| Brand | Discoun<br>t Percen<br>tage | Mrp    | Star<br>Rating |        | Sales dif<br>ference |
|-------|-----------------------------|--------|----------------|--------|----------------------|
| Apple | 0                           | 77,000 | 5              | 77,000 | 0                    |

KPI 2

## Model Specification

|                   |                 |                   | Model                 | Process               | Front Ca | Rear Came      | Colour |         |
|-------------------|-----------------|-------------------|-----------------------|-----------------------|----------|----------------|--------|---------|
| Revenue Generated | Units sold (mm) | Active Users (mm) | APPLE IPHONE          | A Bionic<br>Chip      | 12MP     | 12MP +<br>12MP | Black  |         |
|                   |                 |                   | APPLE<br>IPHONE<br>12 | A Bionic<br>Chip with | 12MP     | 12MP+<br>12MP  | Blue   | 59,900  |
|                   |                 |                   |                       | Next<br>Generat       |          |                | Black  |         |
|                   |                 |                   | IPHONE Ch             | A Bionic<br>Chip with | 12MP     | 12MP+<br>12MP  | Black  |         |
|                   |                 |                   |                       | Next<br>Generat       |          |                | Blue   | 74,900  |
|                   |                 |                   | APPLE IPHONE          | A Bionic<br>Chip      | 12MP     | 12MP +<br>12MP | Blue   | 149,800 |
|                   |                 |                   | APPLE IPHONE          | A Bionic<br>Chip, Co  | 12MP     | 12MP +<br>12MP | Blue   | 189,800 |
|                   |                 |                   | APPLE IPHONE          | A Bionic<br>Chip, Co  | 12MP     | 12MP +<br>12MP | Blue   | 99,900  |