Assignment\_Accelarize 360

From given assignment, I conclude that

Muzical app is just launched in the market so its free as of now.but there revenue is generated on the basis of ads.

So they have given us

Ad time = 15 sec

It will be played after each song

And there are 2 ads category

1 peak\_time add

2 off\_peak time ad

Price is fixed for both

But

Peak\_time add is twice(2X) then off\_peak time ad

And we have to calculate the revenue generated for each month .

So my question are

1 is our ad are played so many times(after 1 song as they given) compared to other musical apps?

2.how many ad-slots are present for each day?

3.how to figure out how much is the peak\_time and off\_peak time?

4.peak time formula?(because in the file they clearly told us peak\_time ad price is 2X then off\_peak time)

5.current ad slot demands?

6. how many users are active on app ?[churn rate]

7.what genre song customers loves the most?

8.check for users feedback on regular basis?

9.is recommendation are going correct for a customers ?

10. is muzical ad pricing is more as compare to competitors? (like spotify, youtube music and apple music)

11. revenue share with artists?