

iRevolution:A Data-driven Exploration of Apple's iPhone impact in India

Year
2022

Brand
APPLE

Colour
Multiple values

KPI 2

Revenue Generated

Units sold (mm)

Active Users (mm)

2052321,334

KPI

Brand	Discoun..	Mrp	Sale Pri..	Sales di..	Star Rat..
Apple	0	77,000	77,000	0	5

Model-share

Apple iPhone 14 Pro Max
0.2

Apple iPhone 14
0.2

Apple iPhone 14 Plus
0.1

Apple iPhone 13

Annual revenue

Avg. Revenue (\$bn)

Year

200620082010201220142016201820202022

19.124.437.465.0108.0170.8233.6229.2265.5274.5394.3

200620082010201220142016201820202022

Year

Model specification

Model	Process..	Front Ca..	Rear Ca..	Colour	
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black Red White Yellow	-- -- -- 43900
APPLE IPHONE 12	A Bionic Chip with Next Generat..	12MP	12MP + 12MP	Black Blue Green Purple Red	-- 59900 74900 59900 --
APPLE IPHONE ..	A Bionic Chip wit..	12MP	12MP + 12MP	Black Blue Red	74900 74900 --
APPLE I..	A Bionic..	12MP	12MP + ..	Blue Pink	-- --
APPLE I..	A Bionic..	12MP	12MP + ..	Silver	149900
APPLE I..	A Bionic..	12MP	12MP + ..	Blue Purple	-- --
APPLE I..	A Bionic..	12MP	12MP + ..	Blue Purple	99900
APPLE I..	A Bionic..	12MP	48MP + ..	Gold	129900
APPLE I..	A Bionic..	12MP	48MP + ..	Gold Silver	139900 139900