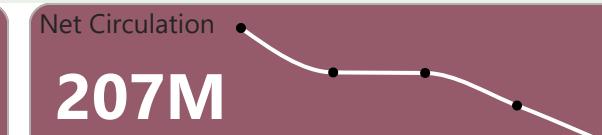
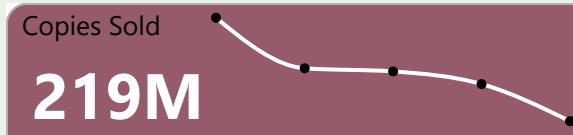




PRINT CIRCULATION ANALYSIS

Copies Sold

Net Circulation

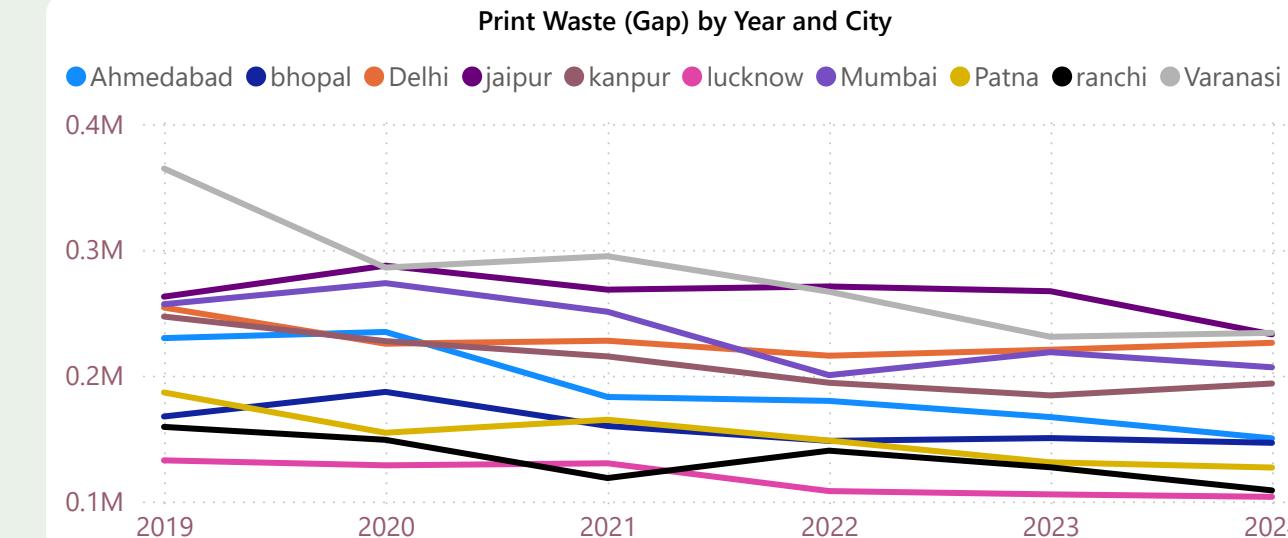
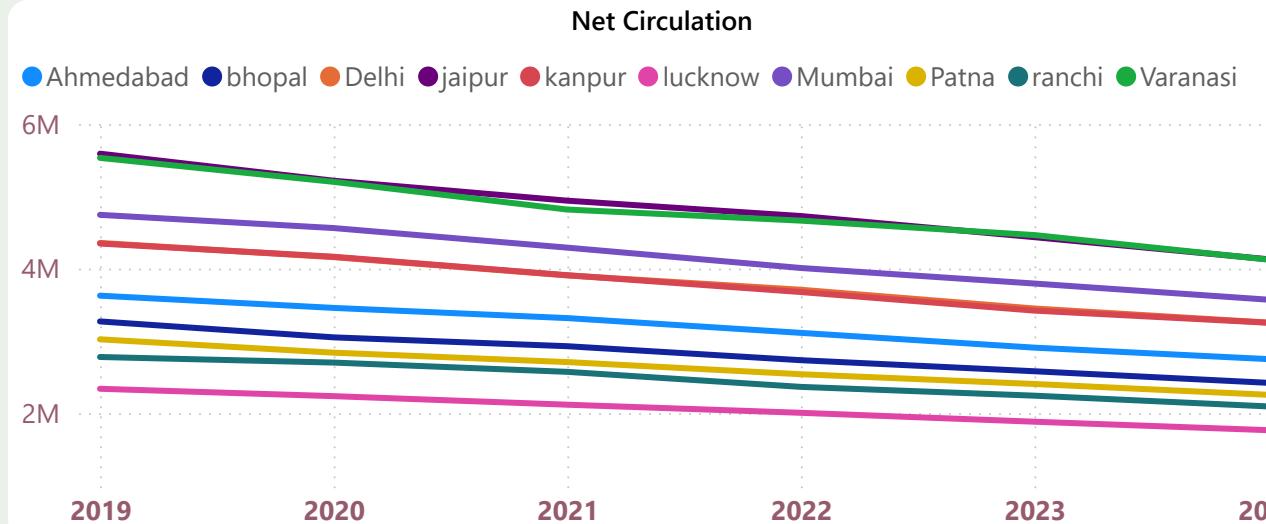


city

All

Year

All

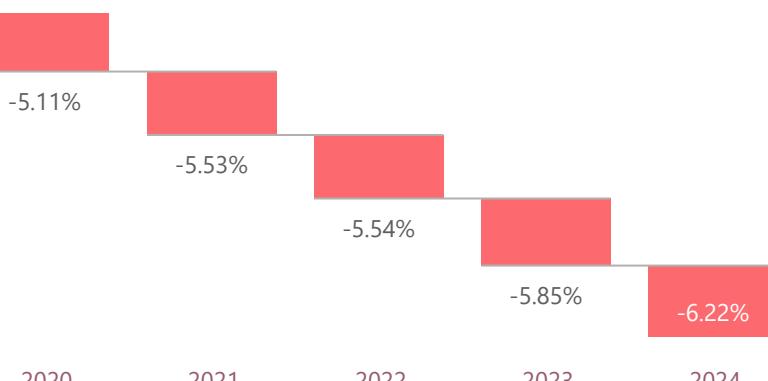


Copies Sold YoY %

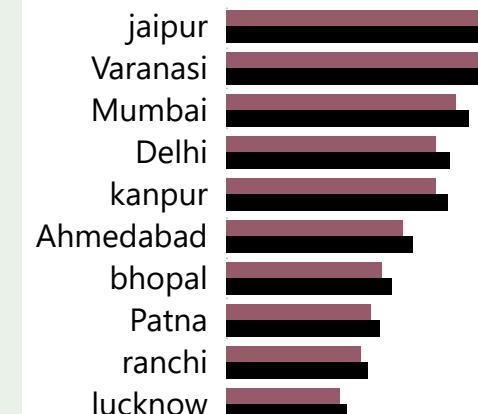
Net Circulation YoY %

Increase

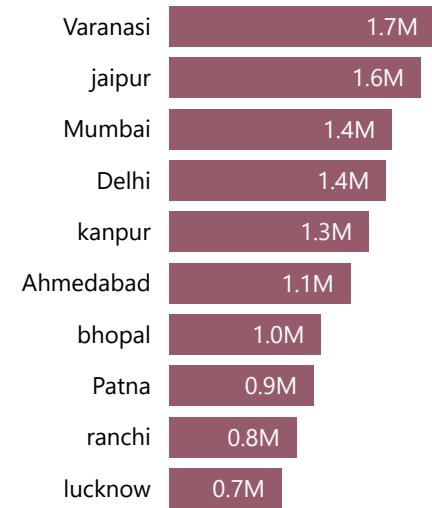
Decrease



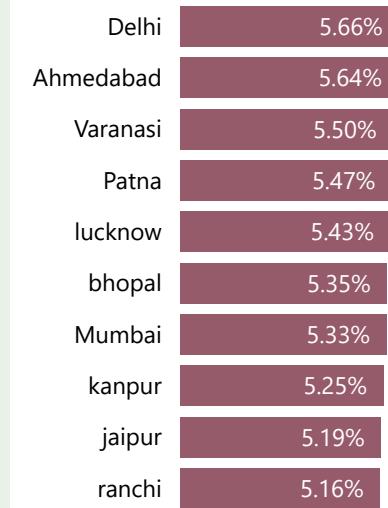
2024 Net Circulation & Copies Sold by City

● Total Net Circulation ● Total Copies Sold


Print Waste (Gap) by City



Print Waste % by City





REVENUE ANALYSIS

ad_revenue(USD)

\$18.2M

ad_revenue per copy

\$0.09

2019

2021

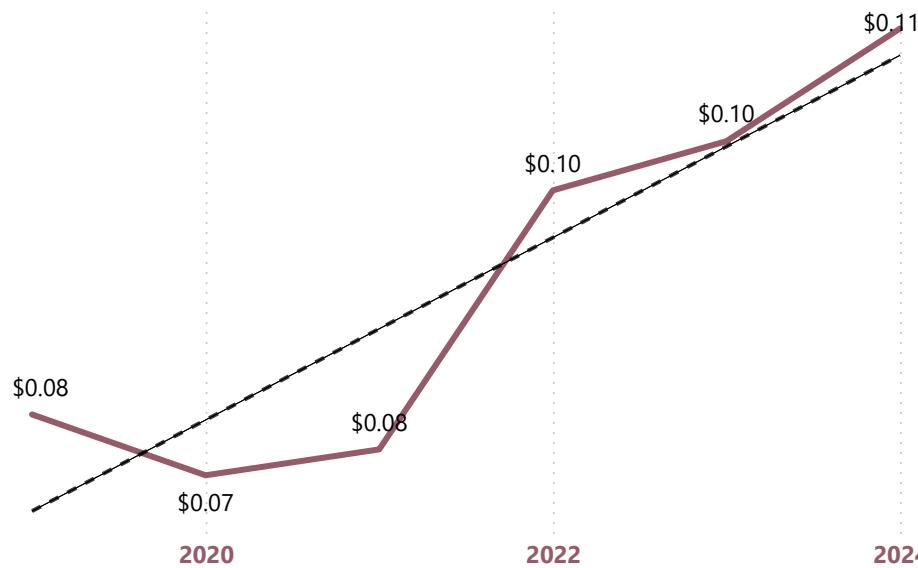
2023

2020

2022

2024

ad_Revenue Per Net Circulation Copy

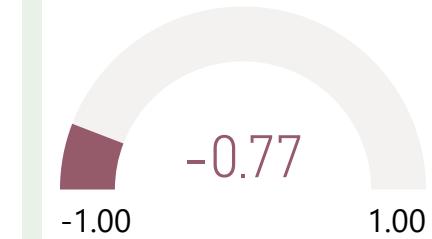


ad_revenue per copy

lucknow	\$0.16
Patna	\$0.14
ranchi	\$0.12
bhopal	\$0.12
Ahmedabad	\$0.10
Delhi	\$0.08
kanpur	\$0.08
Mumbai	\$0.07
jaipur	\$0.05
Varanasi	\$0.05

ad_revenue by City

Patna	\$2.2M
bhopal	\$2.0M
lucknow	\$1.9M
Delhi	\$1.9M
Ahmedabad	\$1.9M
ranchi	\$1.8M
kanpur	\$1.7M
Mumbai	\$1.7M
jaipur	\$1.6M
Varanasi	\$1.5M

correlation coefficient:
Circulation VS Revenue

City

Ahmedabad

bhopal

Delhi

jaipur

kanpur

lucknow

Mumbai

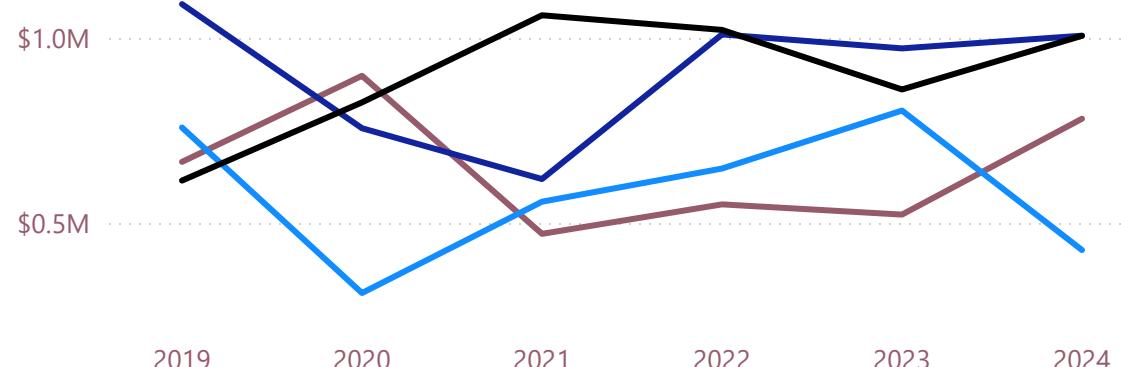
Patna

ranchi

Varanasi

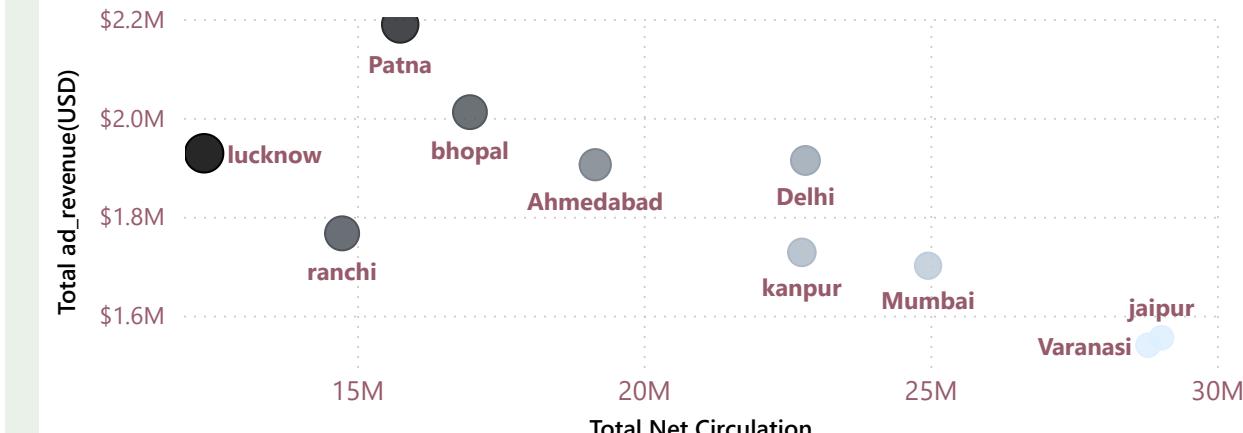
ad_revenue(USD) by Year and ad_category

- Automobile
- FMCG
- Government
- Real Estate



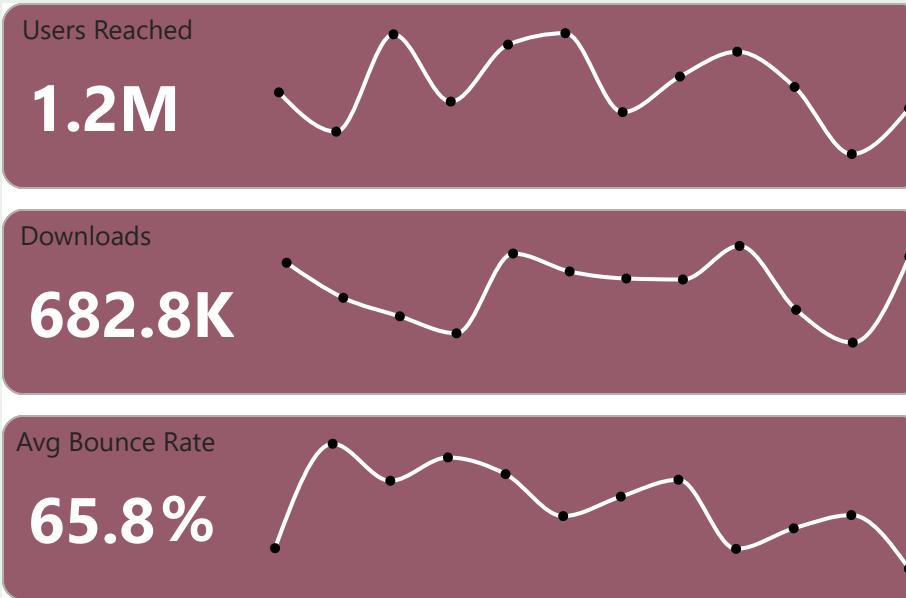
Correlation: ad_revenue VS print circulation

ad_Revenue_per_net_circulated_Copy \$0.05 \$0.16





DIGITAL Engagement ANALYSIS



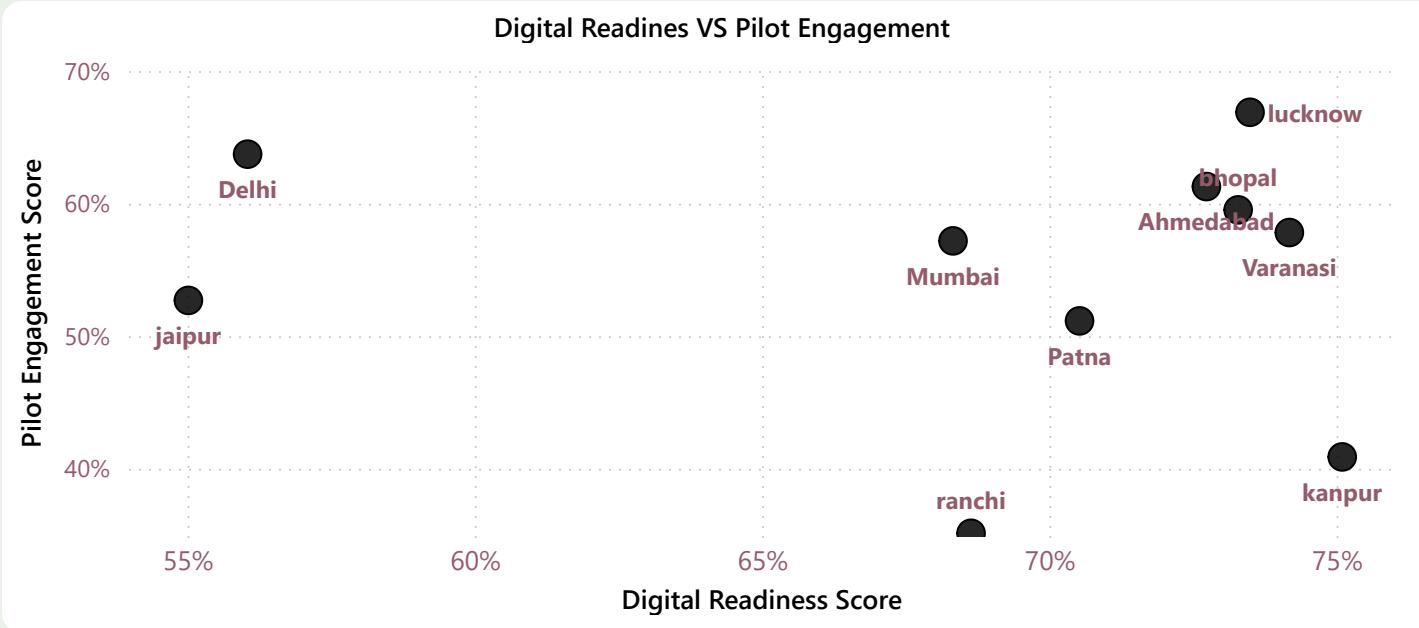
Platform

E-paper Mobile Web

Mobile App Beta

PDF WhatsApp Push

Responsive Web Ve...



City

Ahmedabad

bhopal

Delhi

jaipur

kanpur

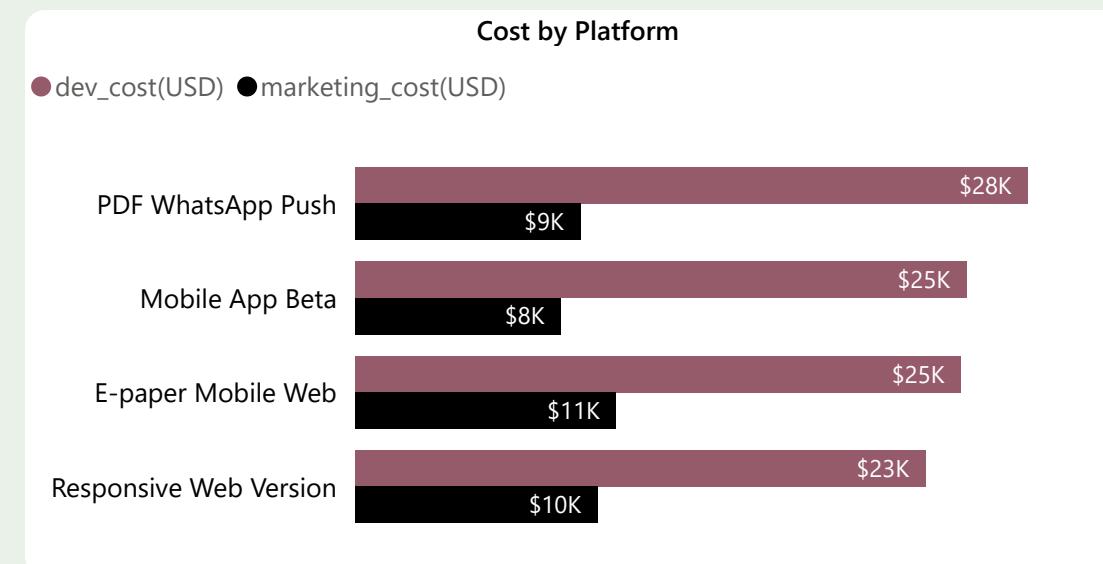
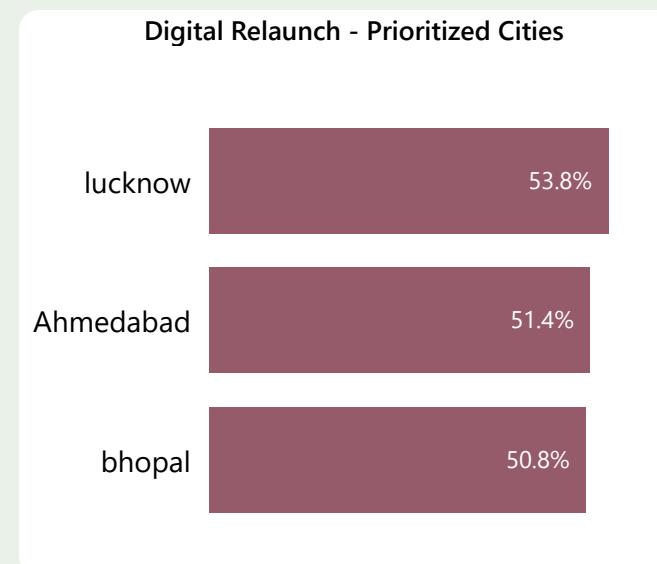
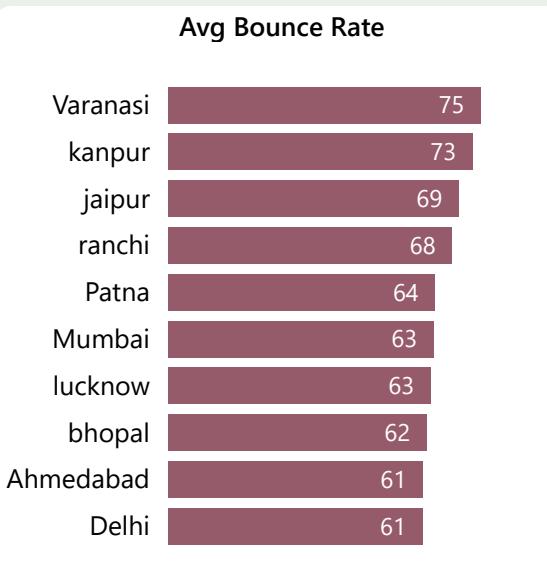
lucknow

Mumbai

Patna

ranchi

Varanasi



Provide Insights to Guide a Legacy Newspaper's Survival in a Post-COVID Digital Era

1 * **Bharat Herald :**

- 1 * Once printed **1.2M+** copies daily across **five Indian states**
- 2 * Print circulation dropped to **<560K (2019–2024)**
- 3 * **Pandemic accelerated shift** toward digital consumption
- 4 * **Failed 2021 e-paper pilot** due to poor mobile usability

1 * **The Result:** financial losses, Advertiser confidence declined, bureaus shut down

2 *

1.

2. My role as a **Data analyst** :

- 1 * *Quantify what went wrong*
- 1 * *Identify recovery,*
- 2 * *Recommend digital roadmap*



#1 What went wrong?

Structural Decline in Print

Structural decline in print circulation

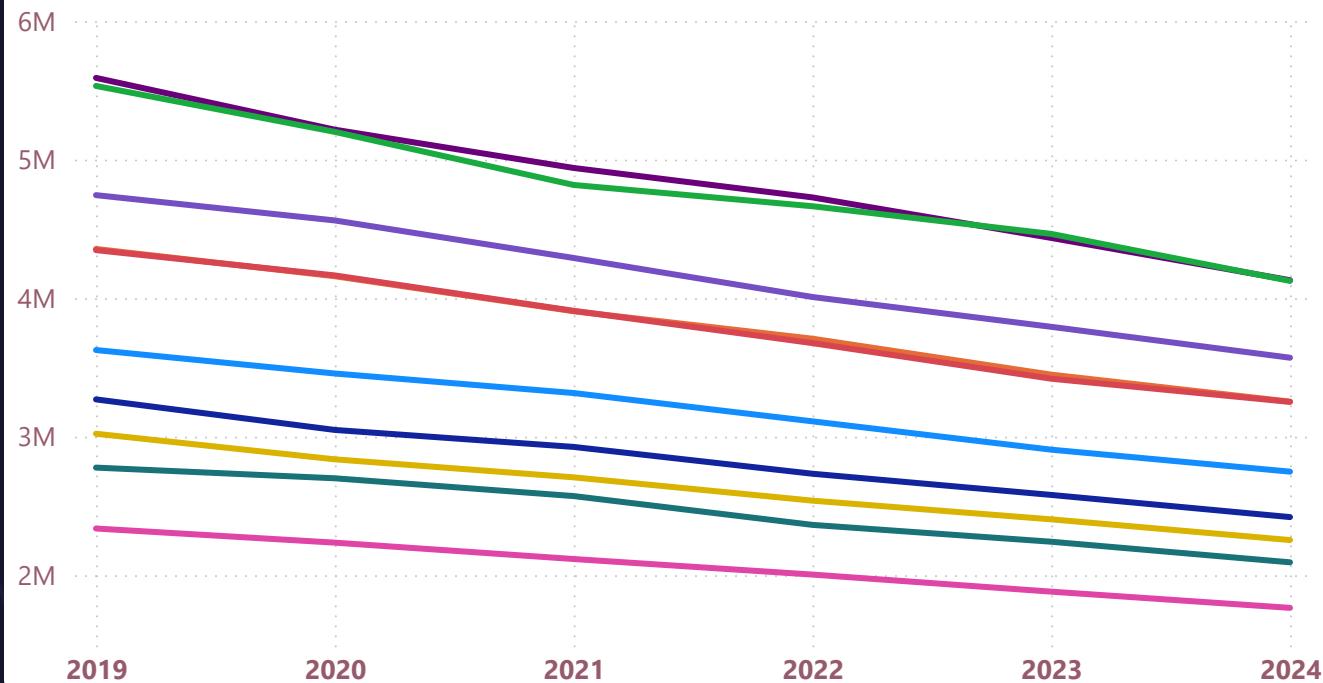
- at least **5% drop annually** over last 5 years

Copies Sold

Net Circulation

Net Circulation

● Ahmedabad ● bhopal ● Delhi ● jaipur ● kanpur ● lucknow ● Mumbai ● Patna ● Ranchi ● Varanasi

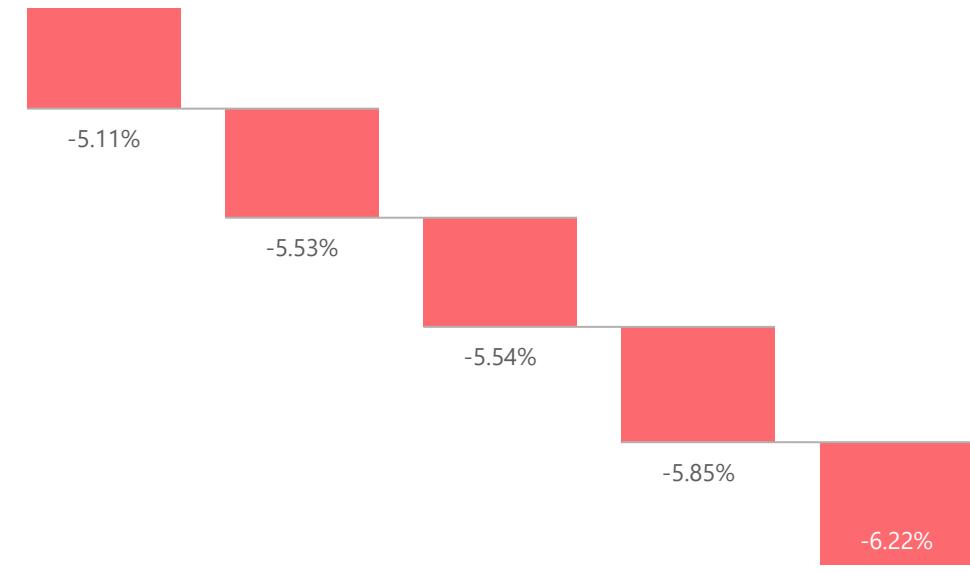


Copies Sold YoY %

Net Circulation YoY %

Net Circulation YoY %

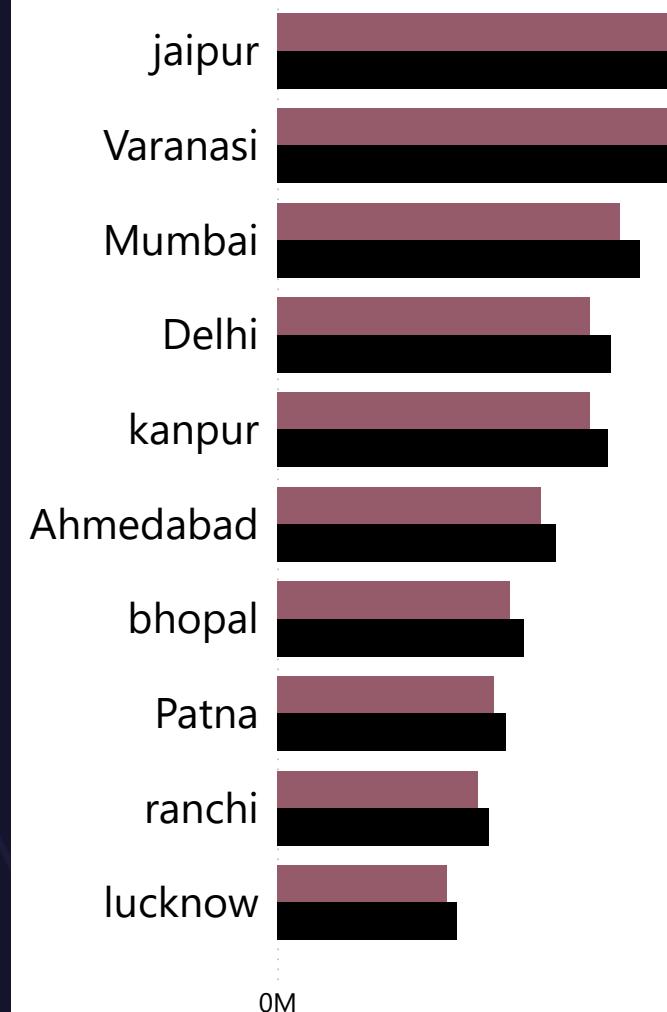
● Increase ● Decrease



Profitability Mismatch

2024 Net Circulation & Copies Sold by City

● Total Net Circulation ● Total Copies Sold



ad_revenue per copy 2024

Patna	\$0.20
lucknow	\$0.18
ranchi	\$0.15
Ahmedabad	\$0.13
bhopal	\$0.13
kanpur	\$0.09
jaipur	\$0.08
Mumbai	\$0.08
Varanasi	\$0.08
Delhi	\$0.07

High circulation

≠

high ad revenue

correlation coefficient: Circulation VS Revenue

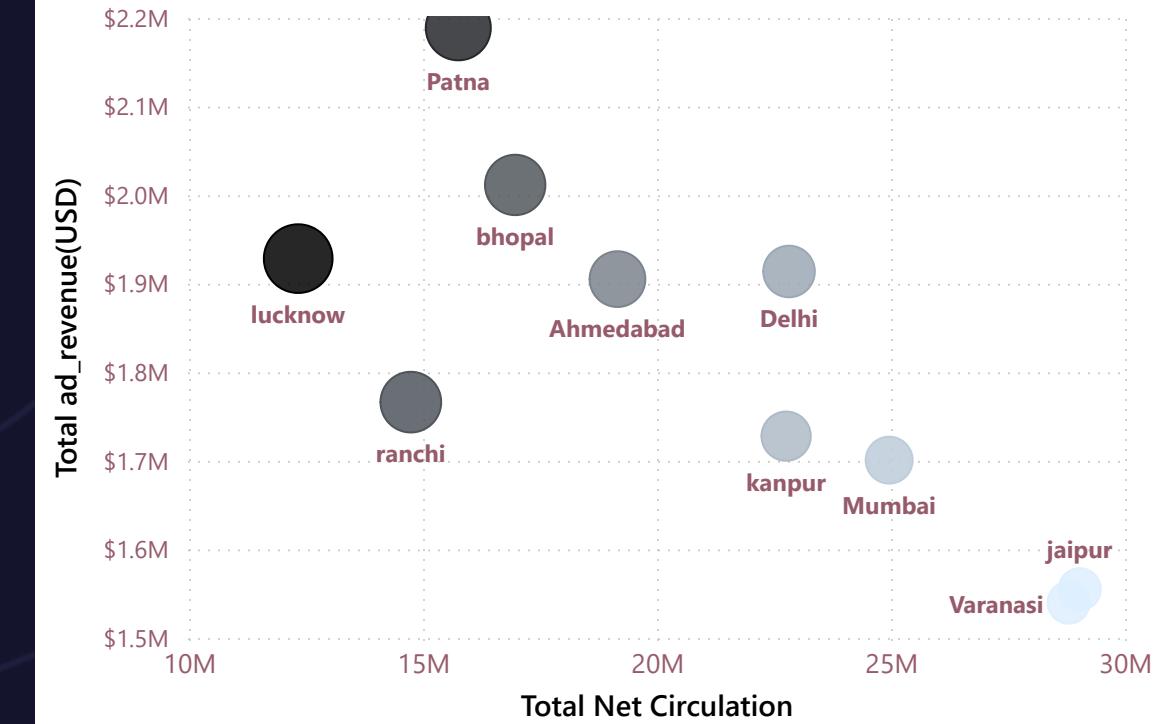
-0.77

-1.00

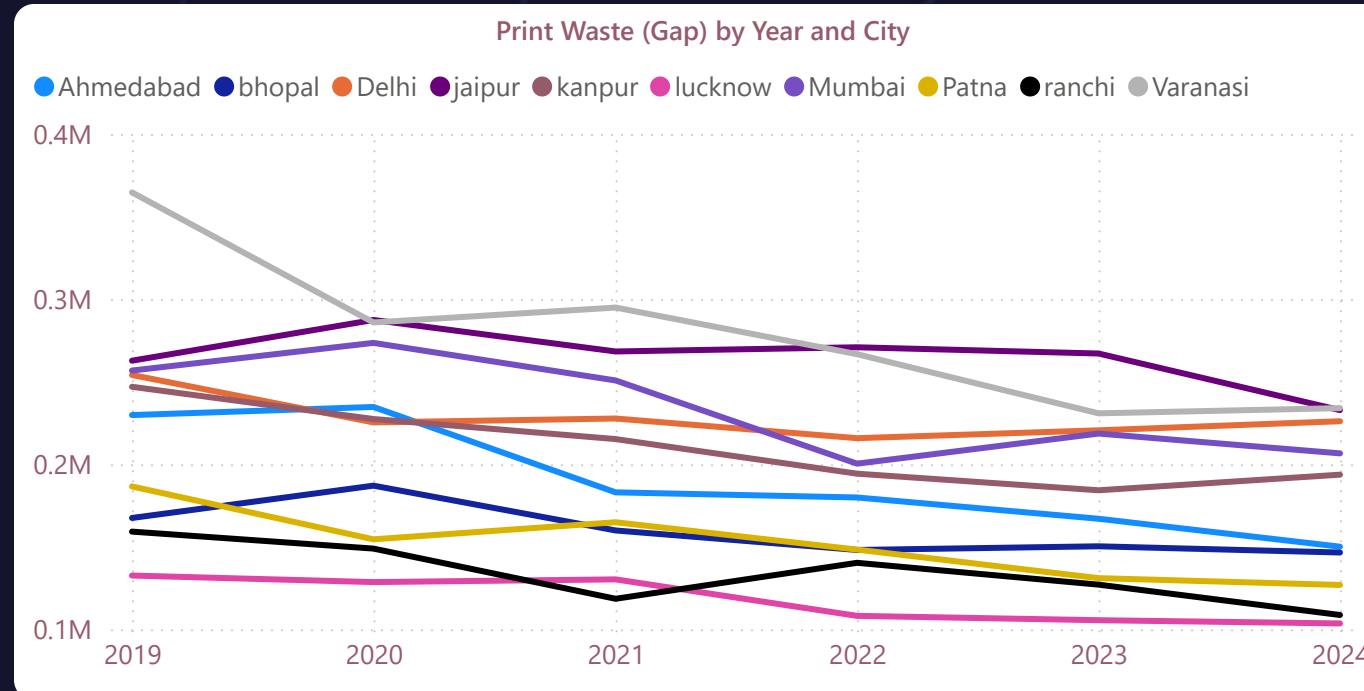
1.00

Correlation: ad_revenue VS print circulation

ad_Revenue_per_net_circulated_Copy \$0.05 \$0.16



Print Waste



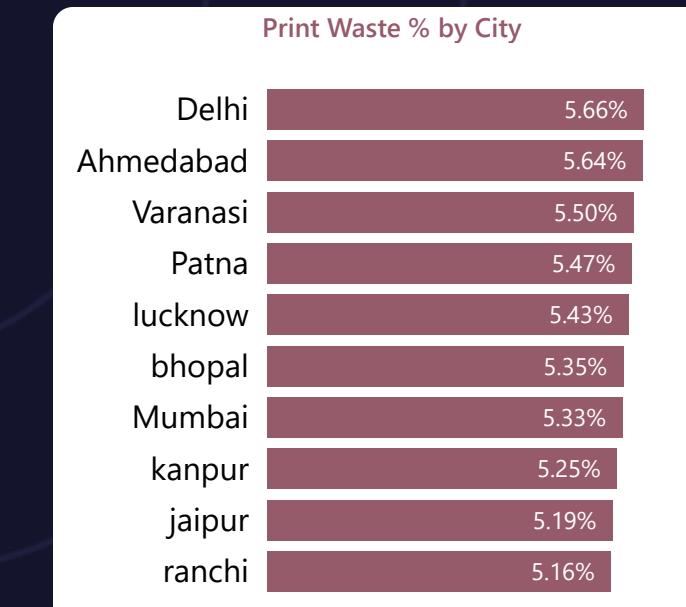
* Trends:

- * Declining overall waste
- * Delhi increasing in last 2 years
- * Kanpur and Varanasi's waste rose last year.



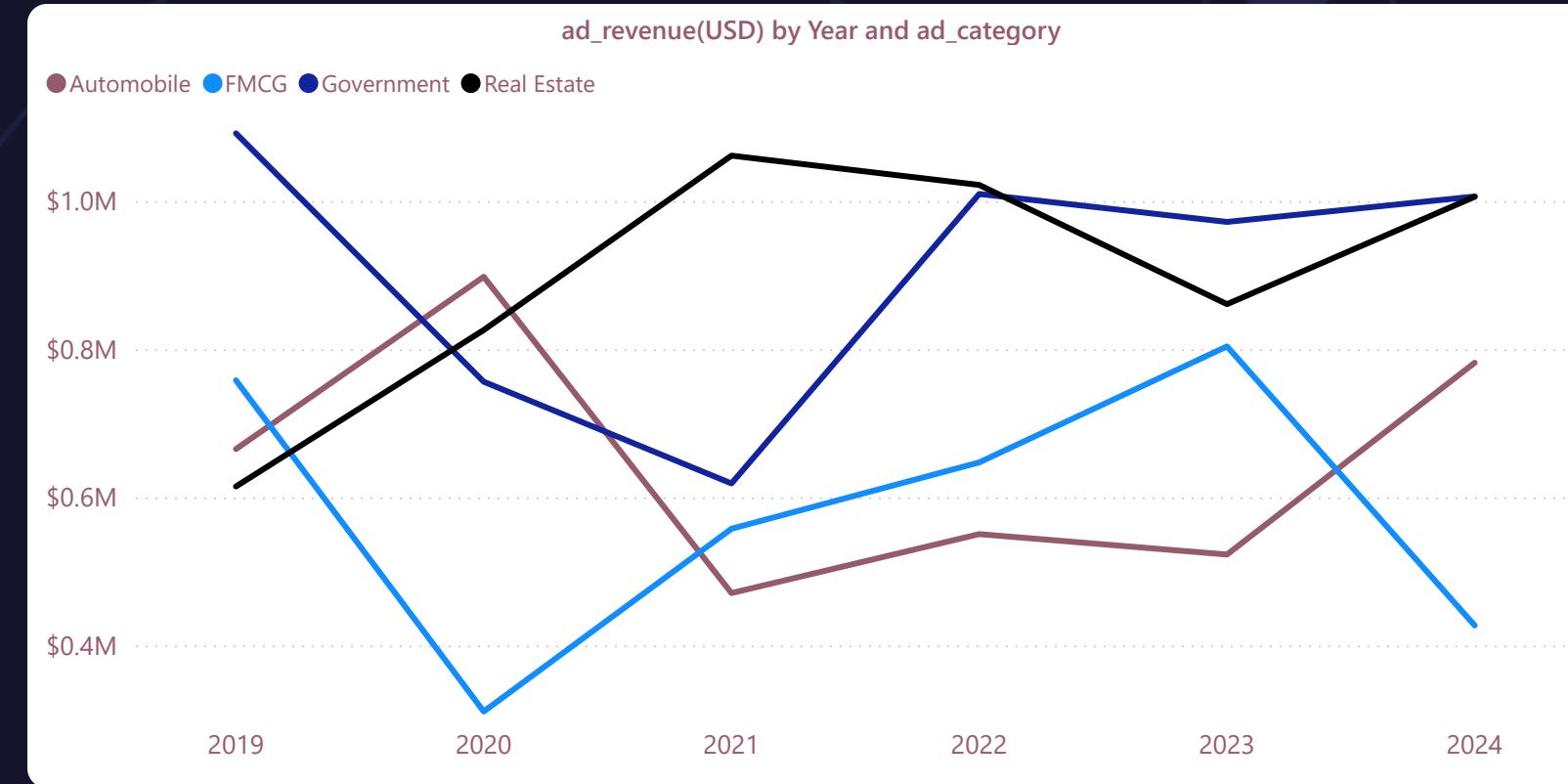
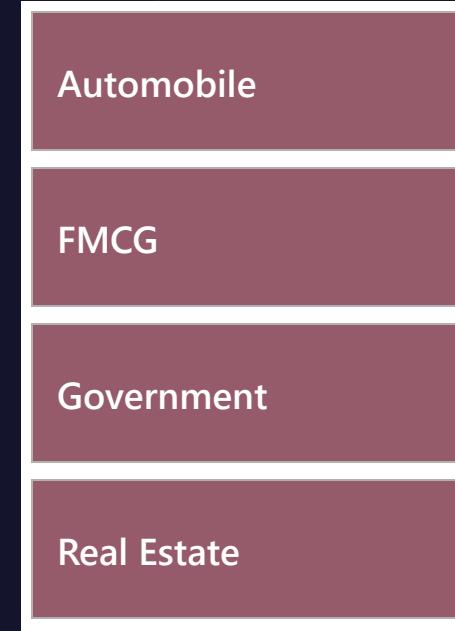
* Highest waste gap:

Varanasi, Jaipur,
Mumbai, Delhi



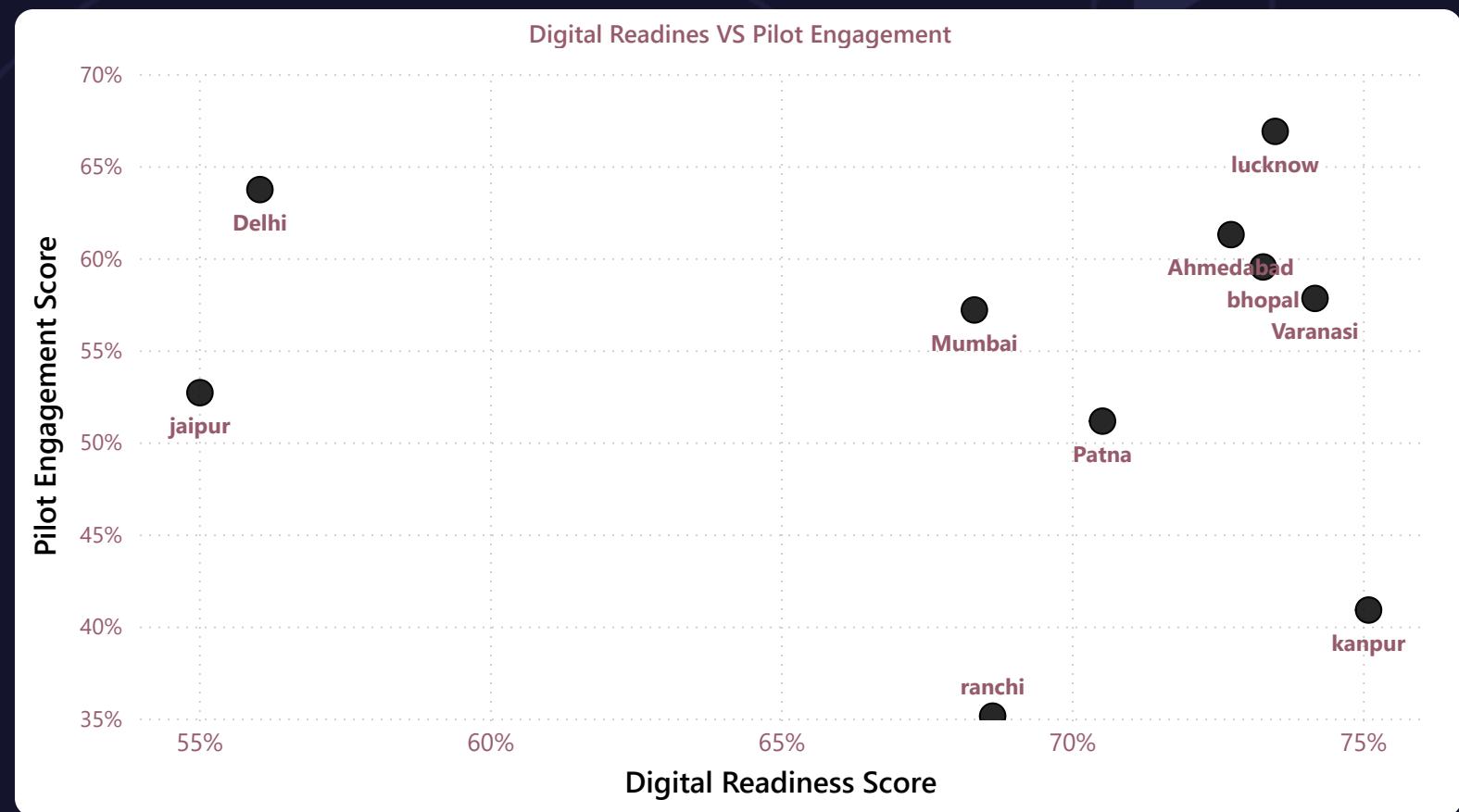
Waste % similar
across cities

Ad Revenue Trend by Category



* Other categories recovered in 2024
except
FMCG dropped 47% → biggest decline

Digital Readiness VS Engagement



* **Kanpur, Ranchi:** High readiness but low adoption

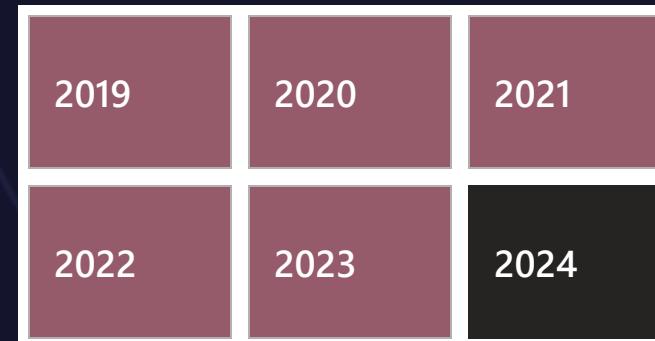
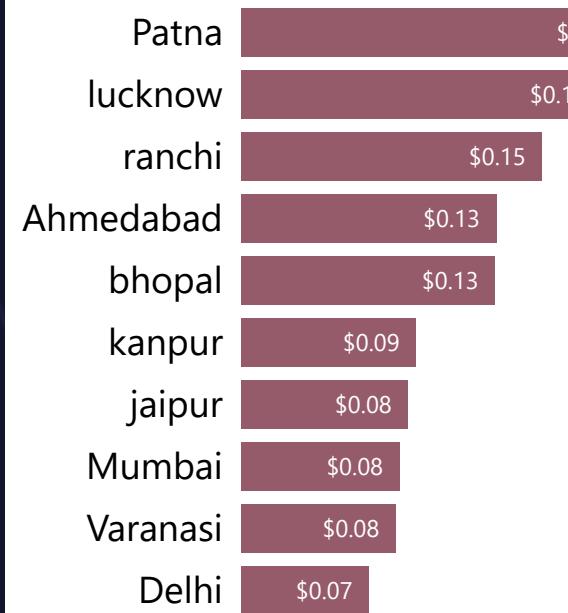
* Gap between infrastructure & actual engagement

#2 Recovery Opportunities

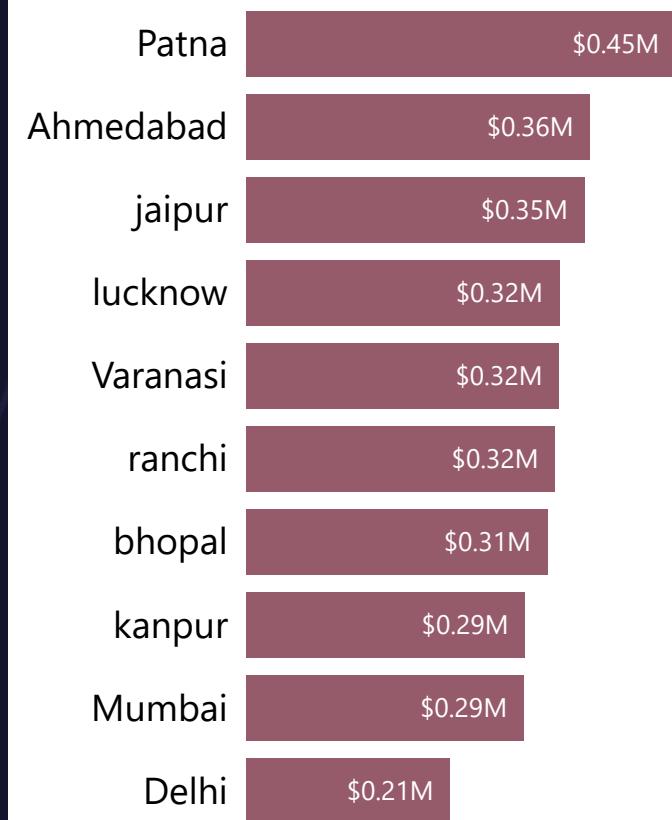
high print efficiency cities in 2024

	city_name	copies_printed_2024	net_circulation_2024	efficiency_ratio	efficiency_rank_2024
▶	ranchi	2200753	2092062	0.95061	1
	Ahmedabad	2896757	2746691	0.94820	2
	Patna	2379688	2252819	0.94669	3
	jaipur	4361397	4128641	0.94663	4
	Varanasi	4357583	4123611	0.94631	5

ad_revenue per copy 2024



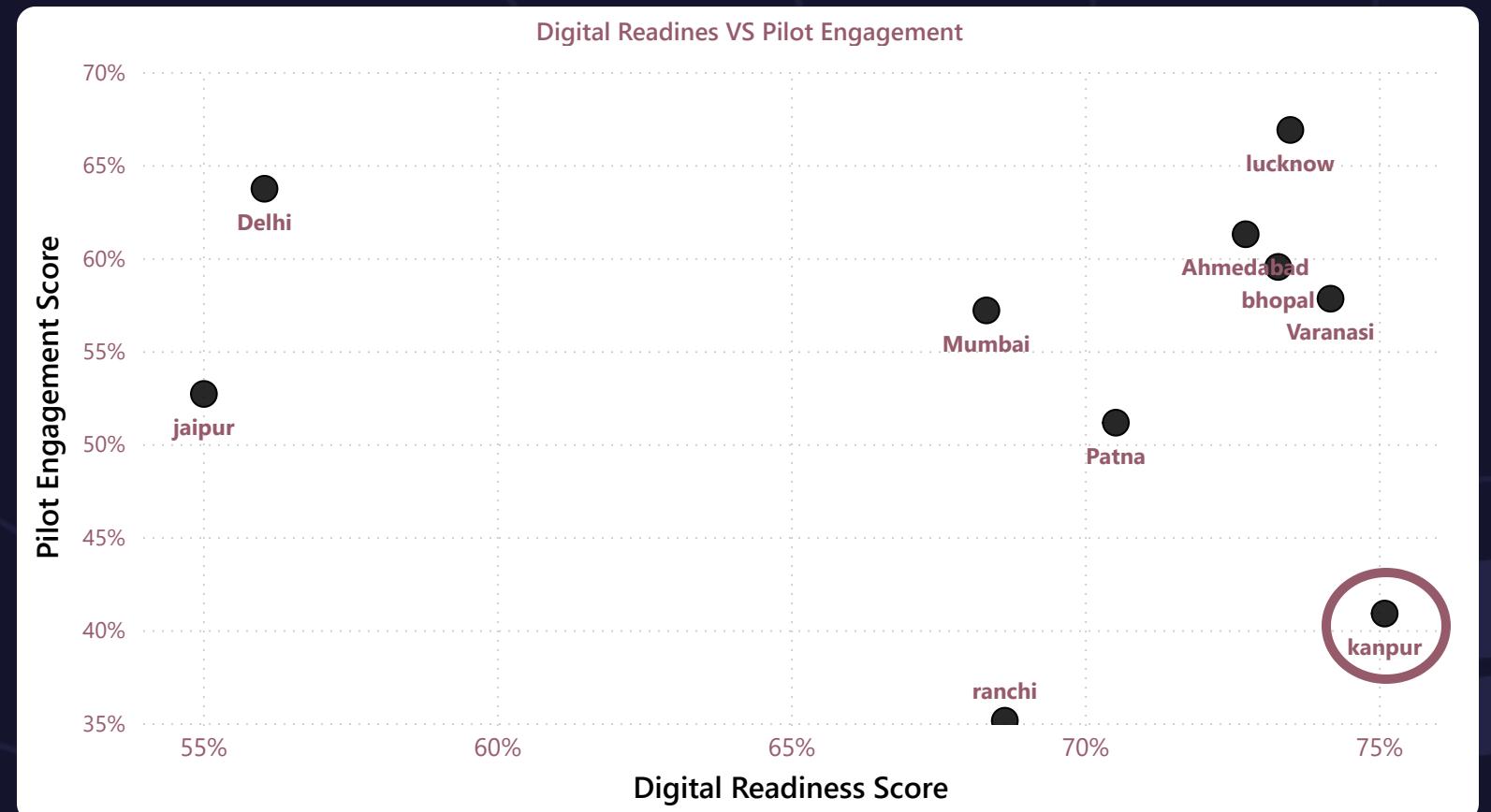
ad_revenue by City



High Digital Readiness but Low Digital Pilot Engagement

	city	readiness_score_2021	engagement_score_2021	readiness_rank_desc	engagement_rank_asc	is_outlier
▶	kanpur	75.23	40.89	1	2	YES

* Bharat Herald can fix this with
targeted campaigns and localized content



Ad Revenue Diversification

* No single ad category contributed more than 50% of the total **yearly ad revenue** between 2019–2024.

* The **highest concentration** was in **2021**, where the **Real Estate** category contributed **39.19%** of the total revenue.

	year	category_name	category_revenue	total_revenue_year	pct_of_year_total
▶	2021	Real Estate	1061432.72	2708453.06	39.19
	2019	Government	1091548.52	3129411.03	34.88
	2020	Automobile	897841.57	2790607.36	32.17
	2022	Real Estate	1021859.03	3229027.53	31.65
	2022	Government	1009671.11	3229027.53	31.27
	2024	Government	1006271.32	3220921.61	31.24
	2024	Real Estate	1005940.37	3220921.61	31.23
	2023	Government	971913.24	3159314.97	30.76
	2020	Real Estate	825921.73	2790607.36	29.6

Rebuild trust

* **Innovative ad formats:** sponsored content, and synchronized campaigns across both print and digital platforms.

* **Track ROI** with measurable metrics like click-through rates, engagement, and conversions can help regain advertiser trust

Digital-First Content Formats

- * **Today's major source of news:**

- WhatsApp, Facebook & Instagram Reels, and YouTube Shorts.

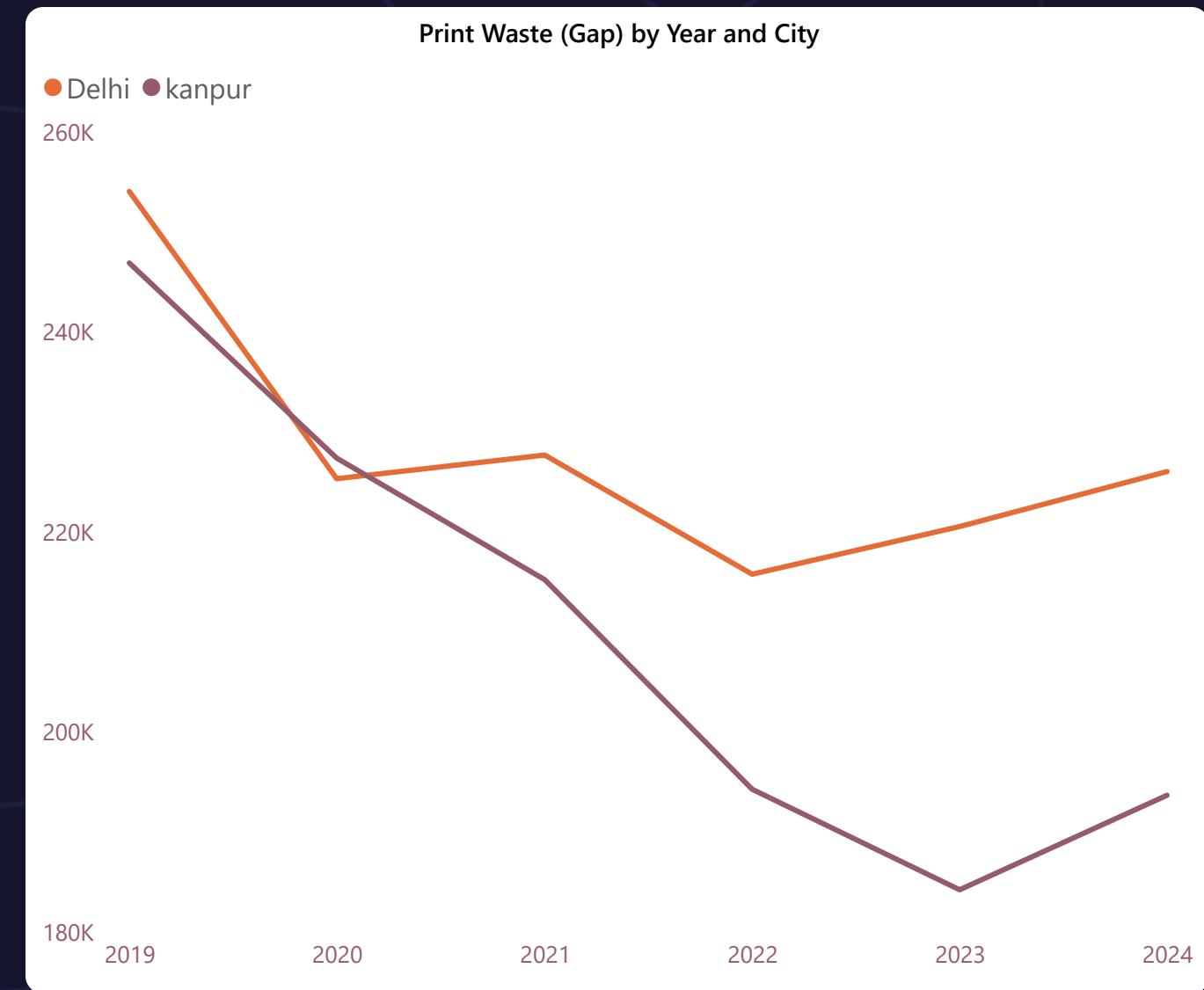
- * **Offer:**

- Daily WhatsApp bulletins
- "news in 60 seconds" clips
- Live coverage of high-interest events like elections or cricket matches.

#3. Phased Digital Transformation Roadmap

Phase 1: Strengthen the Core

- * Improve print efficiency and reduce waste. Use predictive analytics to better match copies printed with actual demand, especially in cities like **Delhi** and **Kanpur** where waste gaps are growing.
- * Focus investments on cities like Lucknow, Patna, Ranchi, and Bhopal, which are already more profitable per copy.



- Focus on cities with high digital readiness and strong pilot engagement.

- Prioritize cities like Lucknow, Ahmedabad, and Bhopal.

Phase 2: Digital Relaunch

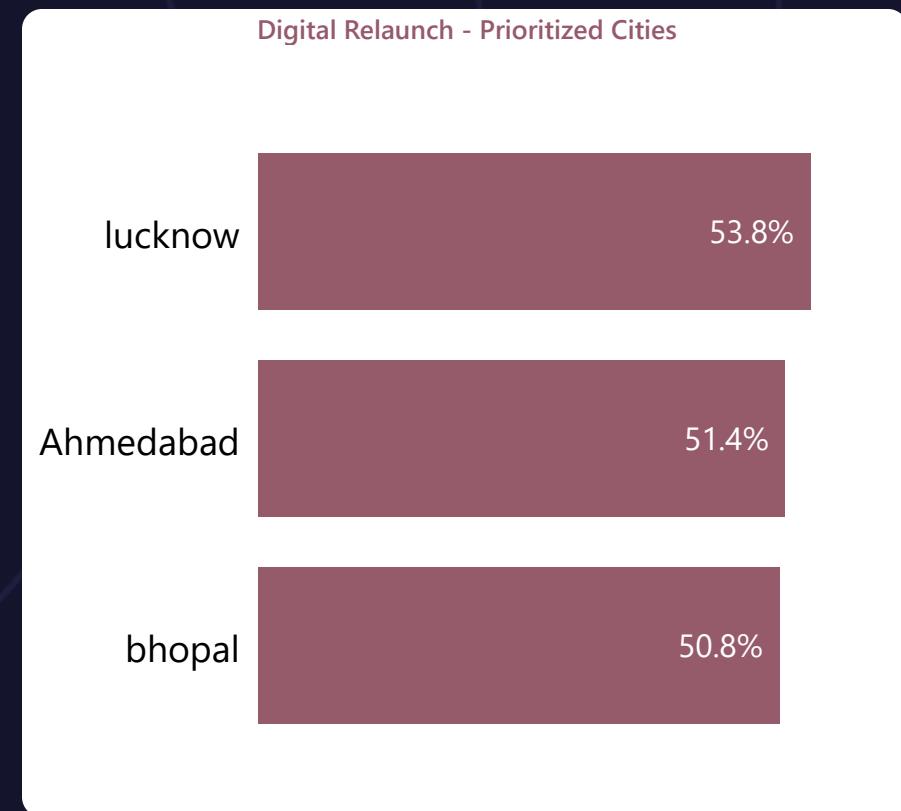
- * Relaunch digital editions in the top three priority cities: Lucknow, Ahmedabad, and Bhopal.

- * In high-readiness but low-engagement cities like **Kanpur**, launch low-cost, high-impact campaigns — such as WhatsApp news bulletins or short video explainers .

- * For metros like **Delhi** and **Mumbai**, where readiness is low but engagement is high, focus on e-paper and Whatsapp delivery and hybrid print-digital bundles.

- * High digital readiness, strong pilot engagement, print decline

* Best Cities for Digital Relaunch



Phase 3: Scale New Revenue Models

- * Introduce subscription bundles, loyalty programs, and pay-per-article options to attract both price-sensitive users and premium subscribers.
- * **Case Study:** Sakal Media Group bundled subscriptions with concert passes and FMCG freebies, this strategy led to 25,000 paid subscribers.

Phase 4: Build Digital-First Identity

- * Invest in video-first and mobile-first journalism. Short-form video, reels, and live coverage should become the backbone of Bharat Herald's digital content strategy.
- * Strengthen regional credibility by hiring local journalists and co-creating content with trusted community influencers.
- * Finally, expand the digital rollout city by city, prioritizing based on readiness, engagement, and print decline.

THANK YOU