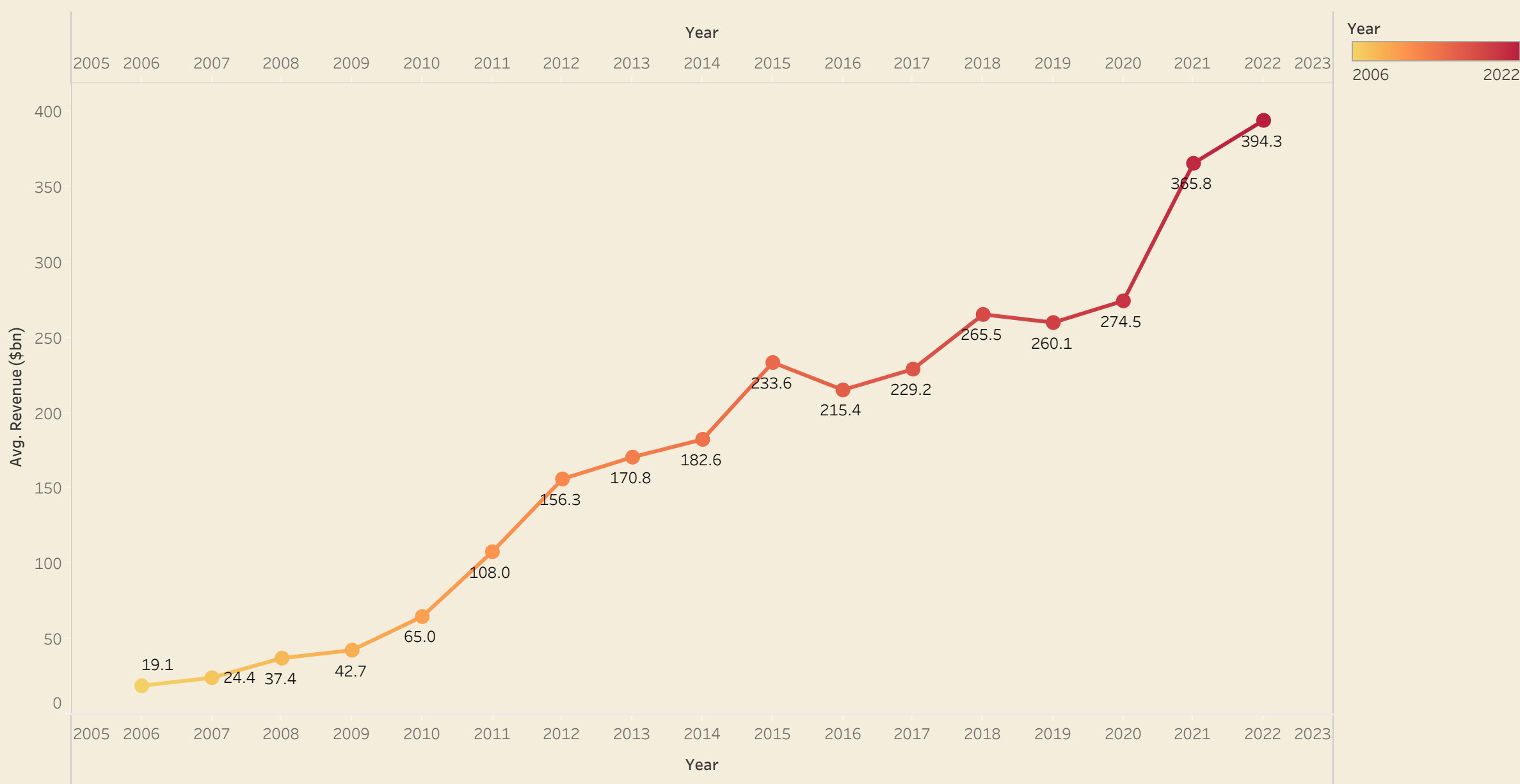
The trends of sum of Sales Share and sum of Sales Share for Models. Color shows details about Models. For pane Sum of Sales Share (2): The marks are labeled by sum of Sales Share. The data is filtered on Country, which keeps India.

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

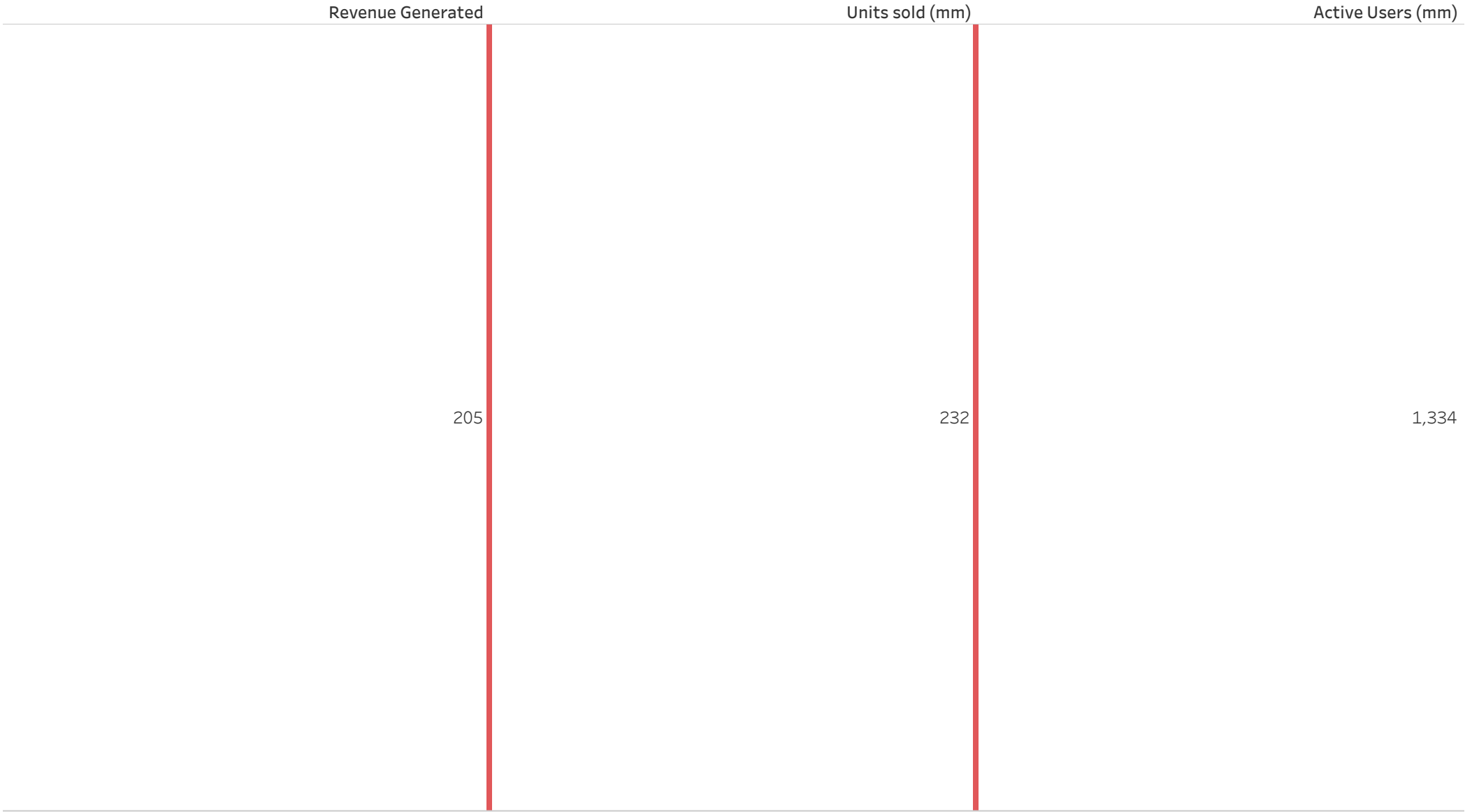


The trends of average of Revenue (\$bn) for Year and Year. Color shows details about Year. For pane Year (2): The marks are labeled by average of Revenue (\$bn).

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.

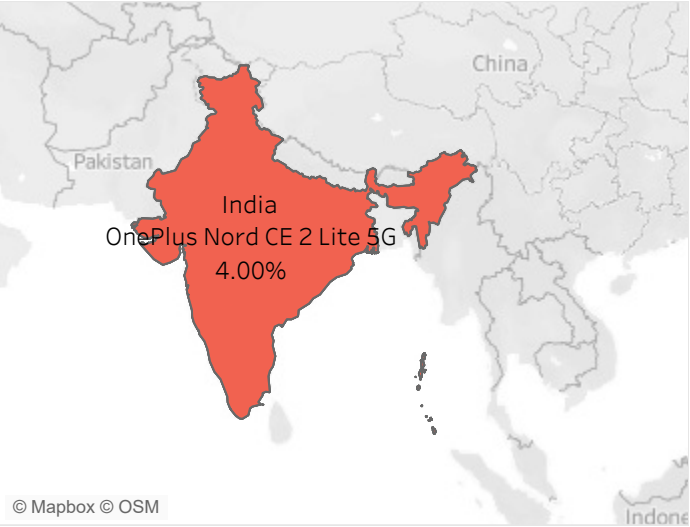


Revenue Generated, Units sold (mm) and Active Users (mm). The data is filtered on Year, which keeps 2022.

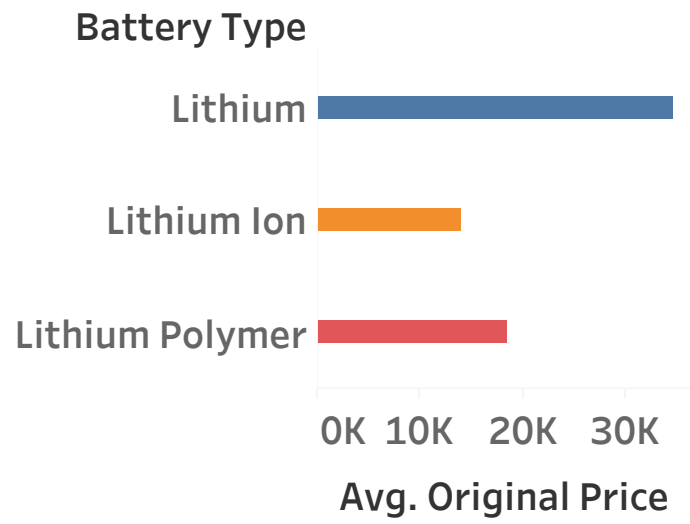
iRevolution

Year 2018

global market share

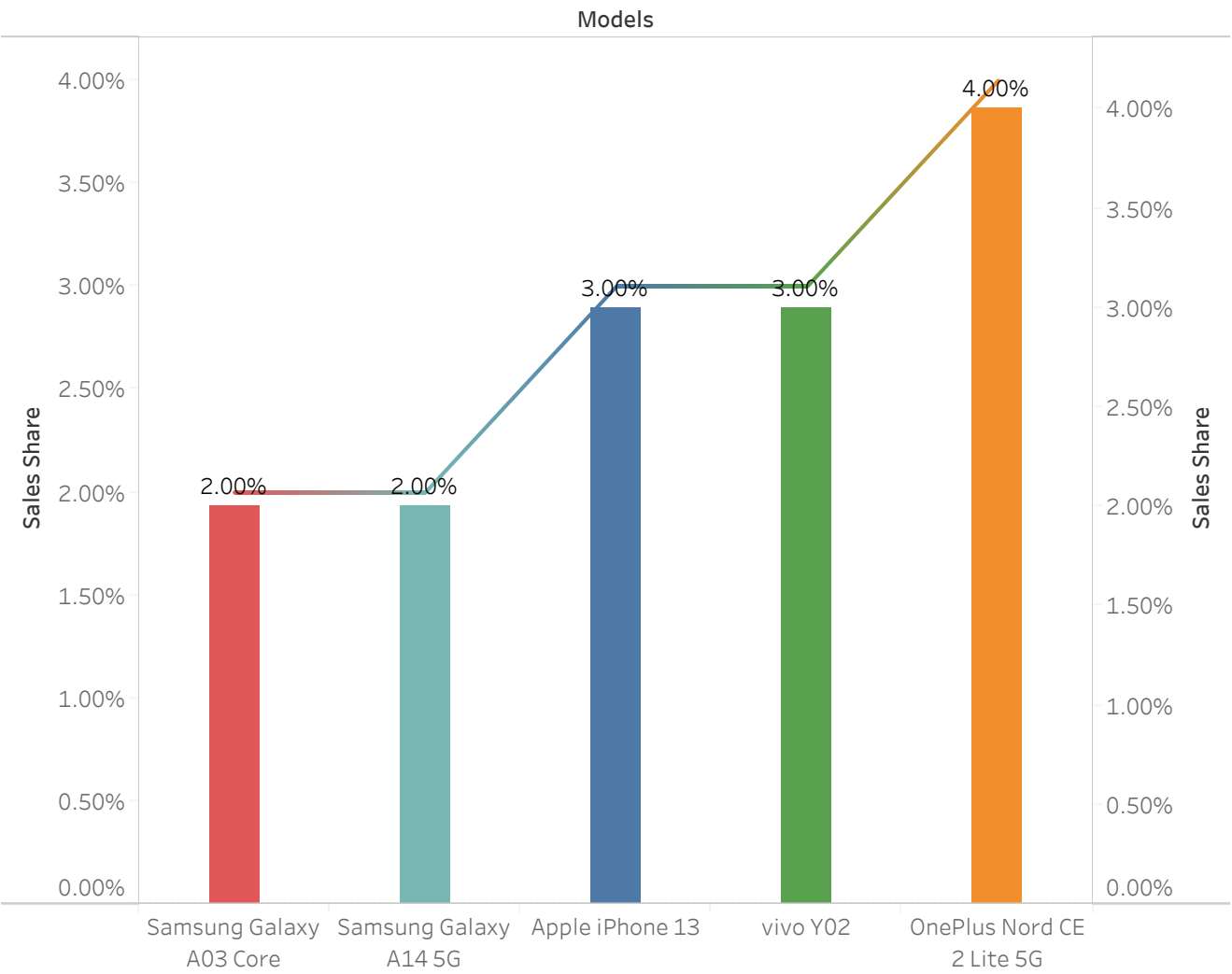


Battery type distribution



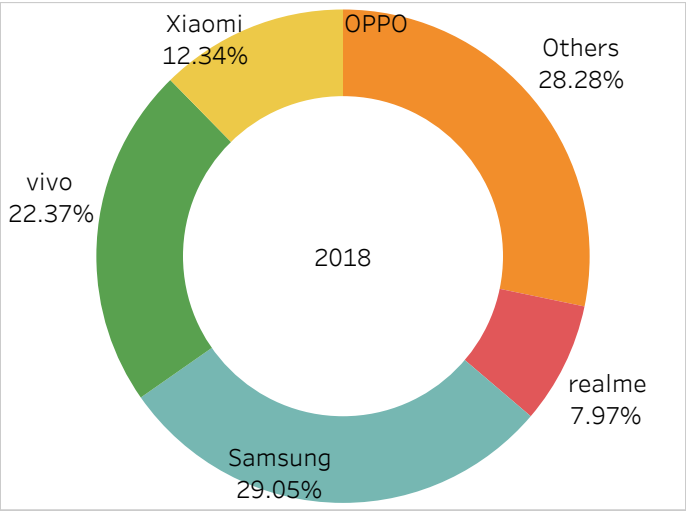
Country India

COUNTRY WISE BEST SELLING SMART PHONE

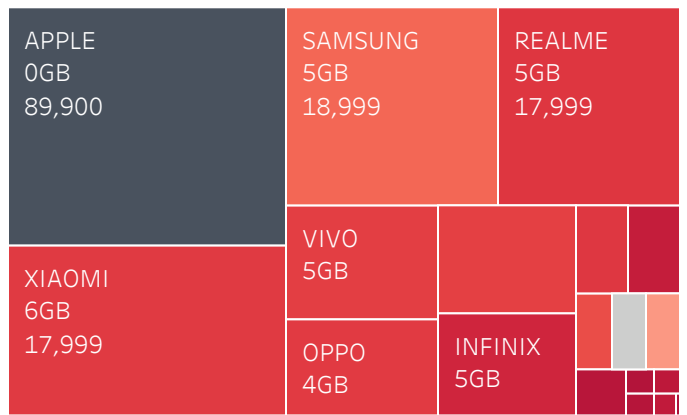


Brand1 MOTOROLA

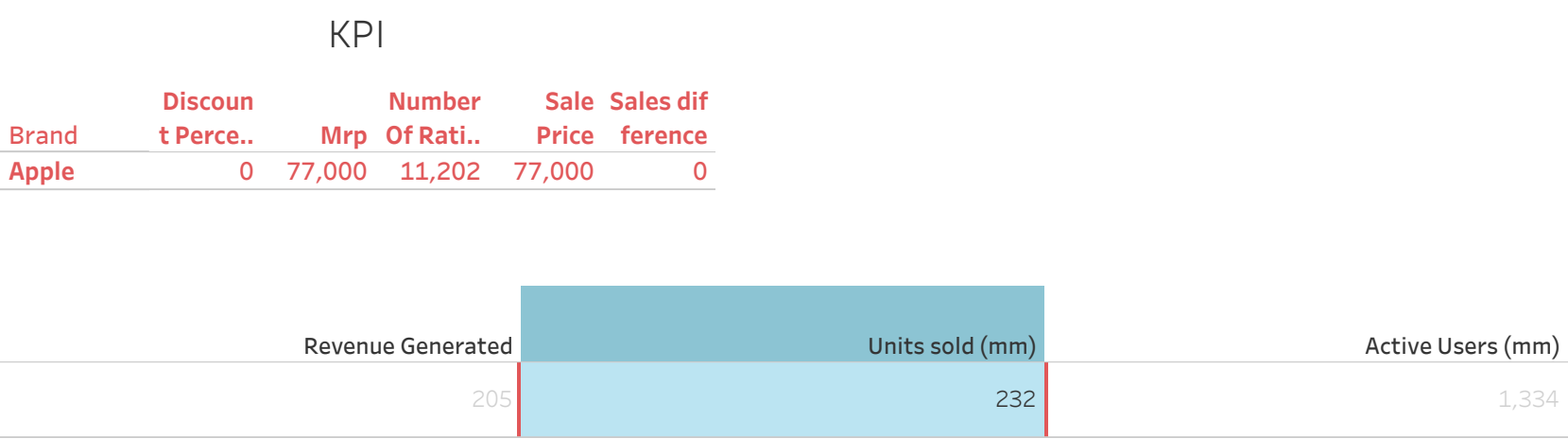
QUATERLY SHARE



Brand price comparison



i Revolution

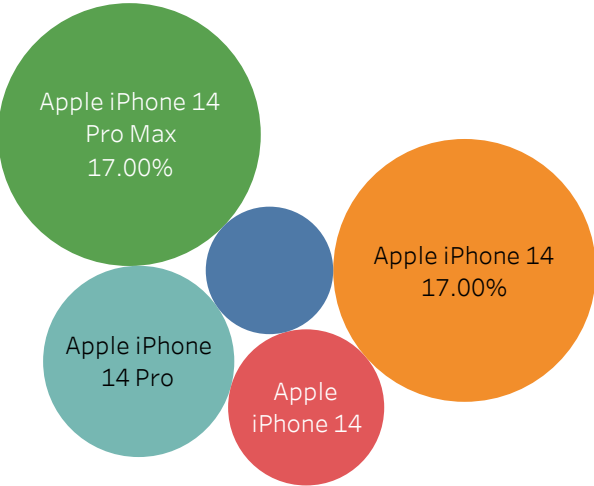


Year
2022

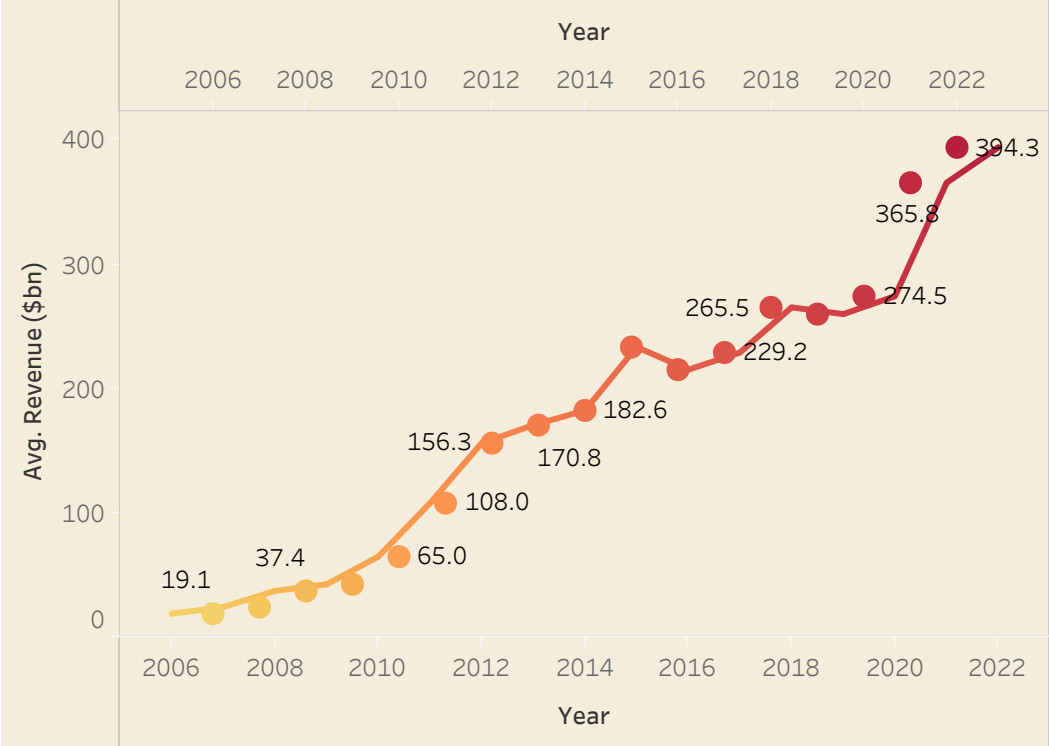
Colour
Multiple values

Brand1
APPLE

MODEL SHARE



ANNUAL REVENUE



MODEL SPECIALIZATION

Model	Processor	Front Ca..	Rear Camera	Colour	
APPLE IPHONE ..	A Bionic Chip	12MP	12MP + 12MP	Black	92,800
APPLE IPHONE 12	A Bionic Chip with Next Generation..	12MP	12MP + 12MP	Blue	59,900
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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.

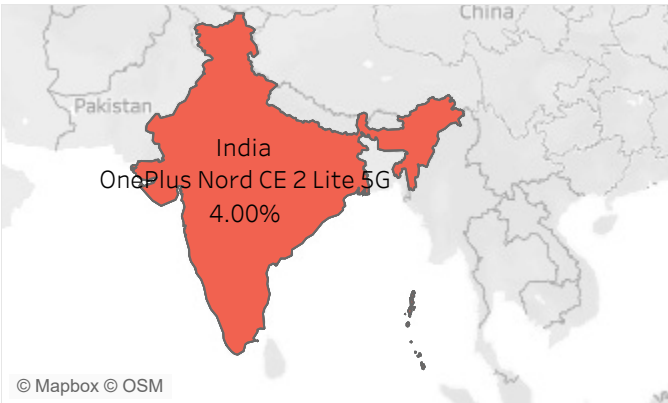
iPhones Since its initial launch, more than 1.9billion iPhones have been sold. iPhone sales in 2021 surpassed the 2015 peak, but declined in 2022 to 232.2 million units.

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

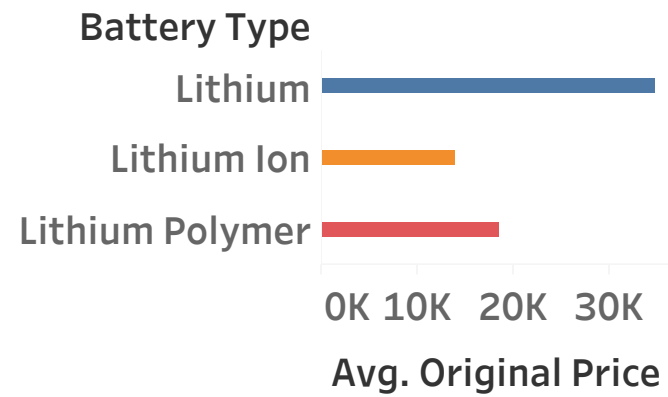
iRevolution

Year 2018

global market share

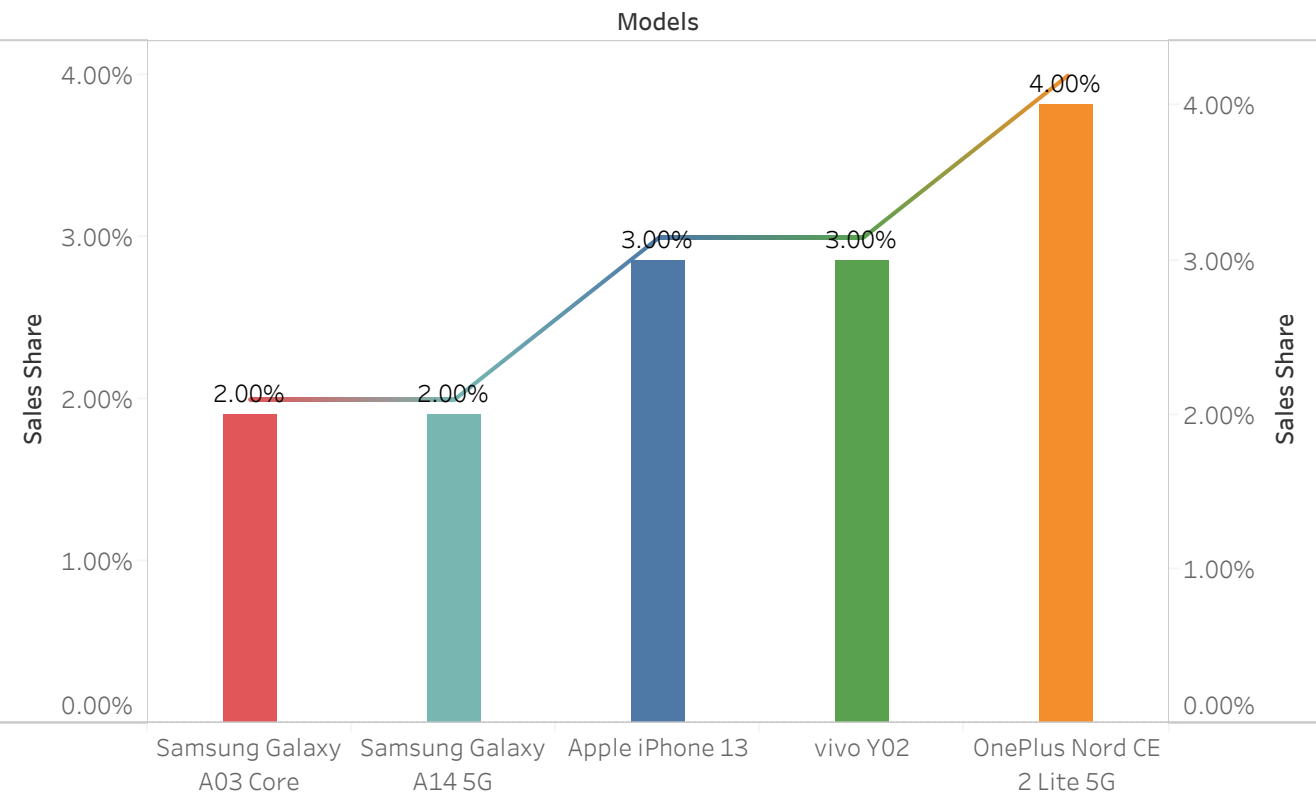


Battery type distribution



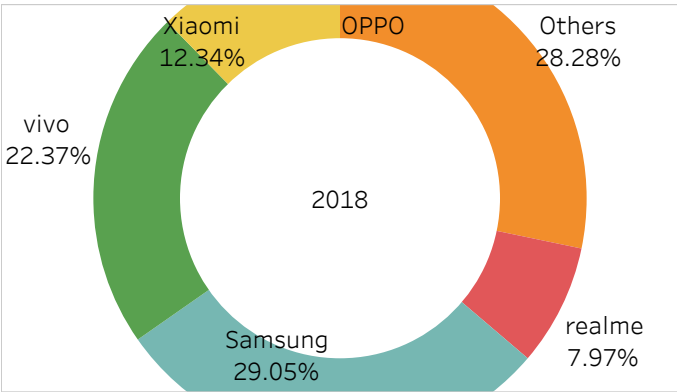
Country India

COUNTRY WISE BEST SELLING SMART PHONE

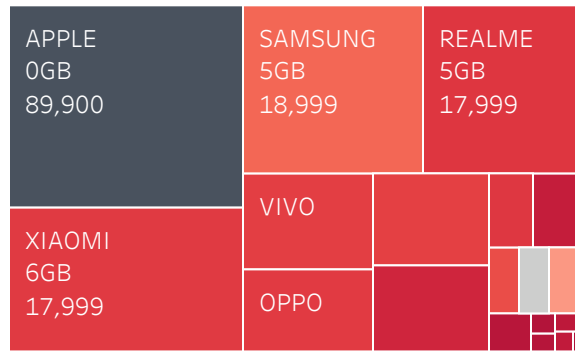


Brand1 MOTOROLA

QUATERLY SHARE



Brand price comparison

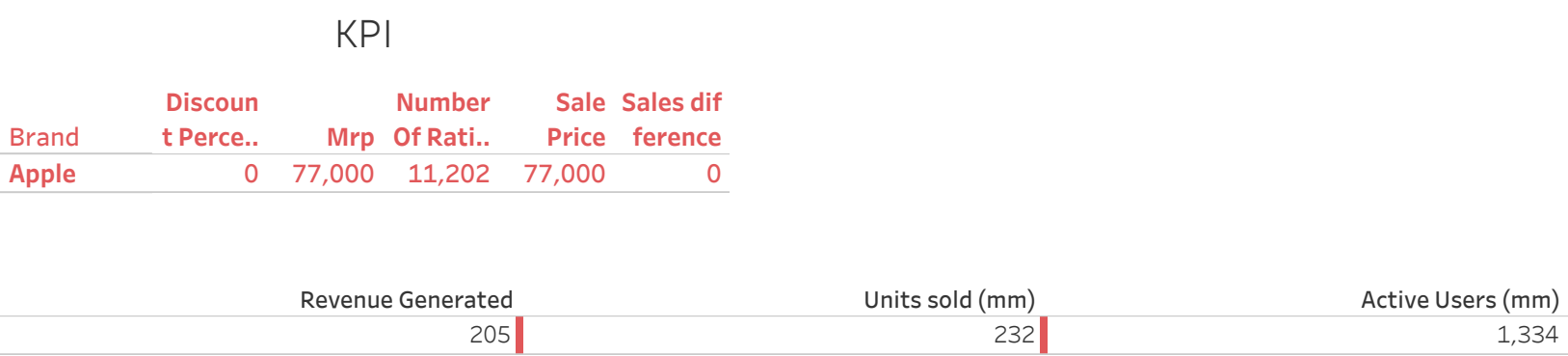


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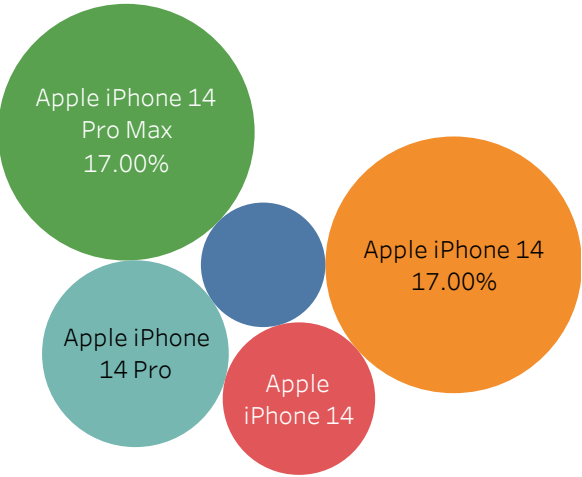


Year
2022

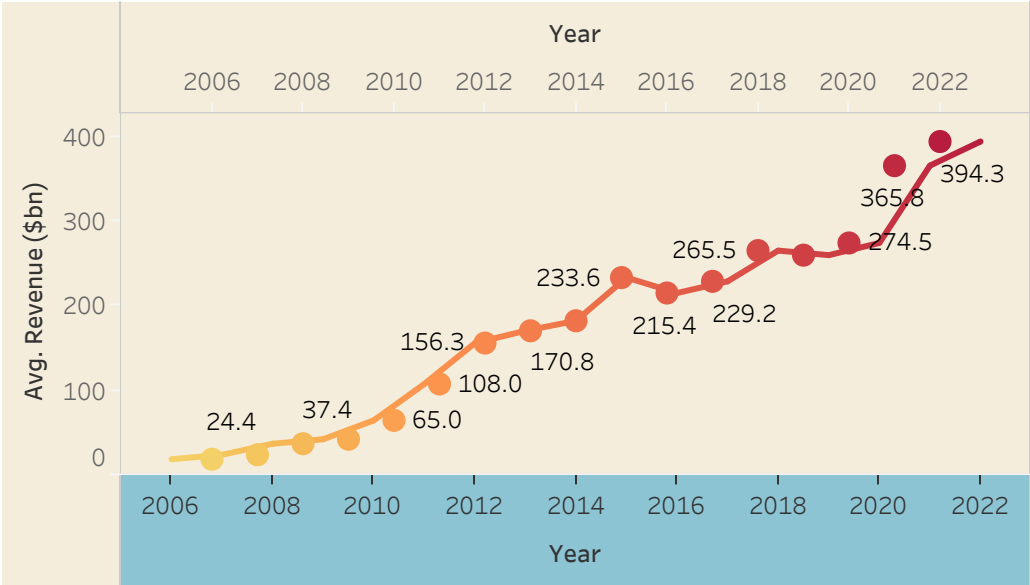
Colour
Multiple values

Brand1
APPLE

MODEL SHARE



ANNUAL REVENUE



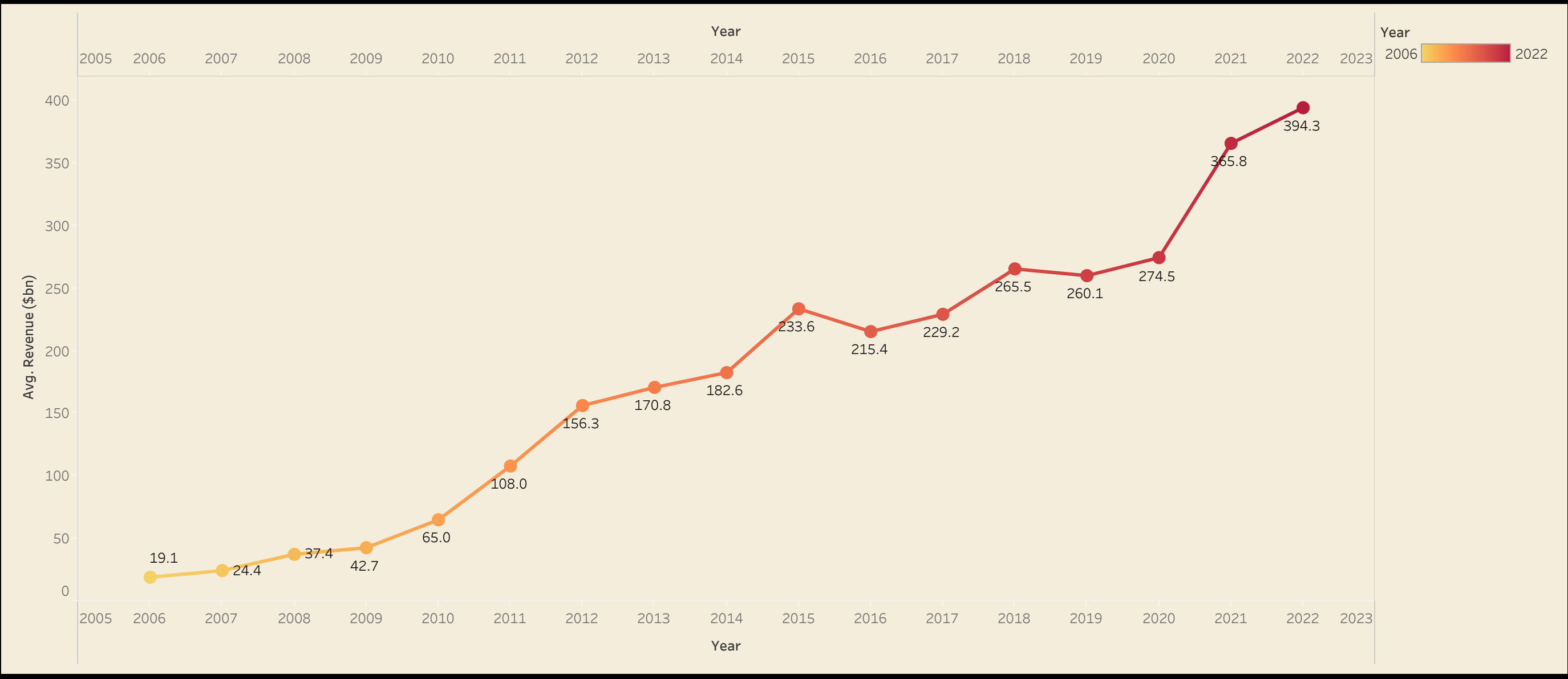
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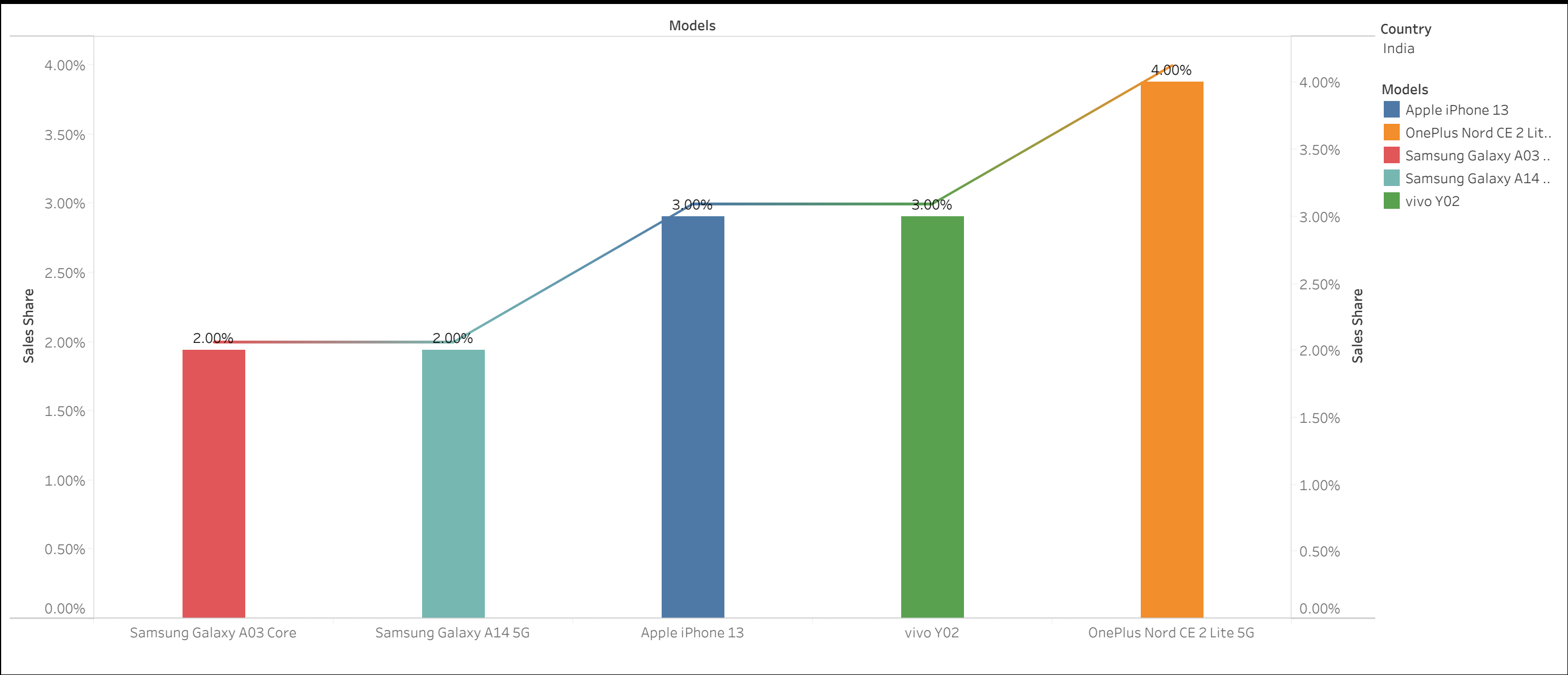
Comparative analysis amongst various other Leading brands in the smartphone industry shows that iPhone is yet to make it's impact in India.



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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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