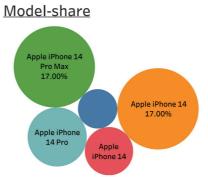
### <u>KPI</u>

| Brand | Discount<br>Percent | Mrp    | Sale<br>Price | Star<br>Rating | sales diff<br>erence |
|-------|---------------------|--------|---------------|----------------|----------------------|
| Apple | 0                   | 49,900 | 49,900        | 5              | 0                    |

#### KPI-2

| R | evenue Generated | Units sold (mm) | Active Users (mm) |
|---|------------------|-----------------|-------------------|
|   | 205              | 232             | 1,334             |



# **Brand** APPLE

Multiple values

**Upc** MOBEXRGV7EHHTGUH

Year 2022

## **Model specification**

| Model              | Front Cam | Processor              | Rear Camera                  | Colour      |          |
|--------------------|-----------|------------------------|------------------------------|-------------|----------|
| APPLE<br>IPHONE 11 | 12MP      | A Bionic<br>Chip       | 12MP + 12MP                  | Yellow      | 43,900   |
|                    |           |                        |                              | Black       | 92,800   |
|                    |           |                        |                              | White       | 92,800   |
| APPLE IPH          | 12MP      | A Bionic C             | 12MP + 12MP                  | Black       | 1,99,700 |
| APPLE IPH          | 12MP      | A Bionic C             | 12MP + 12MP                  | Black       | 74,900   |
| APPLE IPH          | 12MP      | A Bionic C             | 12MP + 12MP                  | Pink        | 1,69,800 |
| APPLE<br>IPHONE 1  | 12MP      | A Bionic<br>Chip, Core | 48MP + 12MP +<br>12MP + 12MP | Gold        | 1,29,900 |
|                    |           |                        |                              | Deep Purple | 2,69,800 |
| APPLE IPHONE 1     | 12MP      | A Bionic<br>Chip, Core | 48MP + 12MP +<br>12MP + 12MP | Deep Purple | 1,39,900 |
|                    |           |                        |                              | Gold        | 1,39,900 |

## **Annual Revenue**

