

# Other Similar Projects



225K CLICKS OVER  
COMMITTED 200K  
CLICKS

22K SOCIAL SHARES

3 MINS AVERAGE TIME  
SPENT PER USER



OVER 31K SOCIAL  
SHARE!

OVER 40K GAME PLAYS

3.01 MINS AVERAGE  
TIME SPENT PER VISIT

# Business Plan for 2020

Description	My Contribution	Challenges	Solutions	Success Story
<ul style="list-style-type: none"><li>Annual Strategy implemented in 2020 to managed to Business Impact due to Covid.</li></ul>	<ul style="list-style-type: none"><li>I created a detailed the Business strategy to deal with the impact on revenue in 2020 due COVID.</li><li>I evaluated the plan across and recalibrate basis the changing circumstance</li></ul>	<ul style="list-style-type: none"><li>2020 was the most unprecedented year, so there were no past trends to planning and strategizing.</li><li>Even after making a concrete plan, there was an extensive drop in the revenue from April till September.</li></ul>	<ul style="list-style-type: none"><li>I developed business plan specifically relevant for current times and evolved it basis the changing environment.</li><li>We expanded revenue from active clients like entertainments OOT players.</li><li>We continued the engagement with all clients across the year.</li></ul>	<ul style="list-style-type: none"><li>We managed to have a revenue growth of ~ 4.5% from 2019 to 2020 when digital advertising spends across industry declined by 7% to 15%.</li></ul>