

Power BI Analytics: Advertising Revenue & Circulation Performance Analysis

Transforming data into strategic insights for media company growth



Media Revenue: A Dual-Stream Ecosystem

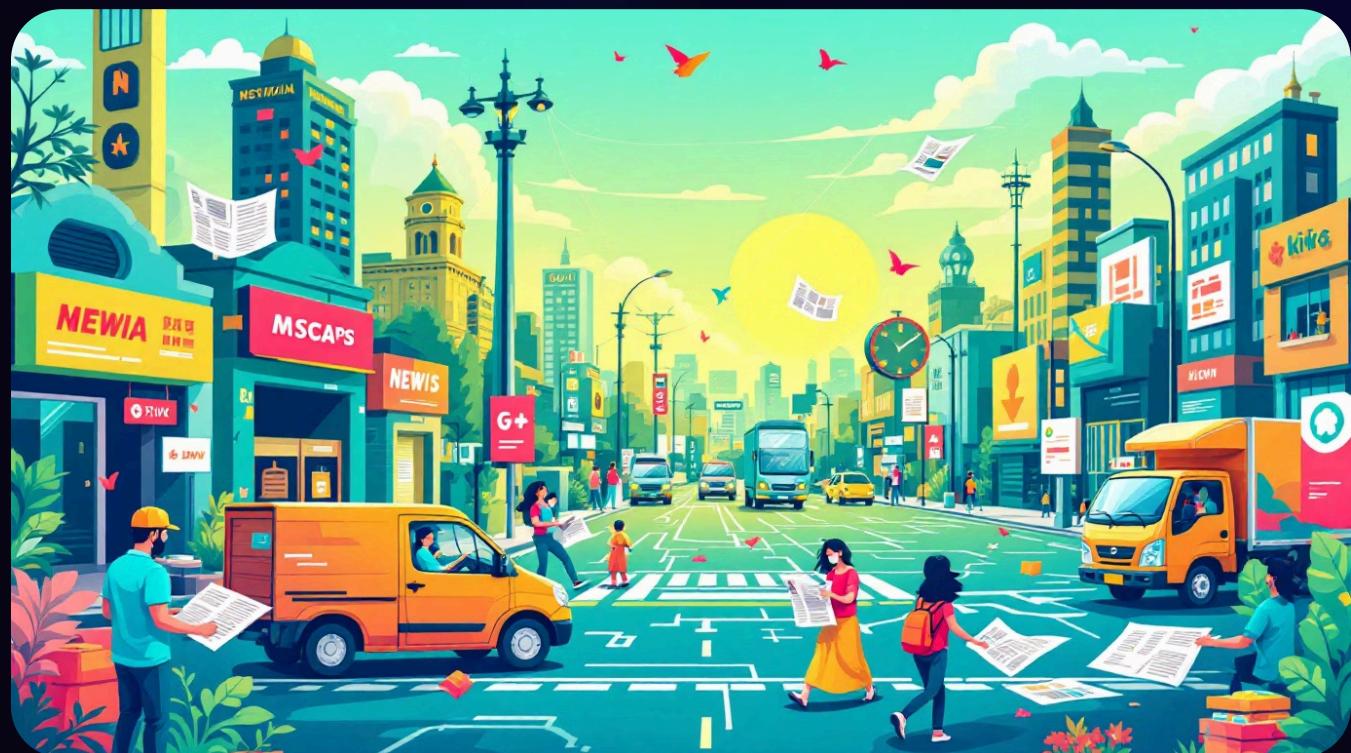


Advertising Revenue

The primary income source for media companies, comprising print and digital advertisements, classifieds, and promotional campaigns. Advertising revenue directly reflects brand appeal and market reach to advertisers seeking engaged audiences.

Circulation Performance

The foundation of pricing power, measured through printed copies, actual sales, returns, and net circulation. Higher circulation enables premium advertising rates while indicating editorial effectiveness and reader engagement with content.



These interconnected metrics determine financial health: increases in readership enable price adjustments whilst circulation efficiency directly impacts profitability.

The Challenge: Fragmented Data Silos



Data Fragmentation

Disparate Excel files across city offices with inconsistent formats requiring standardisation



Limited Insights

Manual reports lacking cross-category correlations and temporal trend analysis



Reporting Delays

Weekly aggregations preventing real-time decision-making and competitive responsiveness

Without integrated dashboards, executive teams review outdated snapshots rather than actionable intelligence.



Analytics Solution: Power BI Platform

01

Data Integration

Source systems consolidated into unified data model from 12 city offices

02

DAX Calculations

Complex metrics engineered: year-over-year growth rates, category-wise revenue contributions, and efficiency ratios

03

Interactive Dashboards

Visual interfaces enabling drill-down by city, category, and time period

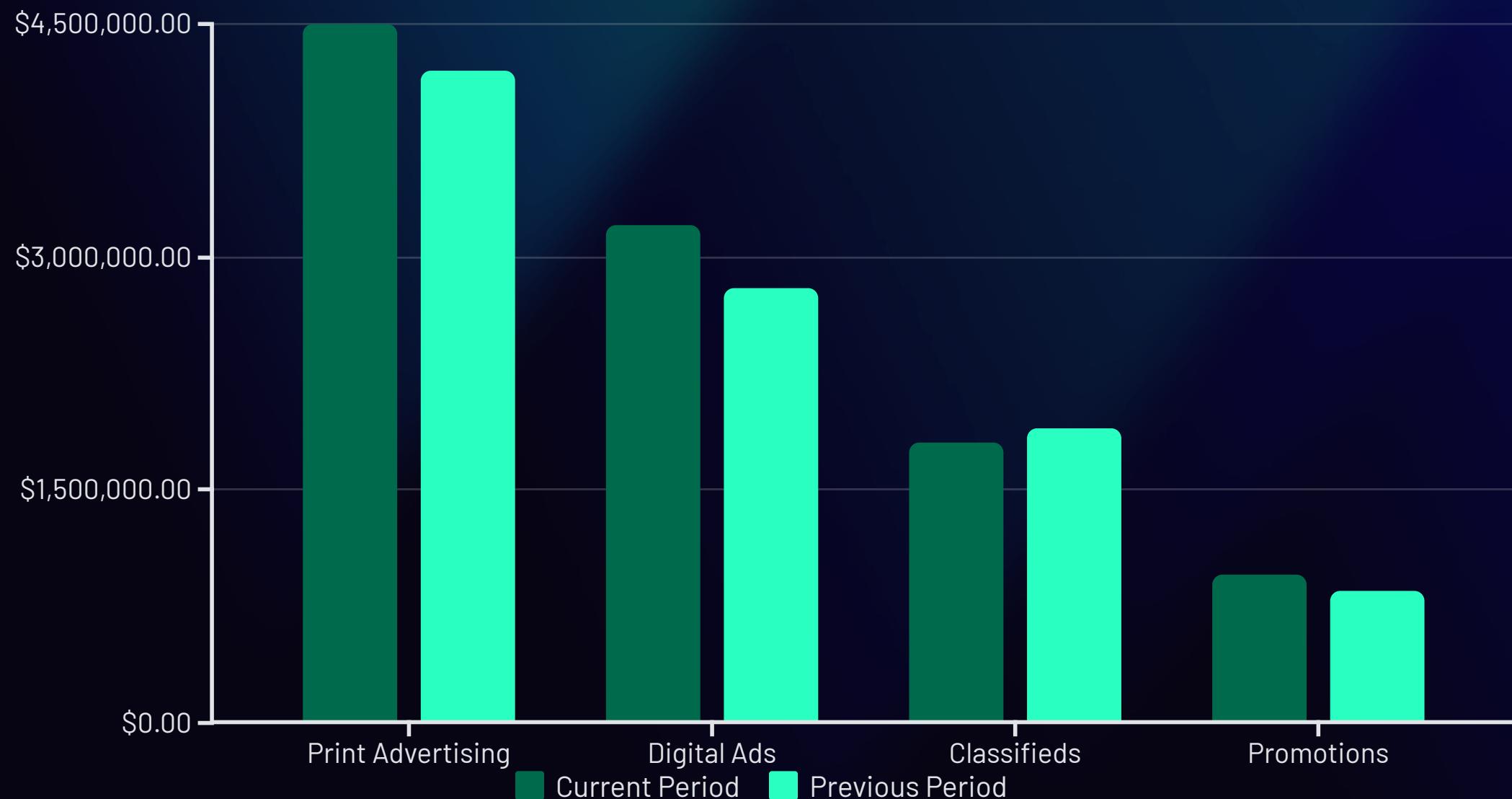
04

Scheduled Refresh

Daily data updates ensuring current information availability for tactical decisions

Key Performance Indicators Overview

Revenue Performance



Circulation Metrics

84%

Efficiency Ratio

Of printed copies sold versus returned

142K

Average Daily Circulation

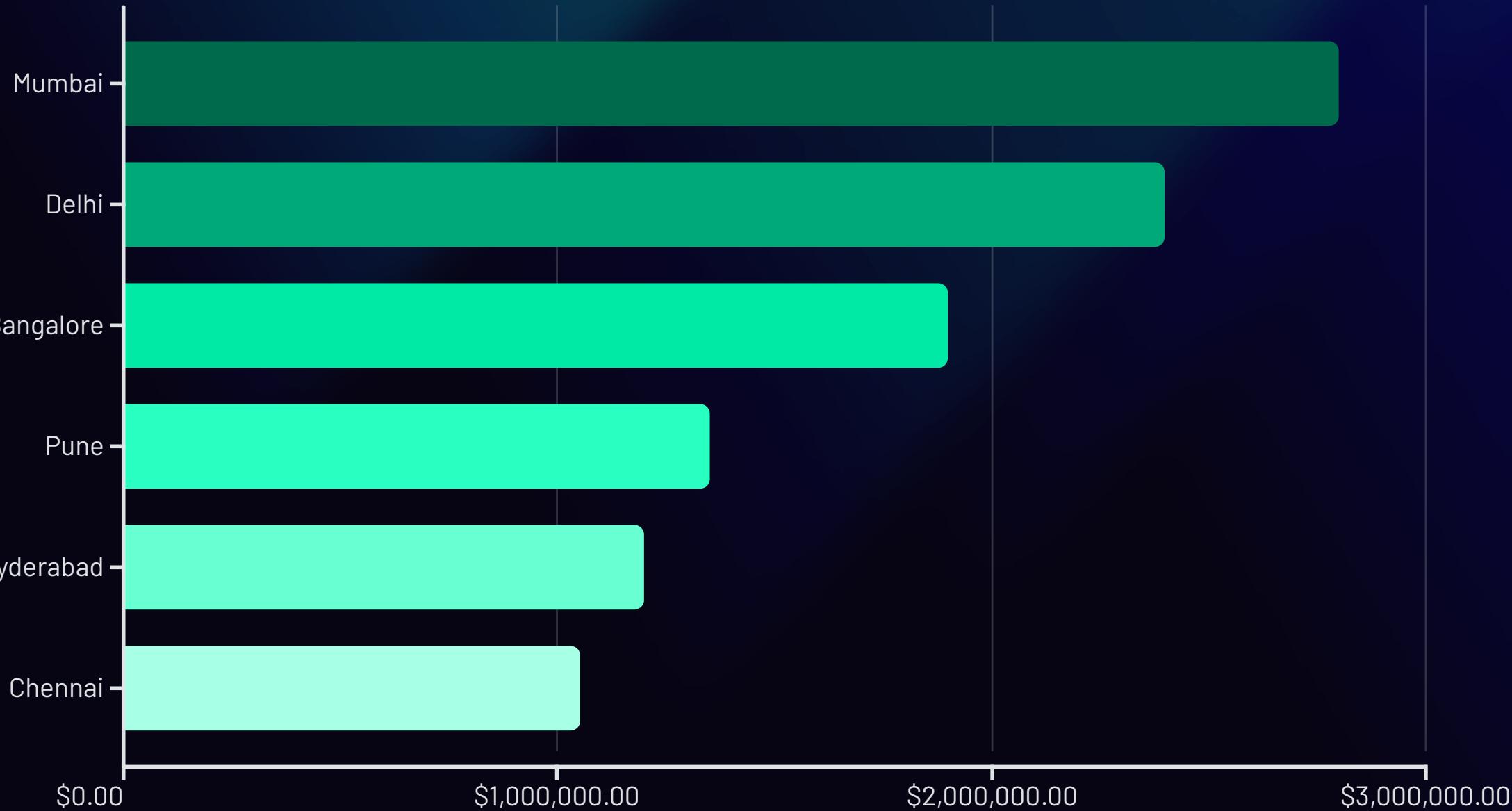
Net distribution across all regions

-2.3%

YoY Change

Comparison to prior year same period

City-Wise Revenue Performance Analysis



Tier-1 metros contribute 78% of total advertising revenue, reflecting corporate concentration and higher advertising spend. Regional cities show growth potential with annual increases of 8-12%.

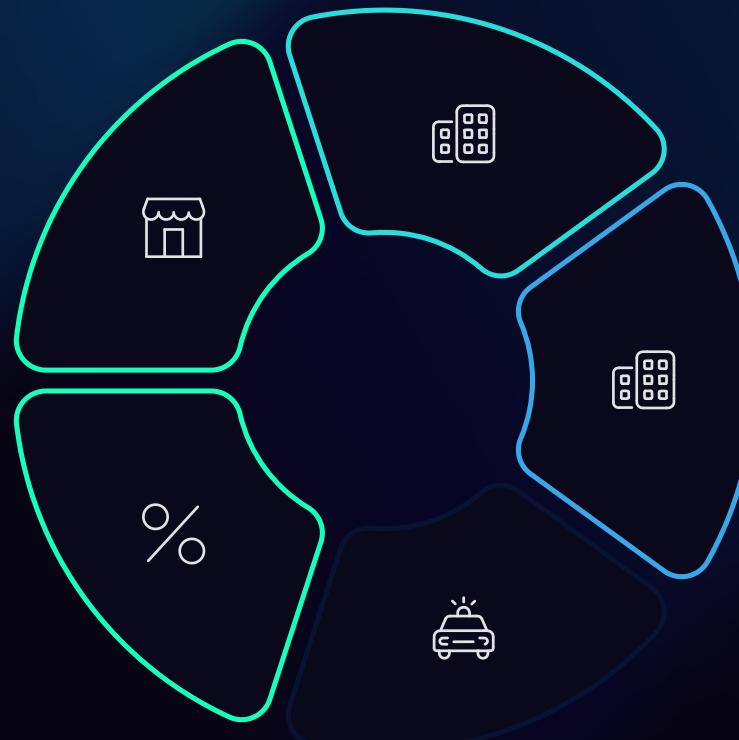
Revenue by Advertising Category

FMCG

38% share: Consumer goods dominate with consistent monthly campaigns across retail seasons

Others

6% share: Education, technology, and services sectors with seasonal variability



FMCG Dominance

Fast-moving consumer goods contribute **38%** of total advertising revenue, maintaining consistent monthly campaigns across retail seasons and promotional periods.

Diversification Opportunity

Technology and services sectors represent growth potential, currently contributing only 6% but showing 18% annual increase in digital spend

Government

24% share: Public sector announcements, tenders, and regulatory notifications drive steady inflow

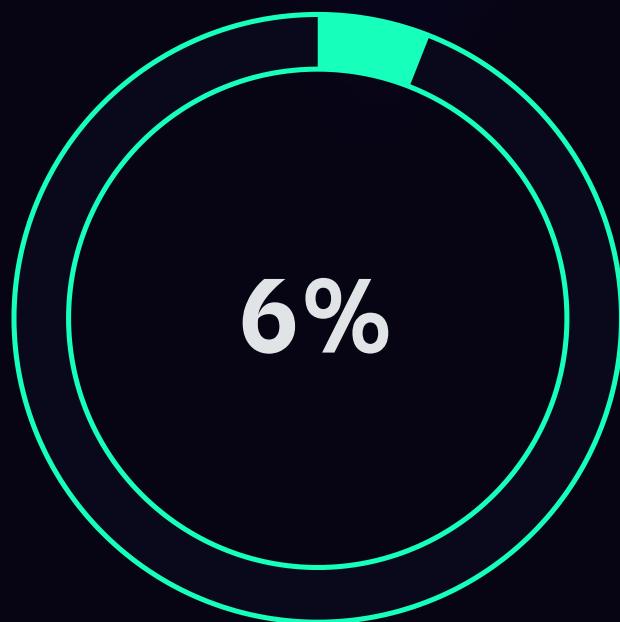
Real Estate

20% share: Property developers invest heavily during launch phases and festive seasons

Auto

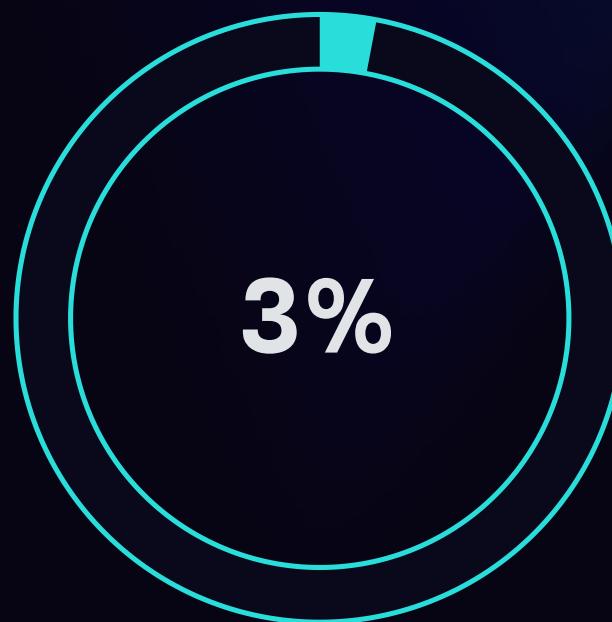
12% share: Vehicle manufacturers focus on model launches and year-end clearance periods

Circulation: The Complete Picture



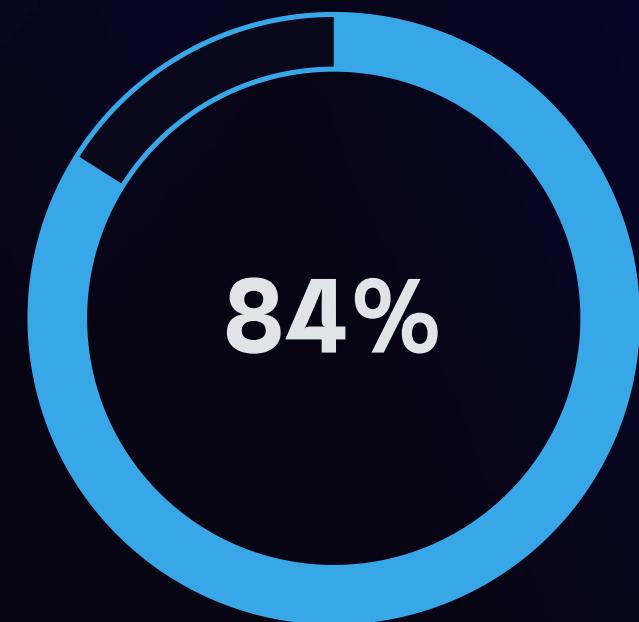
Returns Rate

Of total print run unsold and returned
for recycling



Credit Notes

Of total circulation adjusted through
claims and disputes

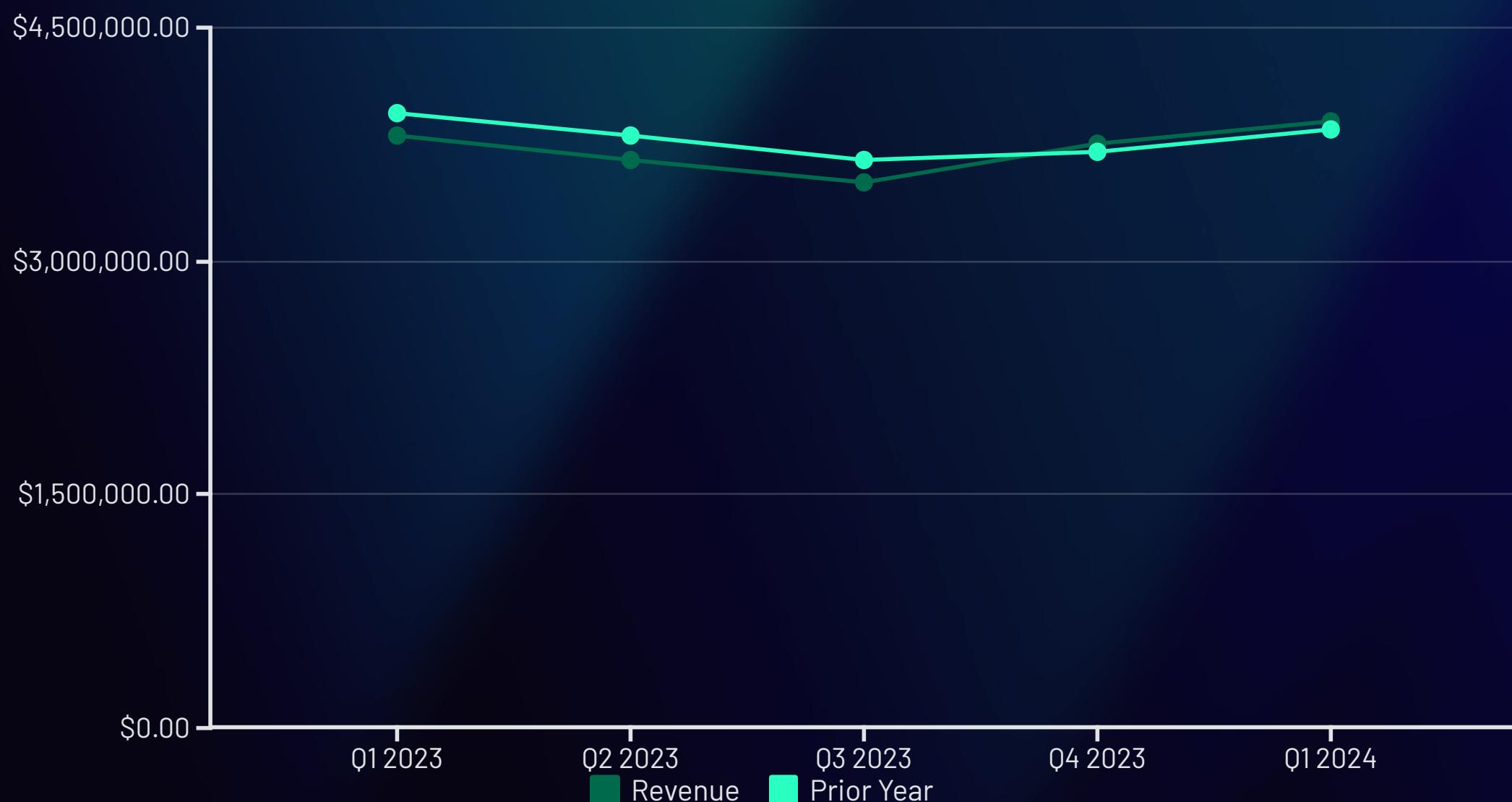


Efficiency Ratio

Printed copies successfully sold to
end customers

Efficiency ratio improved from 81% to 84% over previous quarter through revised distribution planning and vendor performance incentives.

Year-over-Year Trend Analysis



Revenue Trajectory: Initial Concerns, Current Recovery

Revenue dipped 3.2% in Q2 2023 and 4.1% in Q3 2023, then recovered to 2.6% growth in Q4 2023. Q1 2024 shows 1.3% increase over previous year Q1.

Circulation declined 2.3% YoY but recovery began in Q4 2023. Q1 2024 shows 0.8% circulation improvement with digital revenue up 14% offsetting print decline.

→ Circulation Challenges

Print circulation declined 2.3% year-over-year, though Q1 2024 shows 0.8% improvement in net circulation

→ Digital Compensation

Digital advertising revenue increased 14% YoY during same period, partially offsetting print decline

→ Recovery Pattern

Sequential quarters show declining revenue through Q3 2023, then recovery in Q4 2023 through Q1 2024

→ Strategic Response

Digital advertising grew whilst print circulation recovered slightly—strategic pivot towards multi-platform revenue



Driving Business Value Through Data

Real-Time Visibility

Daily refreshed dashboards replaced weekly manual reports, accelerating decision cycles by 85%

Informed Decisions

Category and city analysis revealed FMCG concentration in metros, prompting regional expansion plans

Circulation Efficiency

Return rate monitoring and vendor interventions reduced waste, improving margin by 3 points

Impact Delivered

- Operational decisions now based on data rather than intuition
- Revenue forecasting accuracy improved 40%
- Quarterly business reviews shortened from 3 days to 4 hours
- Finance team capacity freed for strategic analysis

The platform provides foundation for predictive analytics and scenario modelling in upcoming fiscal year.