

KPI

Brand	Discount Percentage	Mrp	Sale Price	Sales difference	Star Rating
Apple	0	77,000	77,000	0	5

Discount Percentage, Mrp, Sale Price, Sales difference and Star Rating broken down by Brand. The data is filtered on Upc, which keeps MOBEXRGVMZWUHCBA.

Model specification

Model	Processor	Front C..	Colour	Colour
APPLE IPHONE 11	A Bionic Chip	12MP	Black	92,800
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	Black	1,99,700
			Blue	59,900
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	Black	74,900
			Blue	74,900
APPLE IPHONE 13	A Bionic Chip	12MP	Blue	1,49,800
APPLE IPHONE 14	A Bionic Chip, Core	12MP	Blue	1,89,800
APPLE IPHONE 14 ..	A Bionic Chip, Core	12MP	Blue	99,900

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

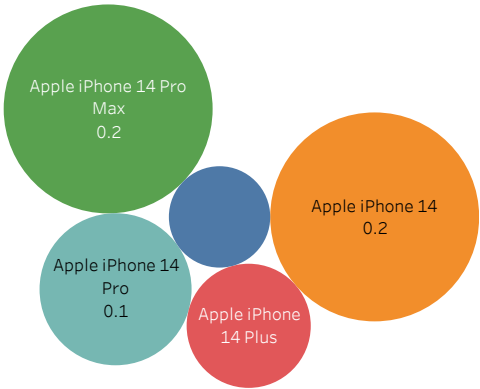
KPI

Brand	Dis c..	M..	Sal e..	Sal e..	St a..
Apple	0	##	##	0	5

Market  
penetration

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

Model-share



Year  
2022

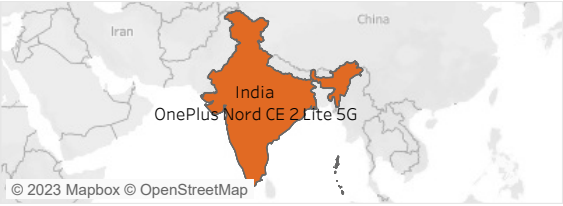
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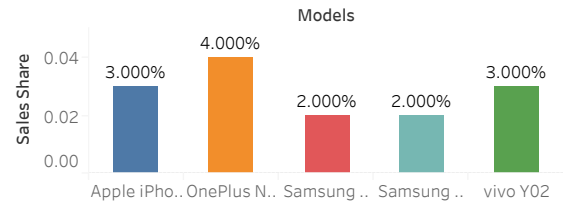
Annual Revenue



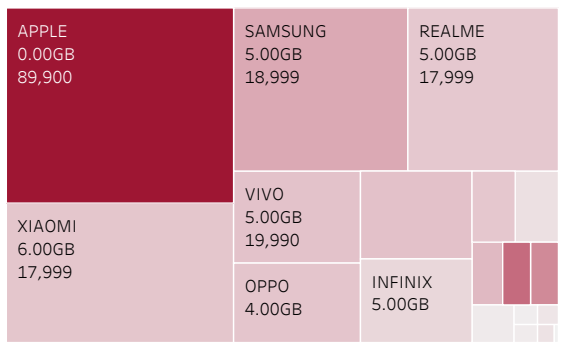
Global Market Share



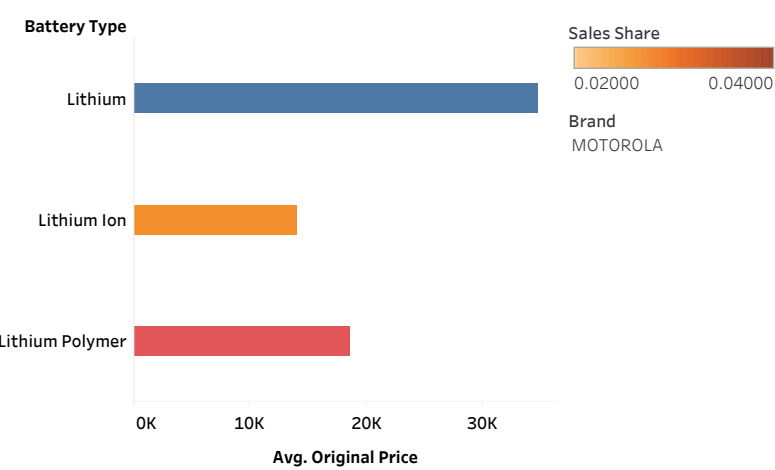
Country wise best selling Smartphone



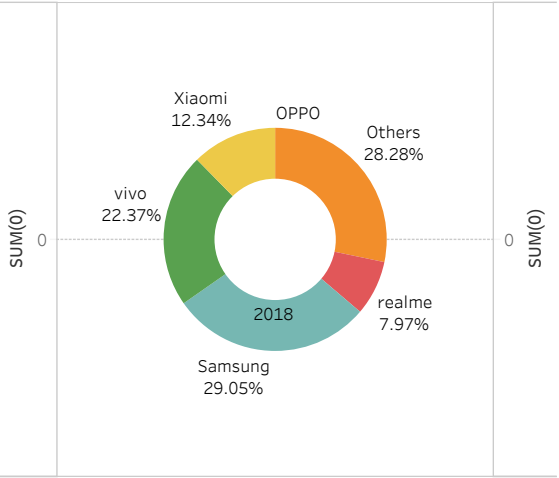
Brand Price Comparison



Battery Type Distribution

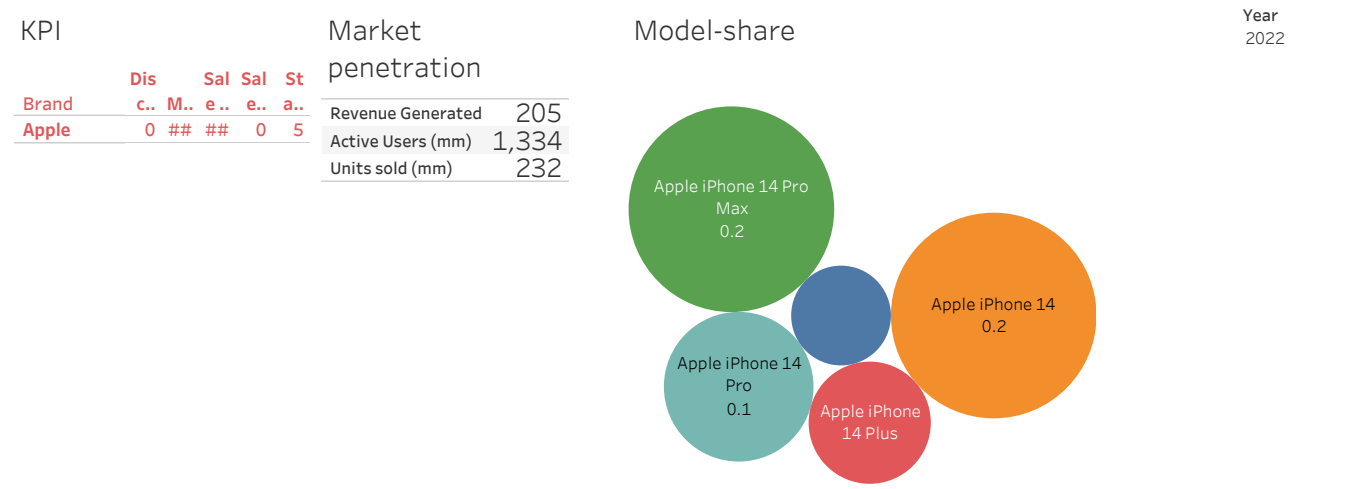


Quarterly-share



Story 1

More than 1 billion Consumers Currently Use Iphones since its Initial launch more than 1.9 billion Iphone have been sold.	Apples continues to strengthen its standing in the smartphone market .The brand has rises to a position of particular dominance in the US. 6of the top 10 most sold smartphone models in january 2021 were designed by apple.	Iphone sales genetrated \$ 205 billion revenue for apple in 2022, more than microsoft's total revenue .its sold to 232..
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Annual Revenue



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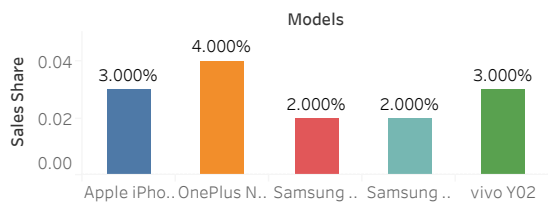
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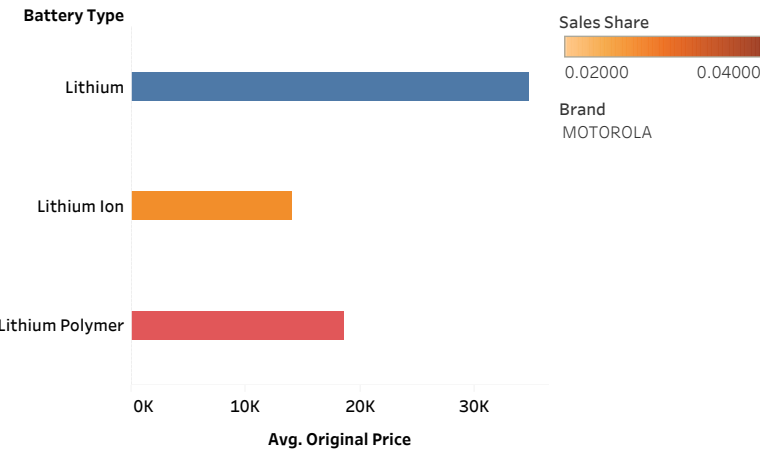
Global Market Share



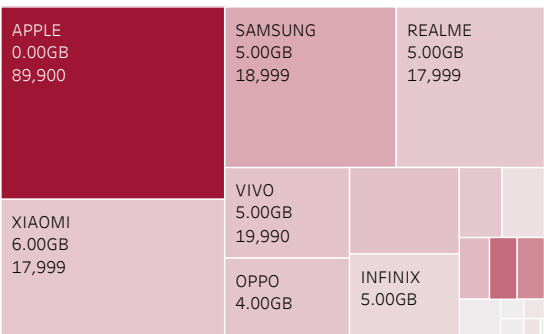
Country wise best selling Smartphone



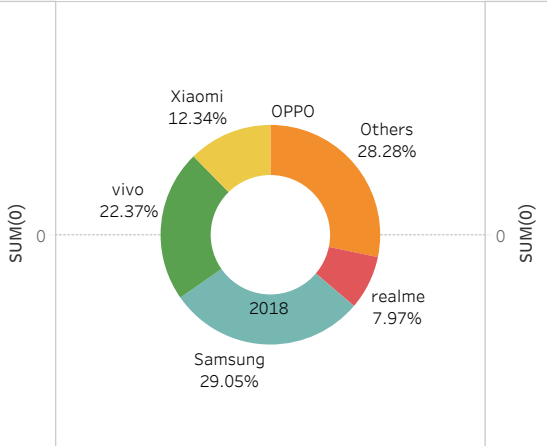
Battery Type Distribution



Brand Price Comparison



Quarterly-share

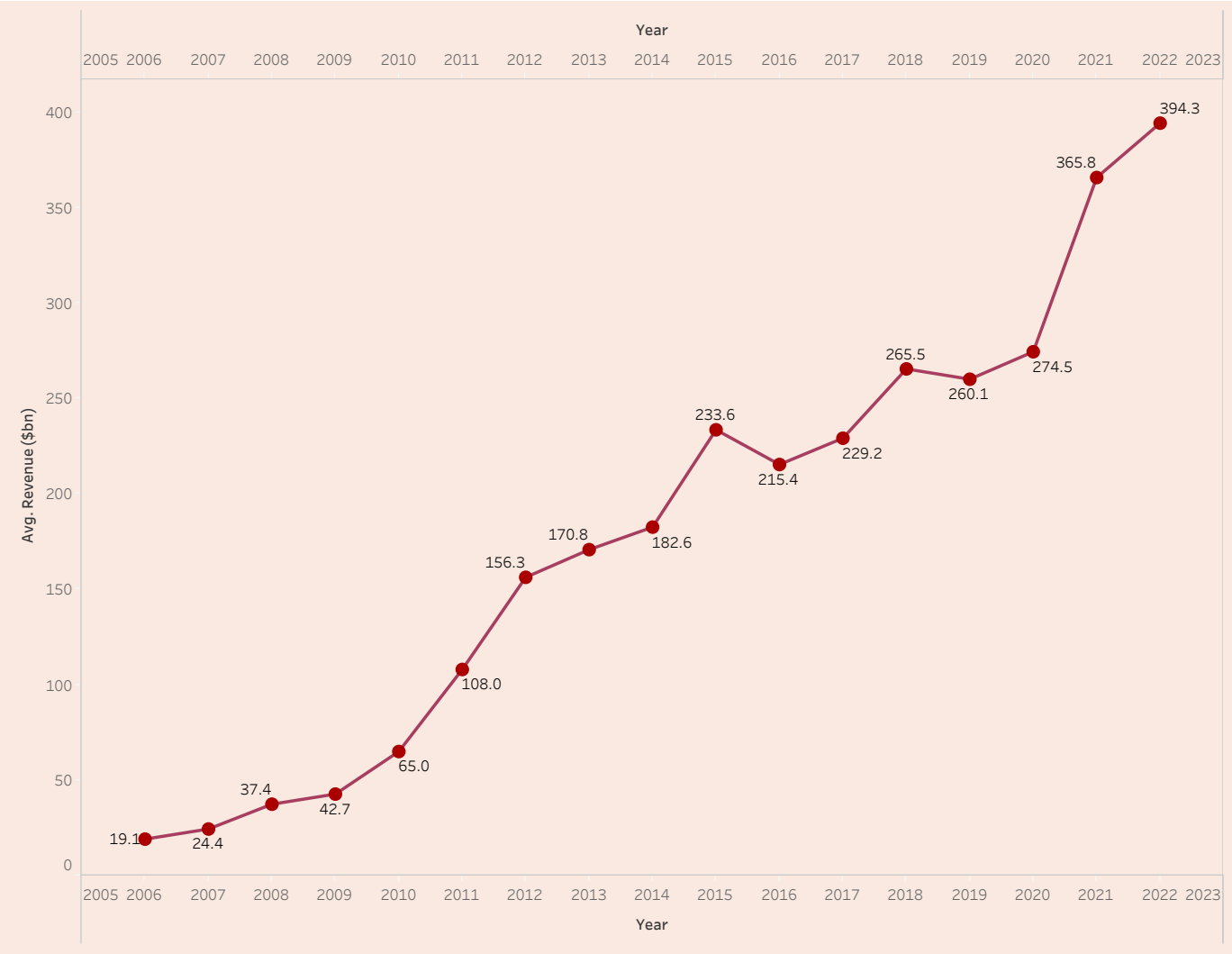


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Comparative analysis amongst various other leading brands in the smart phone industry shows that iphone is yet to make its impact in india. Its 3% market share in the Global Market is depicted in the line bar graph.



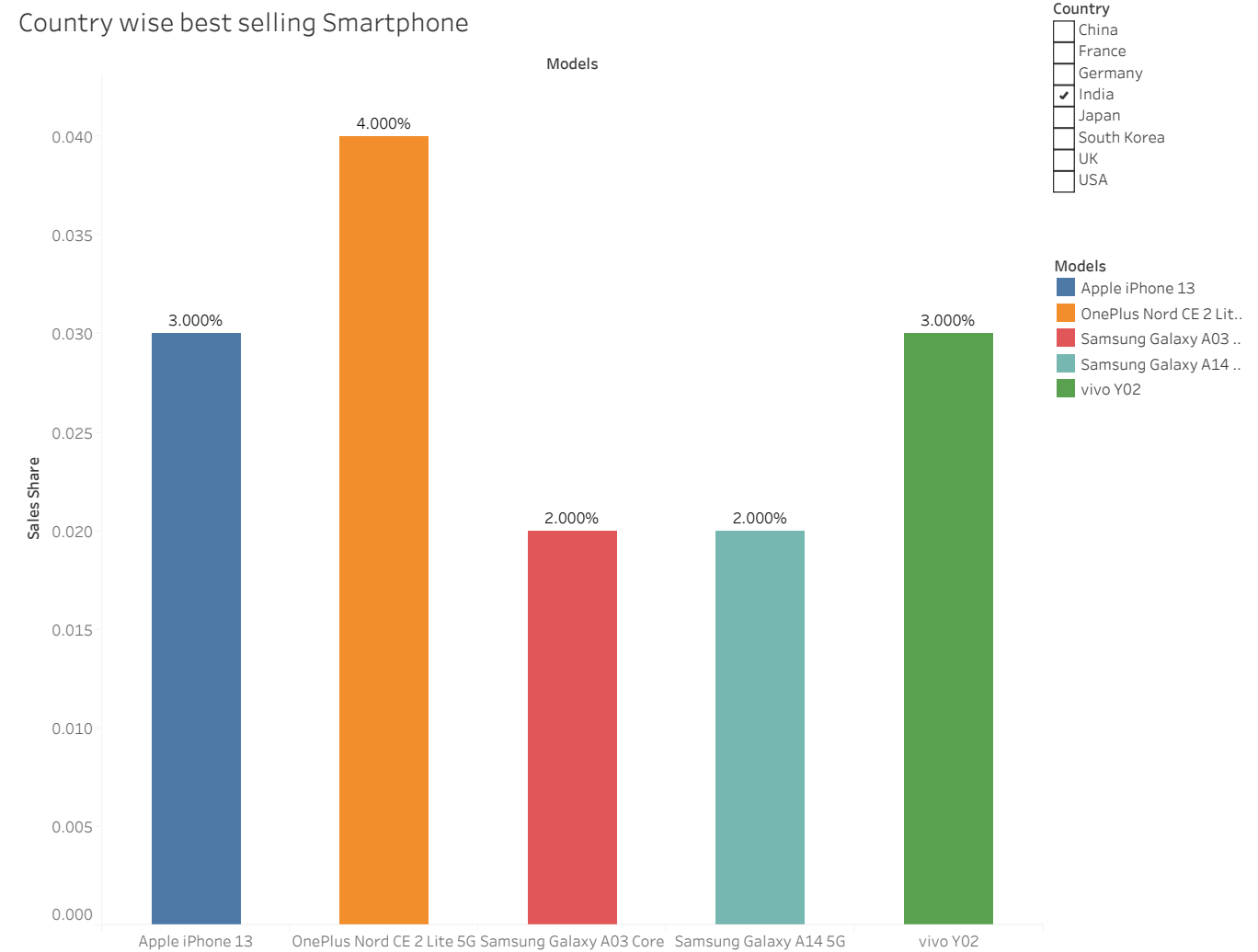
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Although the iphone is not fair behind in the competition.Its 3% Market in the Global Market is depicted in the Line bar graph .

Country wise best selling Smartphone





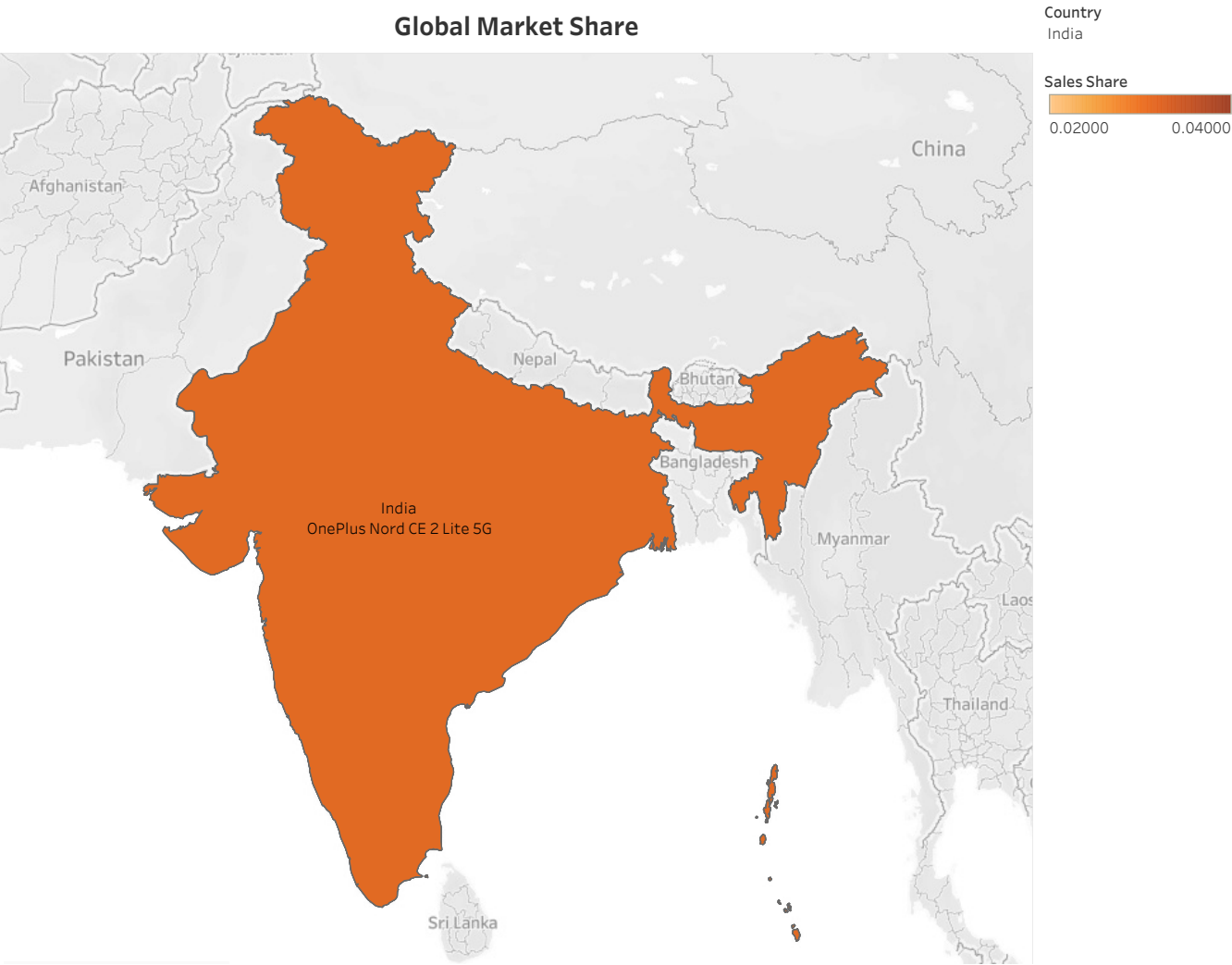
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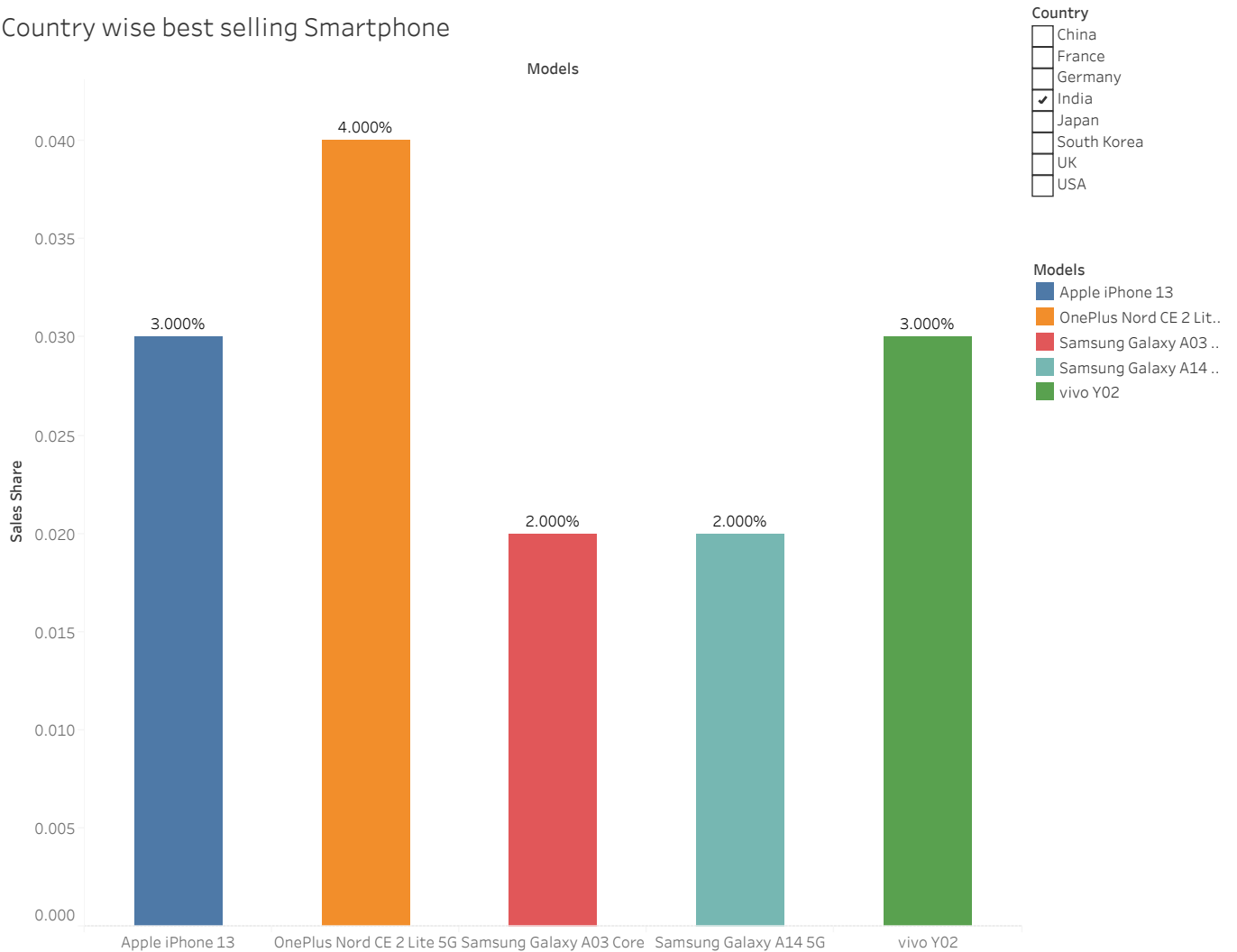
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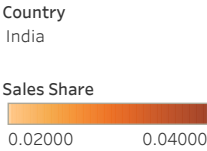
Global Market Share



Country wise best selling Smartphone



# Global Market Share



Annual Revenue

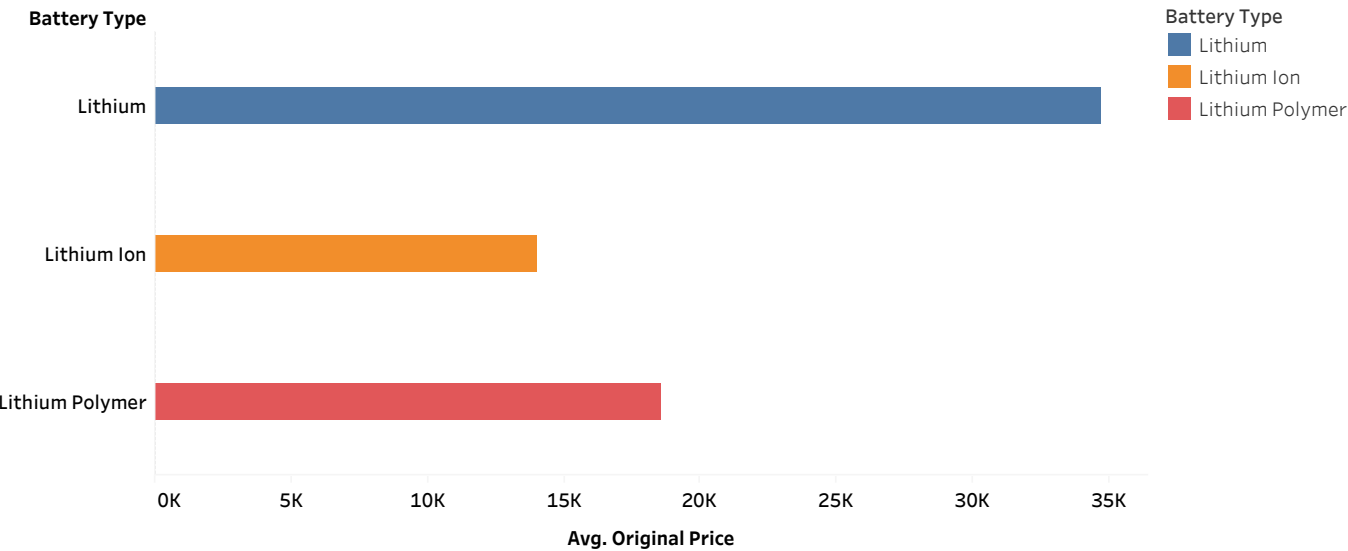


Annual Revenue



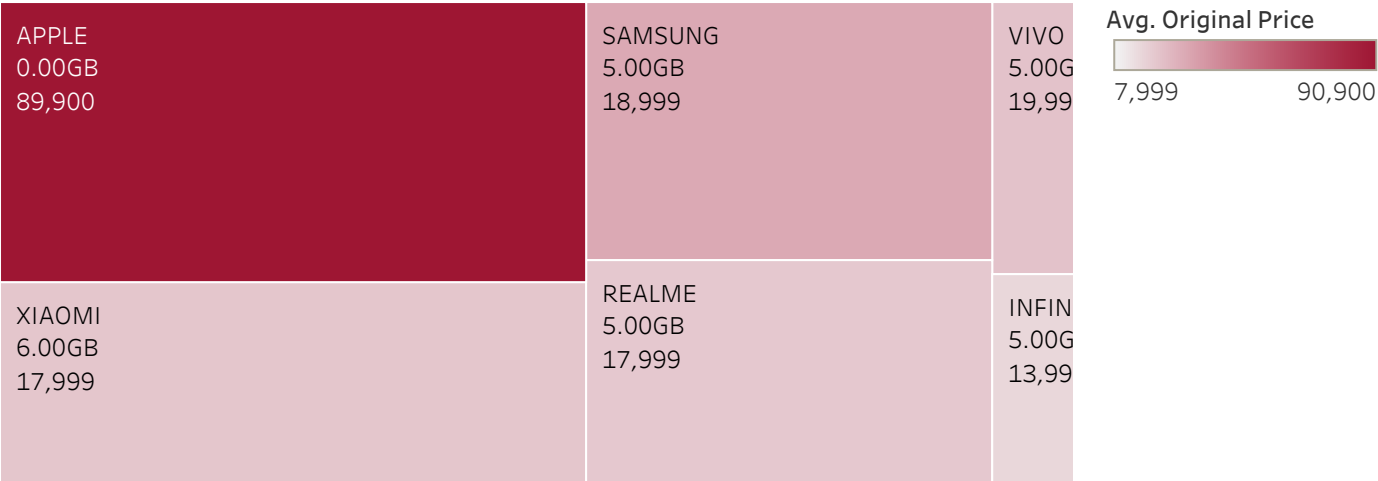
The trends of average of Revenue (\$bn) for Year and Year. For pane Year: The marks are labeled by sum of Revenue (\$bn).

# Battery Type Distribution



Average of Original Price for each Battery Type. Color shows details about Battery Type. The data is filtered on Brand, which keeps MOTOROLA. The view is filtered on Battery Type, which keeps Lithium, Lithium Ion and Lithium Polymer.

# Brand Price Comparison



Brand, 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 Brand, distinct count of Memory and median of Original Price.

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Brand, 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 Brand, distinct count of Memory and median of Original Price.

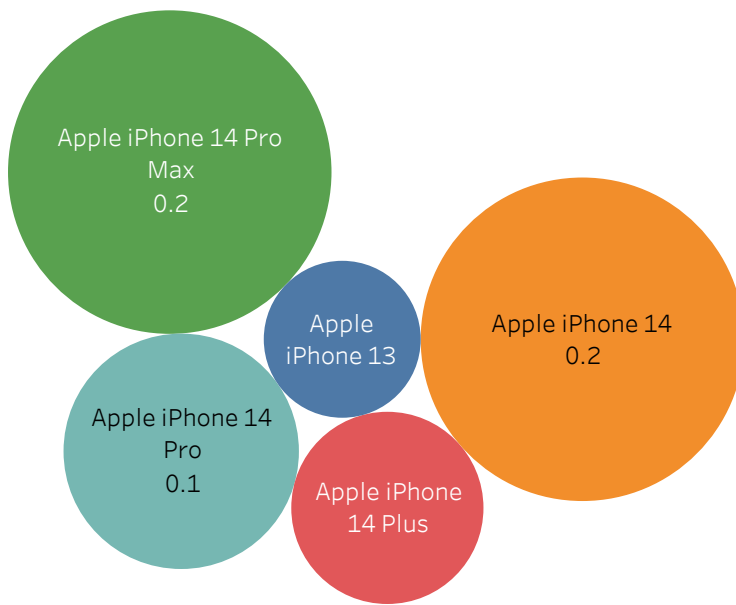




# Model-share

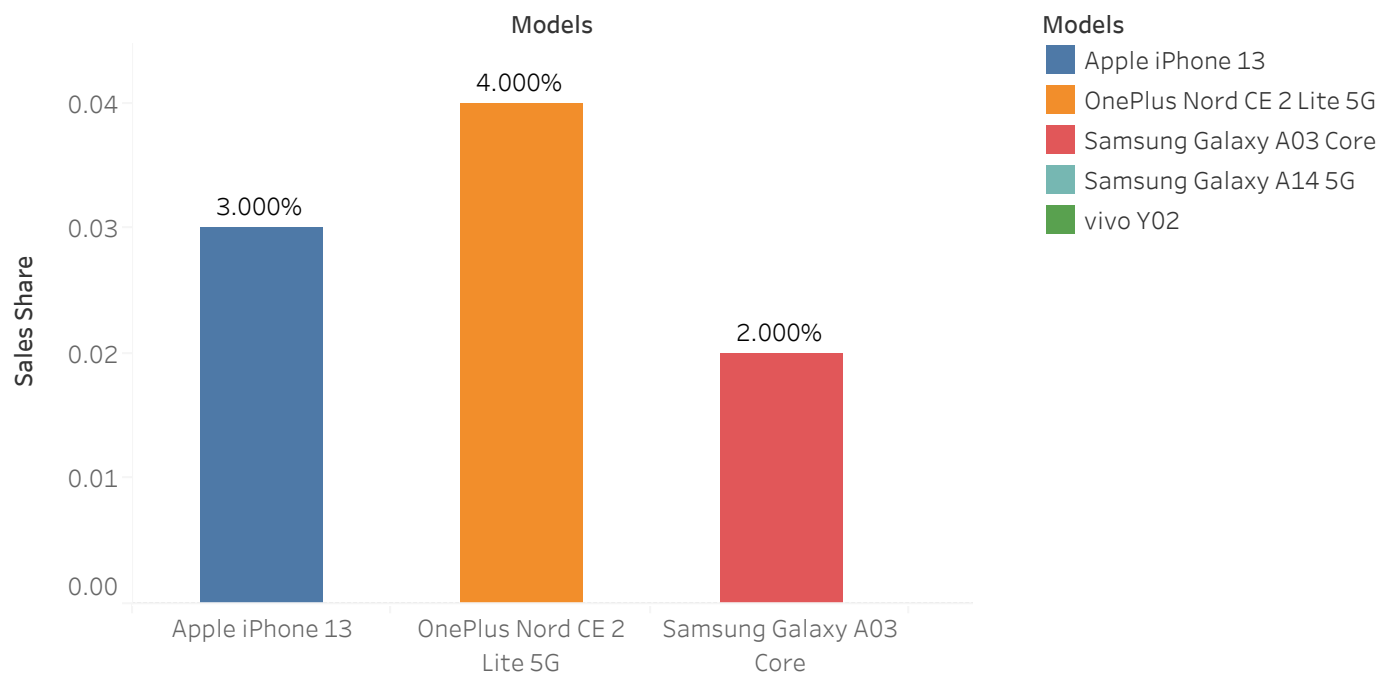
## Models

- Apple iPhone 13
- Apple iPhone 14
- Apple iPhone 14 Plus
- Apple iPhone 14 Pro
- Apple iPhone 14 Pro Max



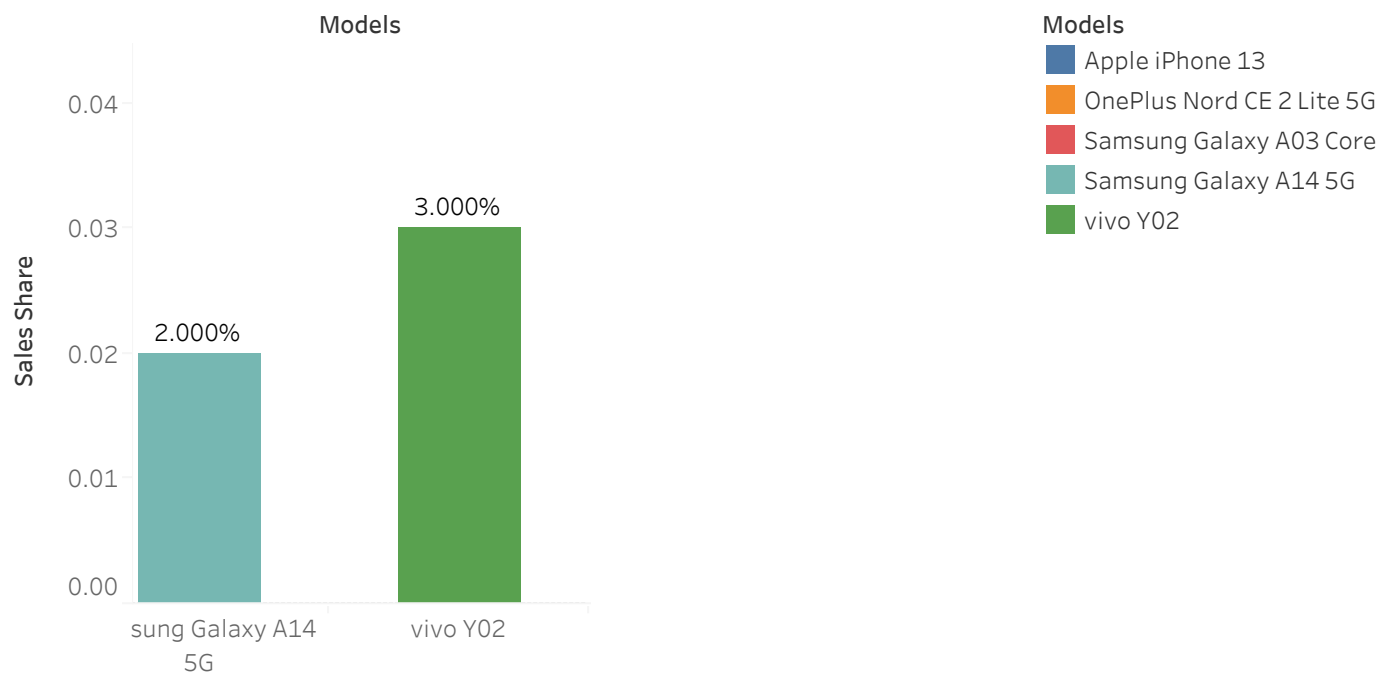
Models and Sales Share. Color shows details about Models. Size shows sum of Sales Share. The marks are labeled by Models and Sales Share.

# Country wise best selling Smartphone



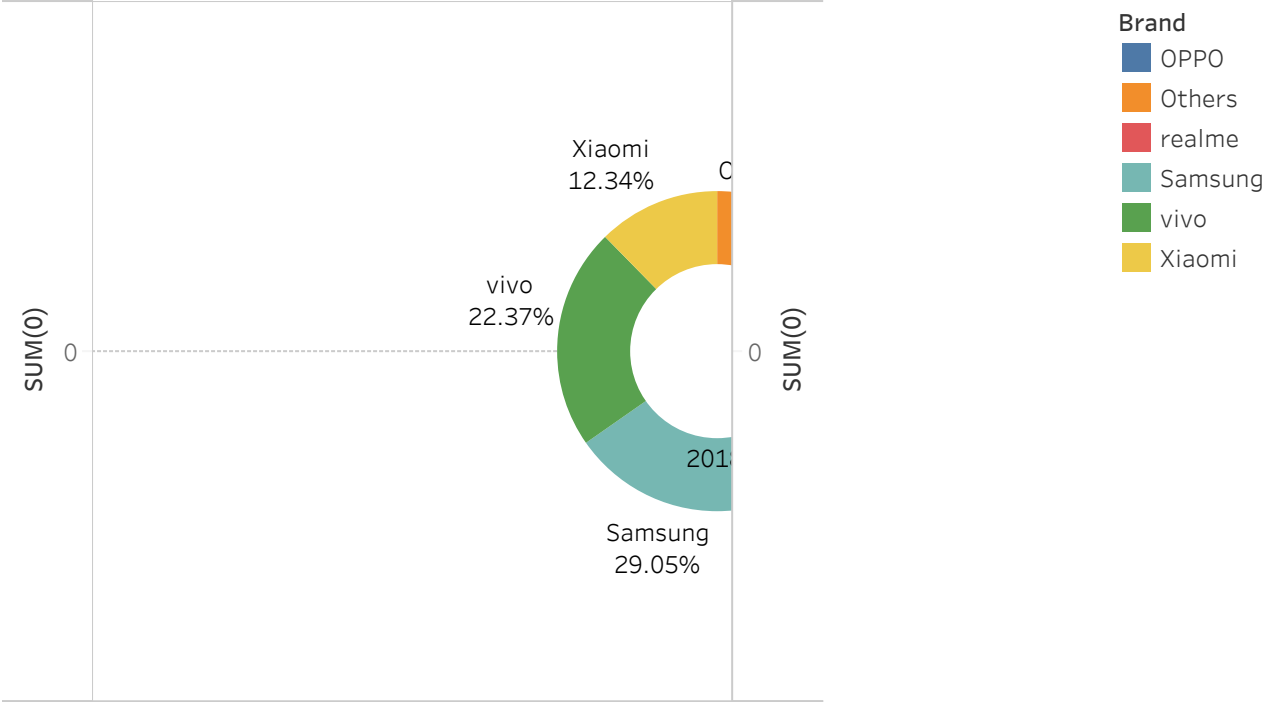
Sum of Sales Share for each Models. Color shows details about Models. The marks are labeled by sum of Sales Share. The data is filtered on Country, which keeps India.

# Country wise best selling Smartphone



Sum of Sales Share for each Models. Color shows details about Models. The marks are labeled by sum of Sales Share. The data is filtered on Country, which keeps India.

# Quarterly-share



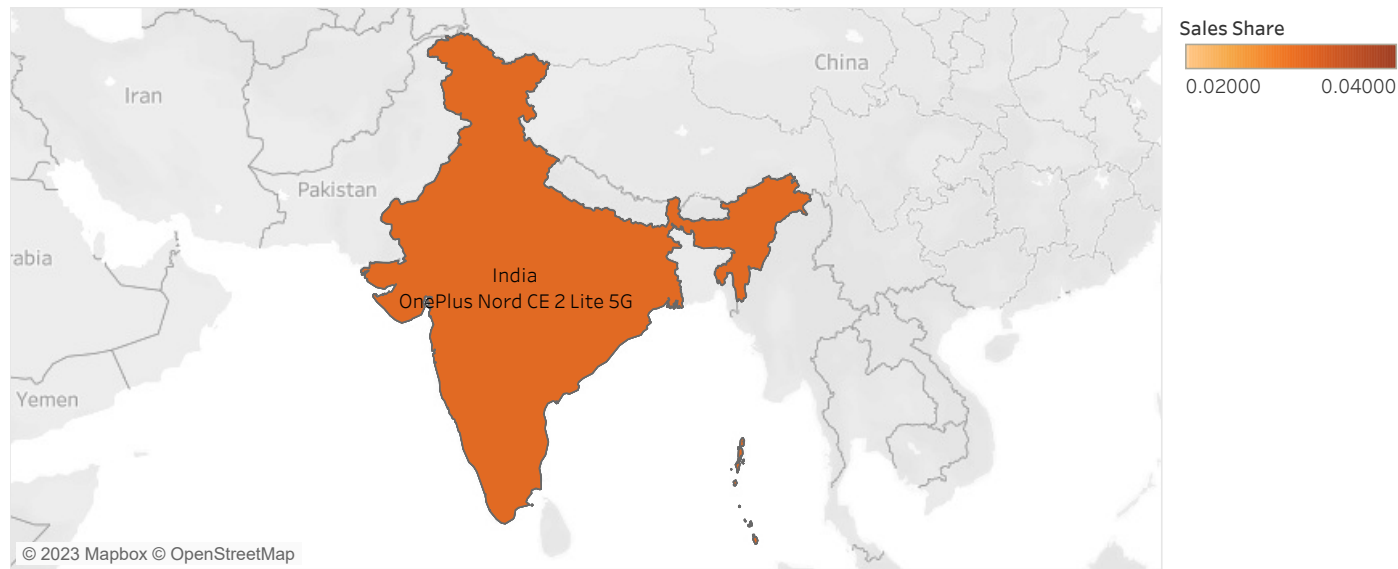
SUM(0) and SUM(0). For pane SUM(0): Color shows details about Brand. The marks are labeled by Brand and % of Total Annual Share. For pane SUM(0) (2): The marks are labeled by Year. The view is filtered on Year, which ranges from 2018 to 2018.

# Quarterly-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) (2): The marks are labeled by Year. The view is filtered on Year, which ranges from 2018 to 2018.

# Global Market Share



Map based on Longitude (generated) and Latitude (generated). Color shows sum of Sales Share. The marks are labeled by Country and Models. Details are shown for Country. The view is filtered on Country, which keeps India.

# Market penetration

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

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