

# Thanks to iPhone X, Apple sells less iPhone but earns more money

I thought it was not, but it turned out that a \$ 1,000 phone made good money.

Apple has just announced its first quarter financial year 2018 business results (equivalent to the fourth quarter of 2017 according to the regular calendar). Accordingly, quarterly revenue was \$ 88.3 billion (also quite close to the forecast of \$ 84 to \$ 87) and sold 77.3 million iPhones, slightly less than the 78.2 million in the same period last year and also lower than the estimated 80 million.

Despite selling less iPhones than last year, Apple's revenue increased 13% thanks to the iPhone X's price is higher than the previous one. With this 10th anniversary product, the average price of an iPhone is now \$ 796 while last year was only \$ 695.

Apple also reduced the price of many older iPhones during the holiday season to recover capital from fast-growing markets like China and India. Revenue in the international market accounts for 65% of Apple's total revenue.



*This is an example of the sentence 'quantity not equal to quality'*

'iPhone X has surpassed our expectations and is the best selling iPhone every week since its release in November,' CEO Tim Cook said. 'We also achieved an important milestone when the number of active devices reached 1.3 billion in January. The 30% increase in 2 years showed that the product was very popular and the loyalty and satisfaction of customer'.

iPad revenue is continuously declining over the years, just increasing by 1% over the same period last year. Apple's revenue also continued to come from other parts such as service products - iCloud, Apple Music, iTunes and App Store - up 18% from last year.

Last quarter, Apple's service division generated more revenue than the number that AirPods, Apple TV, Watch and iPad re-launched.

In the next quarter, Apple expects \$ 60 billion in revenue over the same period last year to be \$ 51.5 because they also plan to launch HomePod smart speakers in the middle of the quarter.

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