

## Graph of the Week

### September 15-19, 2014

Analyze the graph below and write a reflection on what you think the graphs are communicating to you. To guide you with your response, start with some observations.

- What is the topic of the graph?
- What does the x-axis represent? What does the y-axis represent?
- What are some observations that you can make based on the graph?
- What do you foresee happening about 5 years from now?

#### Questions to ask when reading graphs:

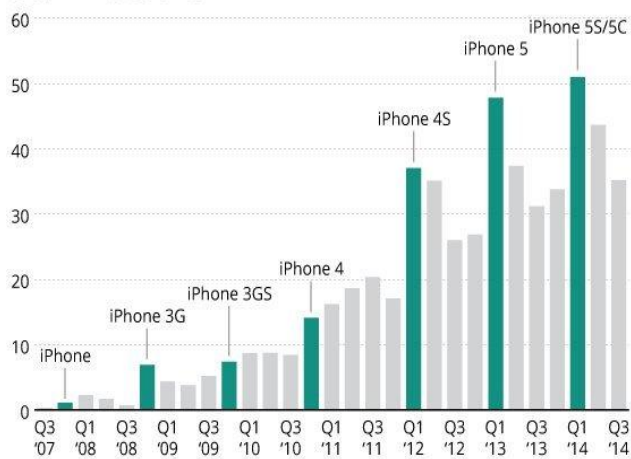
- Is there an upward or downward trend?
- Are there any sudden spikes in the graph?
- What is being compared in the graph?
- What prediction can I make for the future?
- What inferences can I make about the graph?

### iPhone Sales Spike After Each New Release

If the past is any indication, Apple will break sales records with the launch of the iPhone 6, widely expected to be released in September 2014.

■ First quarter of new release that includes at least one month of sales

Sales in millions of units

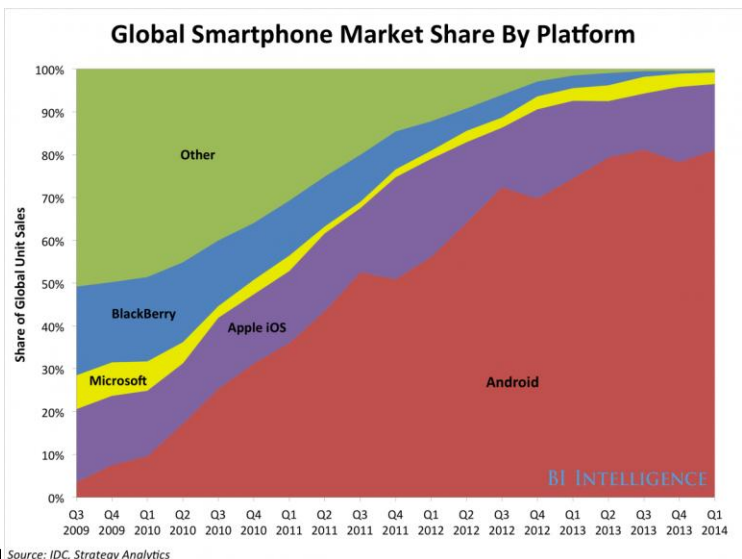


Sources: Apple earnings releases

Note: Apple does not use the standard fiscal year calendar.

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Source: IDC, Strategy Analytics