

# Voice Revenue Analysis

## Introduction

Board of directors realizes that total voice duration constantly declines. Directors have some suspects about reasons. Data is limited. It is impossible to determine significant predictors of decline with available data. Any kind of insight from available data is valuable for managers to better understand problem. You are expected to use different visualization techniques to support boards' suspects.

Focus on describing people with decline in voice duration and find out which factors may be related to the decline.

## Data

You are provided with one excel workbook of 4 months of usage history of anonymised subscribers for different tariffs. Some data manipulation methods like joining different sheets and simple calculations might be needed to complete analysis.

## Subscribers Profile Analysis

**Build a dashboard to analyze questions below and write your answer to each question on the dashboard:**

1. Did voice duration decrease more for the subscribers:

- a. with higher MB of usage?
- b. with higher average revenue per subscriber?
- c. with higher minutes of usage?

2. Did voice duration decrease for all top 10 tariffs with highest voice revenue?

3. Which tariff's voice duration decreased most?

4. Did tariff 5 subscribers' voice duration decrease more for those with higher MB of usage?

5. Were the answers to the above questions same if analyzed for the subscribers whose voice duration decreased more than 50%?