

KPI

Brand	Discount Percentage	Mrp
Apple	0	

KPI

Brand	Mrp	Number Of Ratings	Star Rating
Apple	77,000	11,202	

KPI

Brand	Star Rating
Apple	5

Model Specification					
Model	Processor	Front Came..	Rear Camera	Colour	
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	<div><div></div> Black</div> <div><div></div> Blue</div>
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	
				Blue	
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Blue	
				Black	
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue	
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	

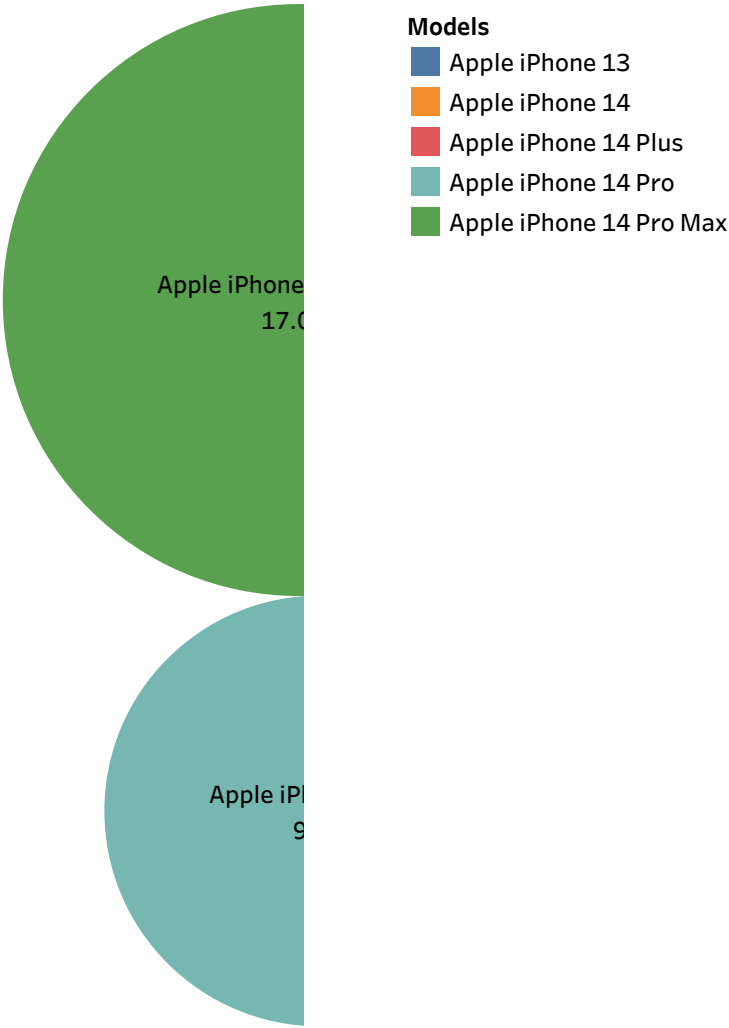
Model Specification					
Model	Processor	Front Came..	Rear Camera	Colour	
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	<div><div></div> Black</div> <div><div></div> Blue</div>
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	
				Blue	
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Blue	
				Black	
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue	
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	

Model Specification					
Model	Processor	Front Came..	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	Black	199,700
				Blue	59,900
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

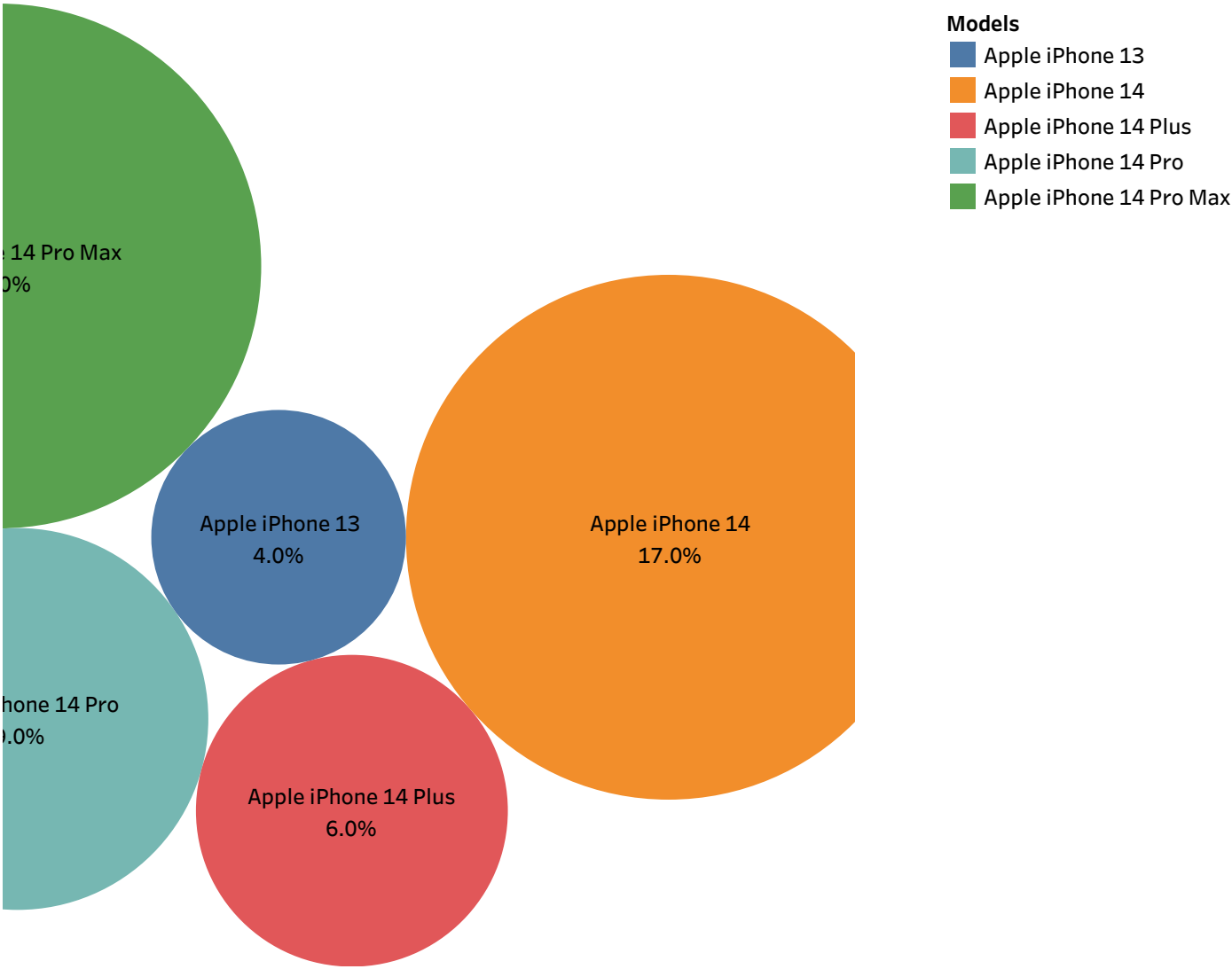
Black

Blue

Model Share



Model Share

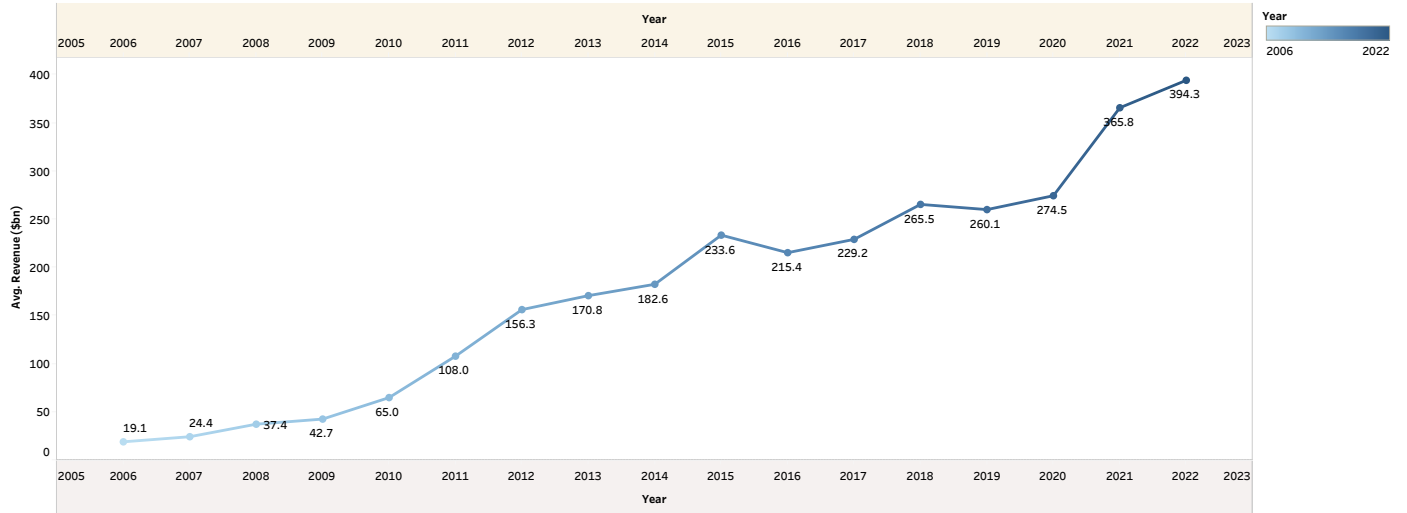


Model Share

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



Annual revenue



KPI 2

Revenue Generated	Units sold (mm)
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13.00

KPI 2

Units sold (mm)

Active Users (mm)

20.70

25.00