

1. The link for Structured Data is sent.

<https://drive.google.com/file/d/1Secy9Im2jlgrPW0HKKZpLc2GgUbOEudw/view?usp=drivesdk>

2. Year-wise and brand-wise Subscriptions made:

Row Labels ▼	OL	OLB	OLH	OLM	OLT	Grand Total
+ 1995	1					1
+ 1996	1					1
+ 1997	1					1
+ 1998	1					1
+ 1999	2					2
+ 2000	1					1
+ 2001	1				1	2
+ 2002	3				1	4
+ 2003	7	1		4	10	22
+ 2007	1					1
+ 2008	1			3	2	6
+ 2009	2				2	4
+ 2010					8	8
+ 2011	7	1		6	8	22
+ 2013	1	1		275	59	336
+ 2014	6			8	29	43
+ 2015	2			1	63	66
+ 2016	5	20	1	6	29	61
+ 2017	52	23	2	8	36	121
+ 2018	212	32	27	111	204	586
+ 2019	99	91	87	561	15	853
+ 2020	115	53	1	8	113	290
+ 2021	235	114	92	295	68	804
+ 2022	186	127	83	339	77	812
+ 2023	2090	2285	991	2529	2873	10768
+ 2024	420	267	126	748	314	1875
+ 2025	2			2		4
+ 2026	1					1
Grand Total	3455	3015	1410	4904	3912	16696

3. Number of expires in brand-wise and month-wise manner during the period May'24 – Mar'25

Count of EXPDATE

Column Labels

Jan

Feb

Jul

Aug

Sep

Oct

Nov

Grand Total

Row Labels

OL

OLB

OLH

OLM

OLT

Grand Total

2

1

6

3

457

1

66

536

2

2

62

59

42

145

149

1

24

5

35

2

93

64

42

186

151

sdate

May 2024 - Mar 2025

MONTHS

2025

JAN

APR

MAY

JUN

JUL

AUG

SEP

◀

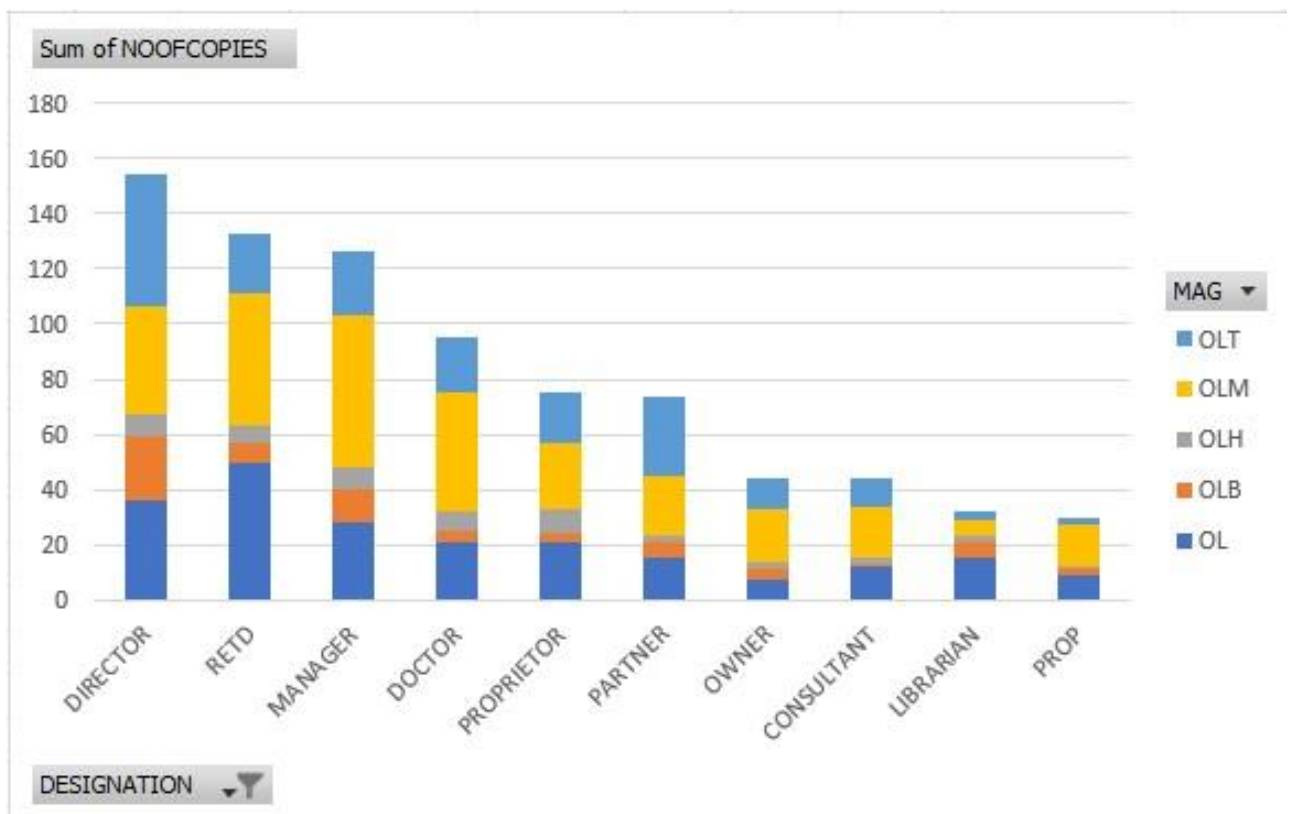
▶

4. Top 40 cities brand-wise:

Row Labels	OL	OLB	OLH	OLM	OLT	Grand Total
BANGALORE	311	207	34	450	284	1286
NEW DELHI	361	285	109	231	235	1221
MUMBAI	154	156	24	330	169	833
HYDERABAD	107	151	7	179	122	566
CHENNAI	113	103	4	199	97	516
PUNE	89	105	16	172	112	494
CALCUTTA	96	53	11	120	121	401
GURGAON	64	76	9	73	66	288
NOIDA	46	67	17	83	73	286
DELHI	9	11	6	111	147	284
AHMEDABAD	41	45	15	99	49	249
LUCKNOW	39	39	43	43	55	219
JAIPUR	47	29	27	57	27	187
GHAZIABAD	19	36	22	27	61	165
C/O 56 APO	59	1	35	34	36	165
NEW MUMBAI	37	32	12	56	25	162
THANE DT	24	33	11	67	23	158
PUNE DT	21	26	9	42	38	136
DEHRADUN	10	15	19	39	52	135
VIJAYAWADA	27	25	2	32	31	117
KANPUR	17	22	20	29	29	117
INDORE	14	30	14	31	26	115
C/O 99 APO	39	2	39	15	20	115
SECUNDERABAD	17	38	3	30	25	113
THANE (W)	10	17	5	45	35	112
COIMBATORE	29	20	1	42	19	111
NAGPUR	17	18	14	35	20	104
GHAZIABAD DT	14	32	17	20	19	102
BHUBNESHWAR	39	21	2	18	17	97
FARIDABAD	17	17	4	28	27	93
KOCHI	24	18	3	26	21	92
GUWAHATI	19	25	4	23	21	92
CHANDIGARH	19	11	5	25	19	79
GREATER NOIDA	16	17	4	27	10	74
PATNA	18	10	13	19	10	70
VISAKHAPATNAM	16	16	3	27	8	70
SURAT	9	13	2	24	18	66
GOA	17	15	1	19	12	64
RAIPUR	7	5	6	14	30	62
VELLORE	7	19	1	16	15	58
AGRA	7	17	8	16	10	58
BHOPAL	8	5	8	19	18	58
Grand Total	2054	1883	609	2992	2252	9790

5. Most of the designations were not mentioned in the data but according to the data present:

- Director being the designation that subscribes the most with 19.08% subscriptions of the grand total
- RETD being the 2nd highest designation to subscribe the most with 16.48% of the grand total subscriptions
- Manager being the 3rd highest designation to subscribe the magazines with 15.61% of the grand total subscriptions



6. Contribution of top cities to the total number of subscribers for each brand :

Row Labels		OL	OLB	OLH	OLM	OLT
BANGALORE		9.00%	6.87%	2.41%	9.18%	7.26%
NEW DELHI		10.45%	9.45%	7.73%	4.71%	6.01%
MUMBAI		4.46%	5.17%	1.70%	6.73%	4.32%
HYDERABAD		3.10%	5.01%	0.50%	3.65%	3.12%
CHENNAI		3.27%	3.42%	0.28%	4.06%	2.48%
PUNE		2.58%	3.48%	1.13%	3.51%	2.86%
CALCUTTA		2.78%	1.76%	0.78%	2.45%	3.09%
GURGAON		1.85%	2.52%	0.64%	1.49%	1.69%
NOIDA		1.33%	2.22%	1.21%	1.69%	1.87%
DELHI		0.26%	0.36%	0.43%	2.26%	3.76%
AHMEDABAD		1.19%	1.49%	1.06%	2.02%	1.25%
LUCKNOW		1.13%	1.29%	3.05%	0.88%	1.41%
JAIPUR		1.36%	0.96%	1.91%	1.16%	0.69%
GHAZIABAD		0.55%	1.19%	1.56%	0.55%	1.56%
C/O 56 APO		1.71%	0.03%	2.48%	0.69%	0.92%
NEW MUMBAI		1.07%	1.06%	0.85%	1.14%	0.64%
THANE DT		0.69%	1.09%	0.78%	1.37%	0.59%
PUNE DT		0.61%	0.86%	0.64%	0.86%	0.97%
DEHRADUN		0.29%	0.50%	1.35%	0.80%	1.33%
VIJAYAWADA		0.78%	0.83%	0.14%	0.65%	0.79%
KANPUR		0.49%	0.73%	1.42%	0.59%	0.74%
INDORE		0.41%	1.00%	0.99%	0.63%	0.66%
C/O 99 APO		1.13%	0.07%	2.77%	0.31%	0.51%
SECUNDERABAD		0.49%	1.26%	0.21%	0.61%	0.64%
THANE (W)		0.29%	0.56%	0.35%	0.92%	0.89%
COIMBATORE		0.84%	0.66%	0.07%	0.86%	0.49%
NAGPUR		0.49%	0.60%	0.99%	0.71%	0.51%
GHAZIABAD DT		0.41%	1.06%	1.21%	0.41%	0.49%

7. Contribution of top states to the total number of subscribers for each brand :

Row Labels		OL	OLB	OLH	OLM	OLT
KAR		13.02%	8.96%	3.26%	12.58%	10.30%
MAH		12.79%	15.85%	10.64%	19.13%	13.09%
DEL		10.82%	9.85%	8.16%	7.01%	9.76%
AP		8.05%	11.08%	2.06%	8.42%	9.07%
UP		7.93%	10.85%	19.43%	7.65%	10.38%
TN		7.03%	7.40%	0.78%	8.44%	5.47%
WB		4.86%	3.22%	1.56%	4.34%	5.32%
HAR		4.69%	6.77%	6.45%	4.51%	6.70%
GUJ		3.62%	3.78%	2.91%	5.30%	3.60%
KER		3.56%	2.72%	0.64%	3.89%	4.42%
RAJ		3.21%	2.49%	6.67%	2.63%	2.22%
MP		2.95%	3.32%	10.64%	3.06%	4.42%
BIH		2.60%	2.85%	7.59%	1.94%	1.69%
ORI		2.32%	1.59%	1.56%	1.71%	1.30%
PUN		2.03%	1.92%	2.55%	2.06%	2.28%
UTT		1.85%	2.29%	4.04%	1.41%	2.58%
56A		1.71%	0.03%	2.48%	0.69%	0.89%
ASM		1.33%	1.19%	0.57%	1.28%	1.18%
99A		1.13%	0.07%	2.77%	0.31%	0.51%
HP		1.07%	0.93%	2.41%	0.61%	1.30%
GOA		0.61%	0.60%	0.35%	0.69%	0.69%
JK		0.58%	0.73%	0.78%	0.51%	0.49%
CHA		0.55%	0.36%	0.35%	0.51%	0.56%
FOR		0.38%	0.30%	0.00%	0.27%	0.15%
MEG		0.35%	0.10%	0.14%	0.18%	0.20%
PON		0.20%	0.17%	0.07%	0.24%	0.08%
TRI		0.17%	0.23%	0.00%	0.10%	0.59%
NGL		0.14%	0.10%	0.57%	0.14%	0.08%