

GATWOOD – Business Case Study

REVENUE ANALYSIS, FORECASTING & STRATEGIC MARKET
INSIGHTS

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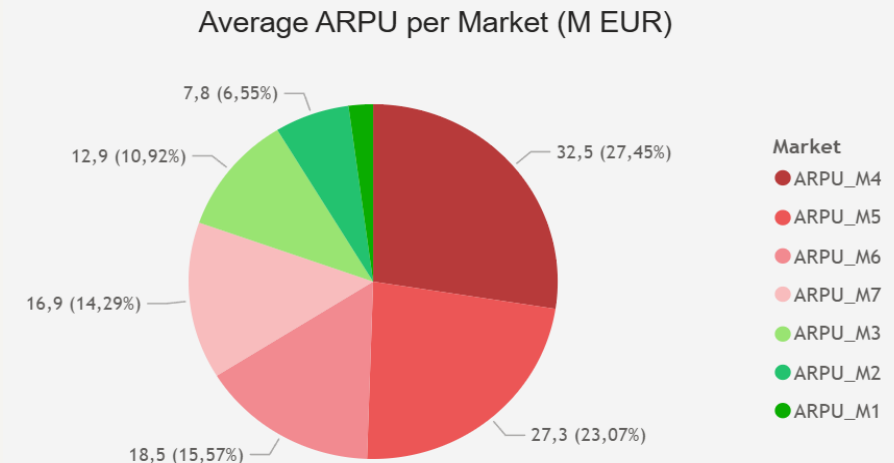
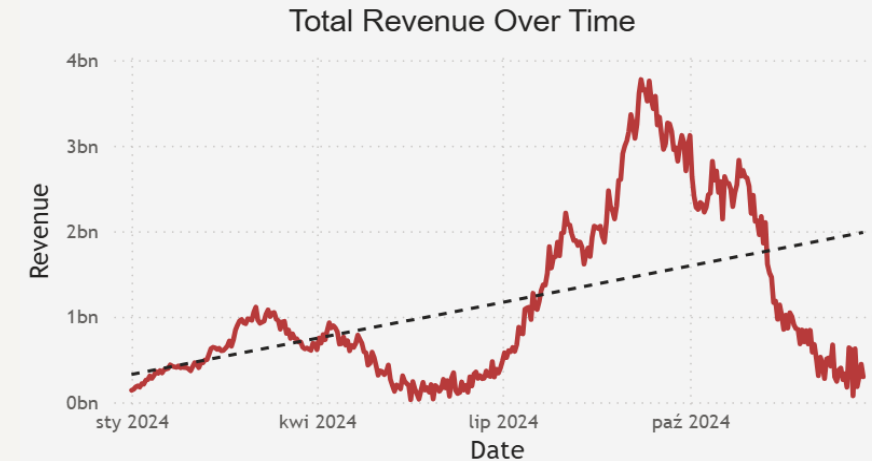
Financial Summary & Key Market Drivers

Revenue Overview:

- Average Daily Revenue: €165.2 million
- Total Revenue (Annual): €416.3 billion
- Top Performing Markets: ARPU_M4 & ARPU_M5
- Low-Contribution Markets: ARPU_M1 & ARPU_M2

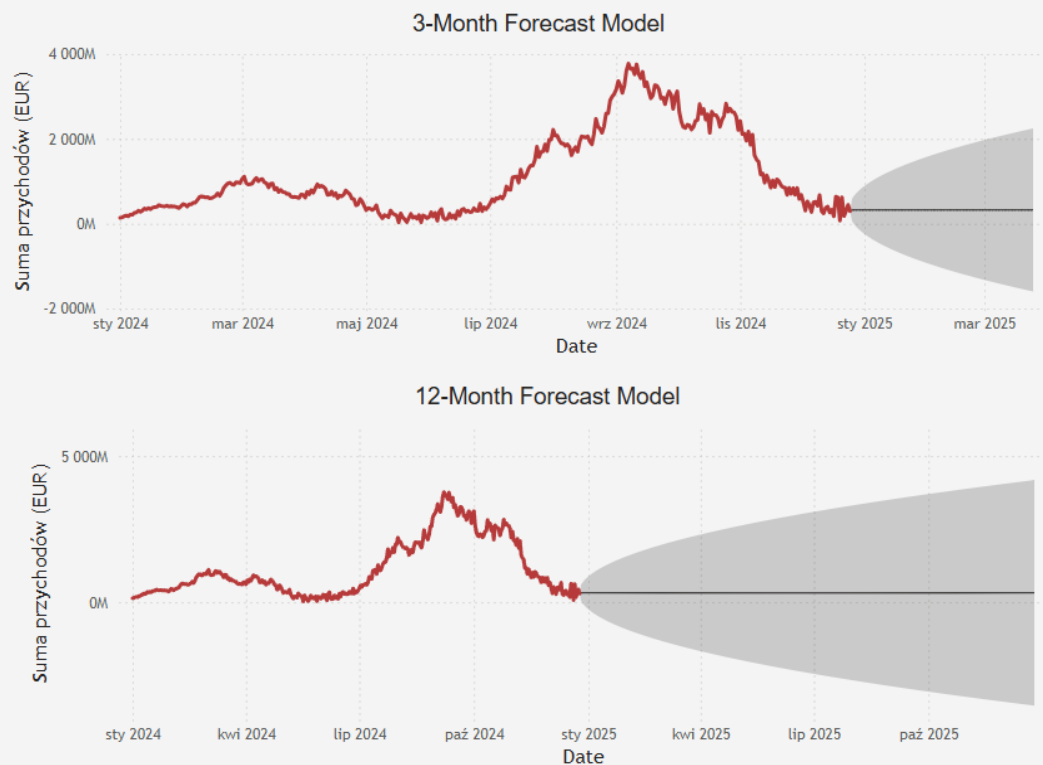
ARPU Insights:

- ARPU_M4: highest ARPU (>€30) and largest revenue contribution
- ARPU_M1: lowest ARPU (~€8), minimal impact on revenue
- Monthly and regional filtering indicates strong seasonality patterns



Forecast Highlights

GATWOOD - Revenue Forecasts



Forecast Overview:

- 3-month forecast: revenue expected to decline modestly
- 12-month forecast: long-term volatility with potential rebound
- Model includes seasonality and uncertainty bands (95% CI)

Strategic Considerations for Telco

Strategic Revenue Influencers (Telco-specific):

External factors:

- Regulatory changes (e.g., EU roaming rules, telecom taxes)
- Competitive pressure and pricing wars
- Economic downturns or currency volatility

Internal factors:

- Customer churn, pricing strategies, upsell efficiency
- Network investment / infrastructure upgrades
- Product bundling and innovation (e.g., 5G, IoT packages)

Recommendations:

- Monitor high-ARPU markets (M4/M5) continuously
- Incorporate churn & market penetration KPIs into forecasting
- Adjust strategy based on seasonality and macroeconomic data
- Expand dashboard with operational KPIs for real-time oversight

Thank you for your attention.
Questions?