Summary of previous discussion

- *To understand recharge behavior of subscriber we needed to identify popular bonus/combos over*

    - *Longer time window (30 days)*

    - *Multiple time instances*

    - *Multiple geographies*

- *Product combos identified in MP and Kerala circles, during Nov and Dec for a time window of 1 month.*

Some findings.

- *Penetration of bonus cards is 20 – 30 % of entire base. Thus majority subscribers do not use any bonus cards.*

- *Typically subscribers prefer single type of bonus cards and not a combo.*

  This is exhibited in both circles.

- *The popularity of combos remain consistent month on month.*

- *The type of combos that are popular differ from place to place.*

  MP ehibits affinity to local and STD products while Kerala exhibits affinity to Data products.

- *Details of both given in excel sheet attached.*

Next steps

- *Identify overall product revenues and margin*

- *Identify characteristics of subscribers who use popular bonus packs wrt number of bonus recharges, usage KPIs, revenues and margin.*

- *Identify usage segments for bonus segments and see how their revenues and margins relate to over-all revenues*

- *Understand behavior of loyal subscribers who use same combos month on month VS those who do not*