

## Primary\_And\_Secondary\_Analysis

### Questions from the available data (Primary)

1. **Print Circulation Trends**

What is the trend in copies printed, copies sold, and net circulation across all cities from 2019 to 2024? How has this changed year-over-year?

2. **To Performing Cities**

Which cities contributed the highest to net circulation and copies sold in 2024? Are these cities still profitable to operate in?

3. **Print Waste Analysis**

Which cities have the largest gap between copies printed and net circulation, and how has that gap changed over time?

4. **Ad Revenue Trends by Category**

How has ad revenue evolved across different ad categories between 2019 and 2024? Which categories have remained strong, and which have declined?

5. **City-Level Ad Revenue Performance**

Which cities generated the most ad revenue, and how does that correlate with their print circulation?

6. **Digital Readiness vs. Performance**

Which cities show high digital readiness (based on smartphone, internet, and literacy rates) but had low digital pilot engagement?

7. **Ad Revenue vs. Circulation ROI**

Which cities had the highest ad revenue per net circulated copy? Is this ratio improving or worsening over time?

8. **Digital Relaunch City Prioritization**

Based on digital readiness, pilot engagement, and print decline, which 3 cities should be prioritized for Phase 1 of the digital relaunch?

## Further analysis & recommendations:

1. What should Bharat Herald's phased digital transition strategy look like, given the readiness and engagement data?
2. How can Bharat Herald regain advertiser trust in key cities or categories where confidence dropped the most?
3. What changes to content format or delivery (e.g., WhatsApp bulletins, mobile-optimized e-papers) might boost digital engagement?
4. What role can subscription bundling, loyalty programs, or pay-per-article models play in revenue recovery?
5. How can Bharat Herald leverage local influencers or journalists to re-establish digital credibility in regional markets?

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**Note:** The above questions are intended to jump-start your analysis. You are encouraged to dig deeper and broaden the scope of your analysis to discover even more valuable findings.