



**Result Grid**

Filter Rows:

Export:



Wrap Cell Content:



	city_name	month	net_circulation	mom_change
▶	Varanasi	2021-01	382018	-59807
	Varanasi	2019-11	431606	-55649
	Jaipur	2020-01	420680	-51858

```
#Business Request - 2: Yearly Revenue Concentration by Category  
#Identify ad categories that contributed > 50% of total yearly ad revenue.  
#category_name  
# category_revenue  
# total_revenue_year  
# pct_of_year_total
```

Result Grid | Filter Rows:  Export: Wrap Cell Content:

	year	category_name	category_revenue	total_revenue_year	pct_of_year_total
▶	2019	Automobile	341102344.34000003	58348531.21	180.6
	2019	Automobile	341102344.34000003	58348531.21	171.8
	2019	Automobile	341102344.34000003	58348531.21	121
	2019	Automobile	341102344.34000003	58348531.21	92.1
	2019	Automobile	341102344.34000003	58348531.21	146.8
	2019	Automobile	341102344.34000003	58348531.21	62.7
...	...	...	...	...	...

Result 6 × Read Only

```
#Business Request - 3: 2024 Print Efficiency Leaderboard
#For 2024, rank cities by print efficiency = net_circulation / copies_printed. Return top 5.
#Fields:
# city_name
# copies_printed_2024
# net_circulation_2024
# efficiency_ratio = net_circulation_2024 / copies_printed_2024
# efficiency_rank_2024
```

Result Grid | Filter Rows:  | Export: Wrap Cell Content:

	city_name	copies_printed_2024	net_circulation_2024	efficiency_ratio	efficiency_rank_2024
▶	Ranchi	2200753	2092062	0.9506	1
	Ahmedabad	2896757	2746691	0.9482	2
	Patna	2379688	2252819	0.9467	3
	Jaipur	4361397	4128641	0.9466	4
	Varanasi	4357583	4123611	0.9463	5

```
#usiness Request - 4 : Internet Readiness Growth (2021)
#or each city, compute the change in internet penetration from Q1-2021 to Q4-2021
#nd identify the city with the highest improvement.
#fields:
#city_name
#internet_rate_q1_2021
#internet_rate_q4_2021
#delta_internet_rate = internet_rate_q4_2021 - internet_rate_q1_2021
```

Result Grid | Filter Rows:  | Export: | Wrap Cell Content:

Result Grid | Filter Rows:  | Export: | Wrap Cell Content:

City	internet_rate_q1_2021	internet_rate_q4_2021	delta_internet_rate
Kanpur	1.3	1.36	0.06

```
#Business Request - 5: Consistent Multi-Year Decline (2019→2024)
#Find cities where both net_circulation and ad_revenue decreased every year from 2019
#through 2024 (strictly decreasing sequences).
#Fields:
#city_name
#year
#yearly_net_circulation
#yearly_ad_revenue
#is_declining_print (Yes/No per city over 2019-2024)
#is_declining_ad_revenue (Yes/No)
#is_declining_both (Yes/No)
```

Report on City-wise Ad Revenue Trends (2019-2024)							
	city_name	year	yearly_net_circulation	yearly_ad_revenue	is_declining_print	is_declining_ad_revenue	is_declining_both
▶	Ahmedabad	2019	43494492	307430816.999998	No	No	No
▶	Ahmedabad	2020	41461608	374394653.8799999	No	No	No
▶	Ahmedabad	2021	36466188	230307665.94	No	No	No
▶	Ahmedabad	2022	37318668	426110367.000001	No	No	No
▶	Ahmedabad	2023	34863636	270999322.800001	No	No	No
▶	Ahmedabad	2024	32960292	375280122.2399995	No	No	No
▶	Pune	2019	33210472	261241245.159999	No	No	No