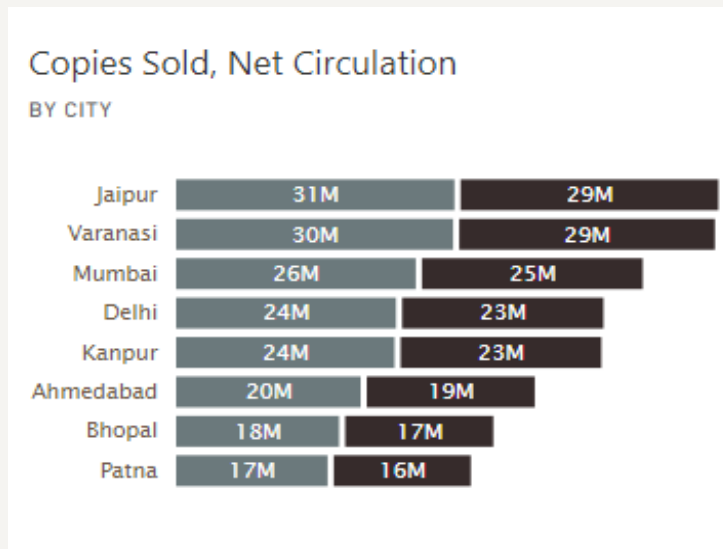
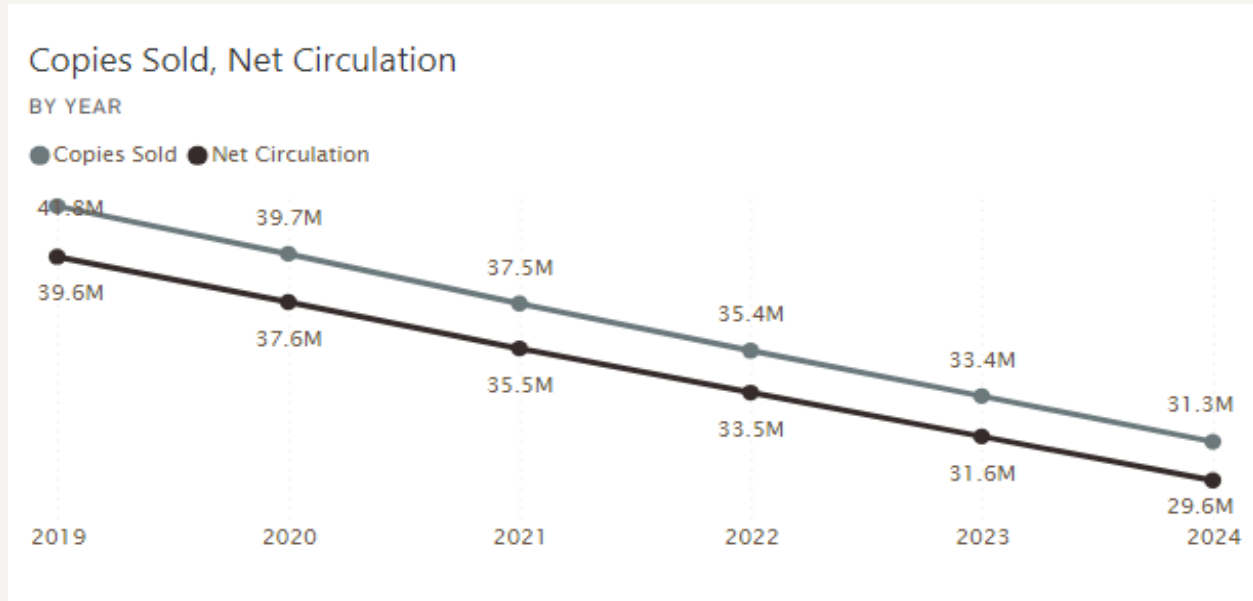


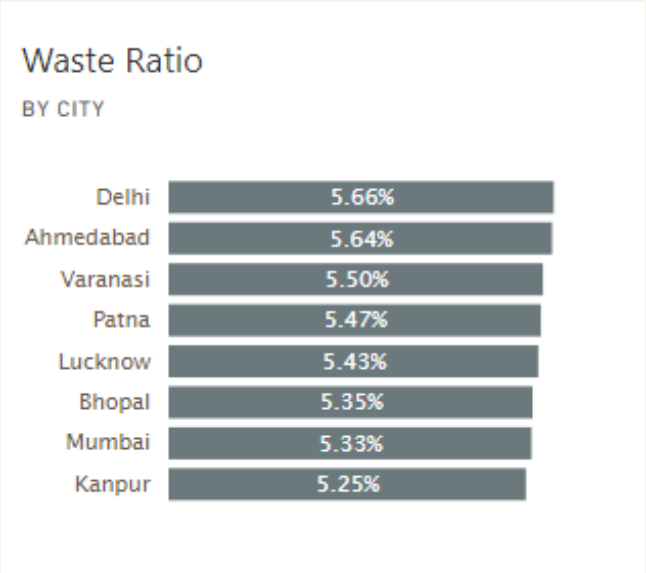
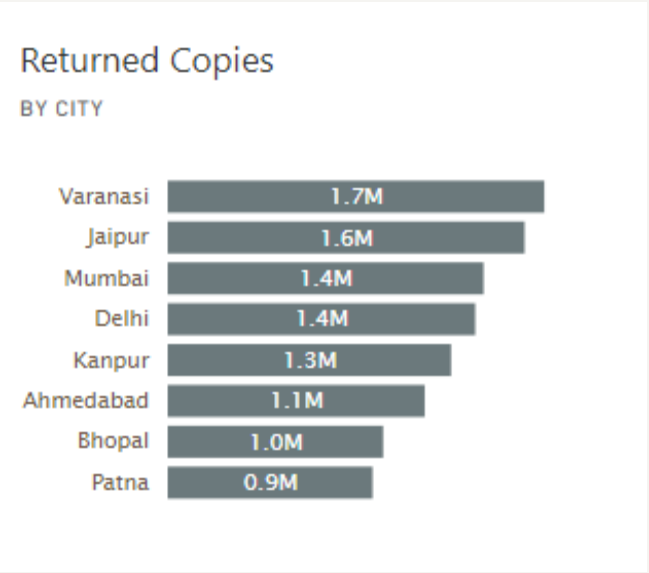
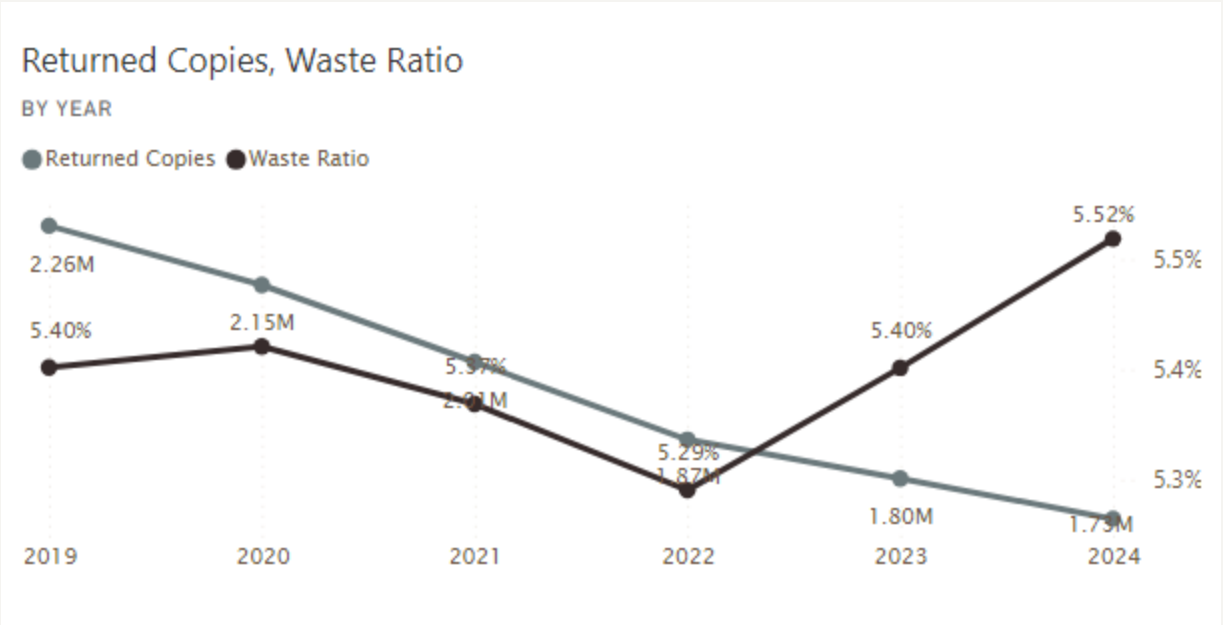
Bharat Herald: Media Survival Analysis

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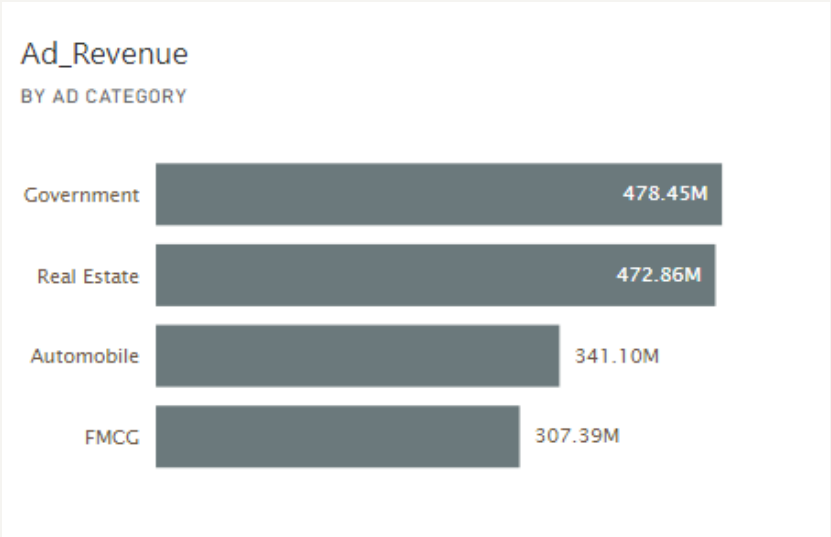
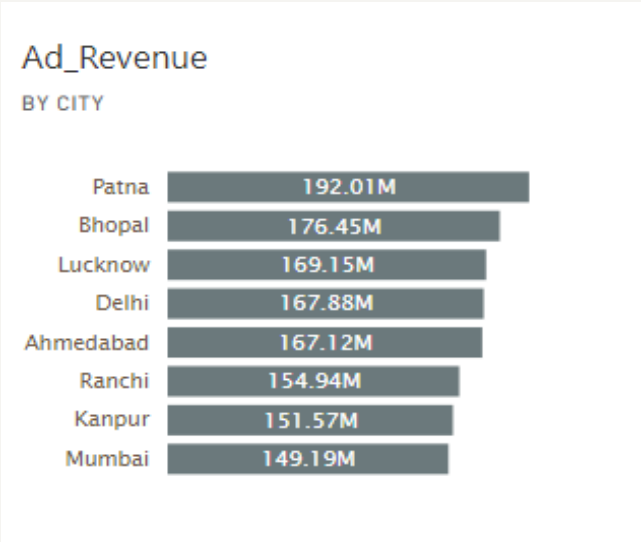
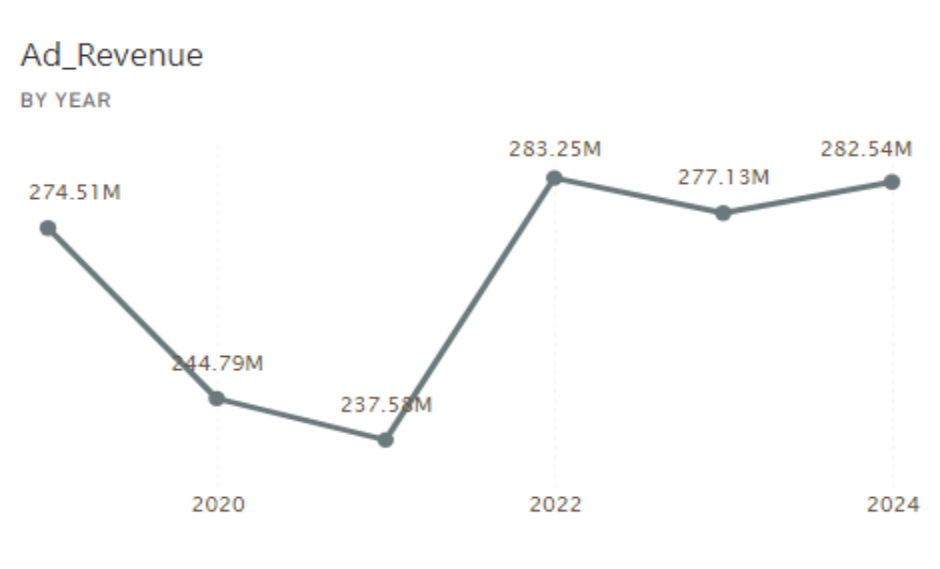
Print Circulation Trends



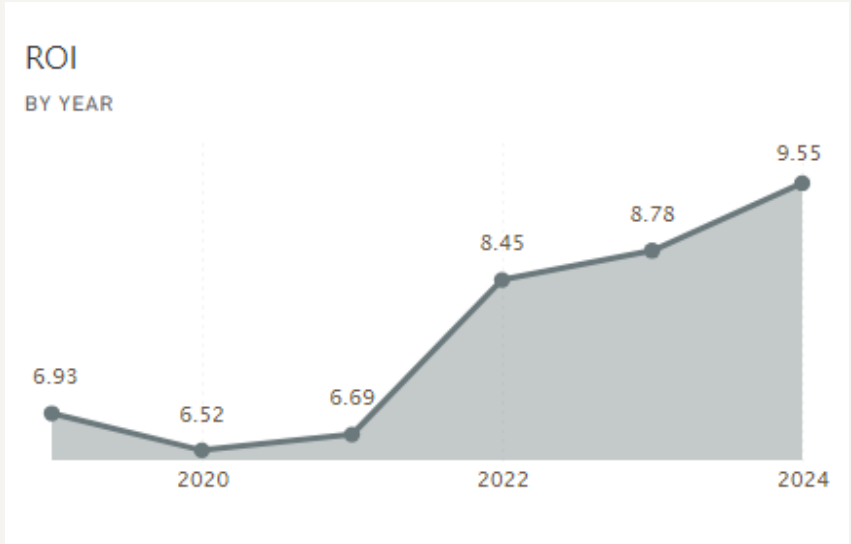
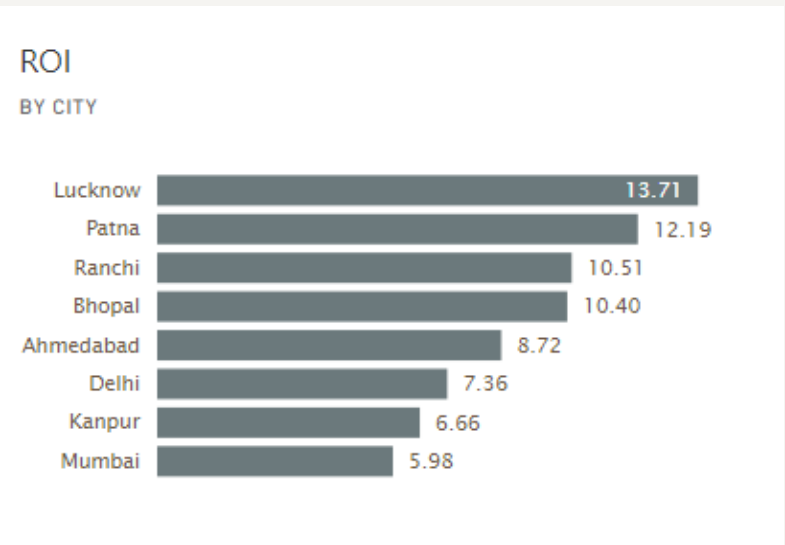
Print Waste Analysis



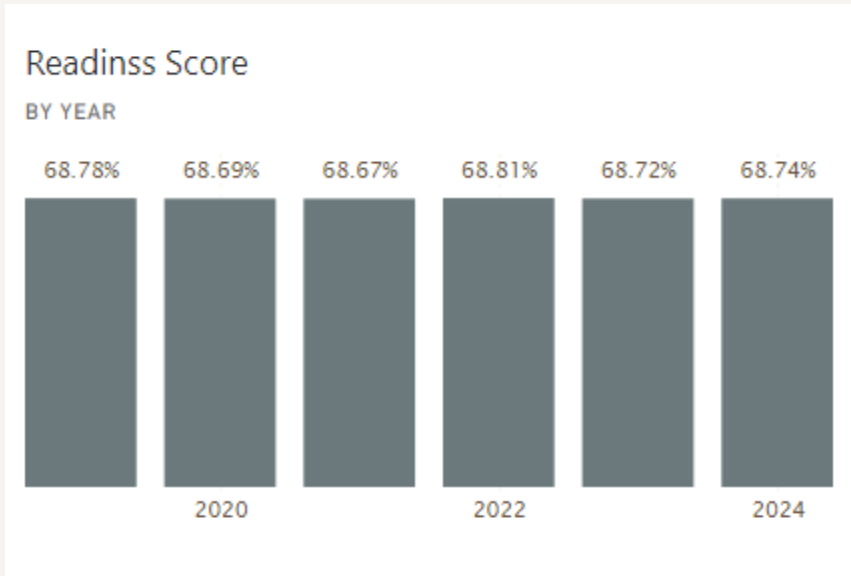
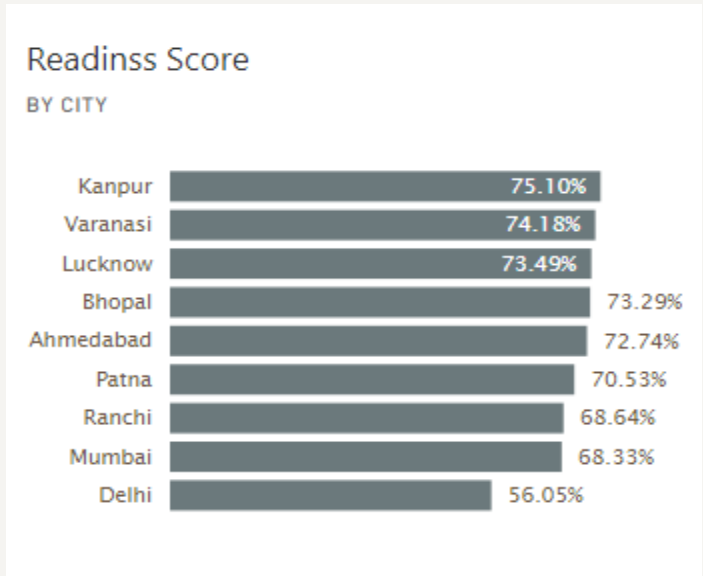
Ad Revenue Trends



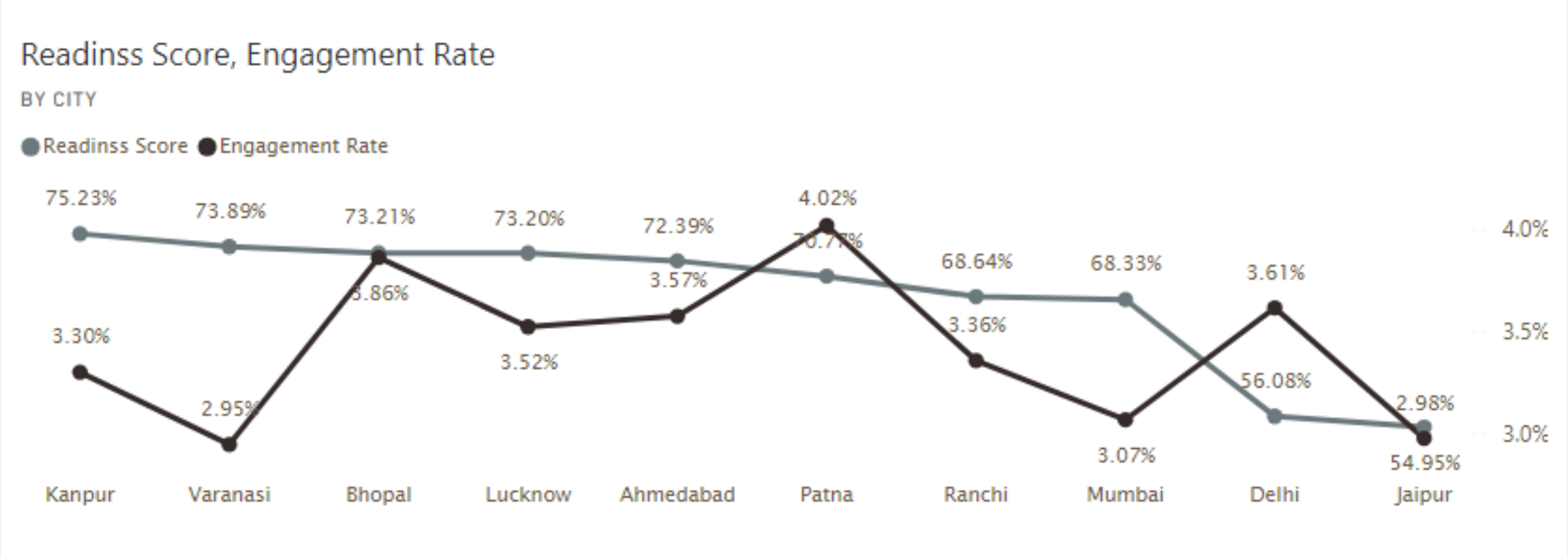
ROI Trends



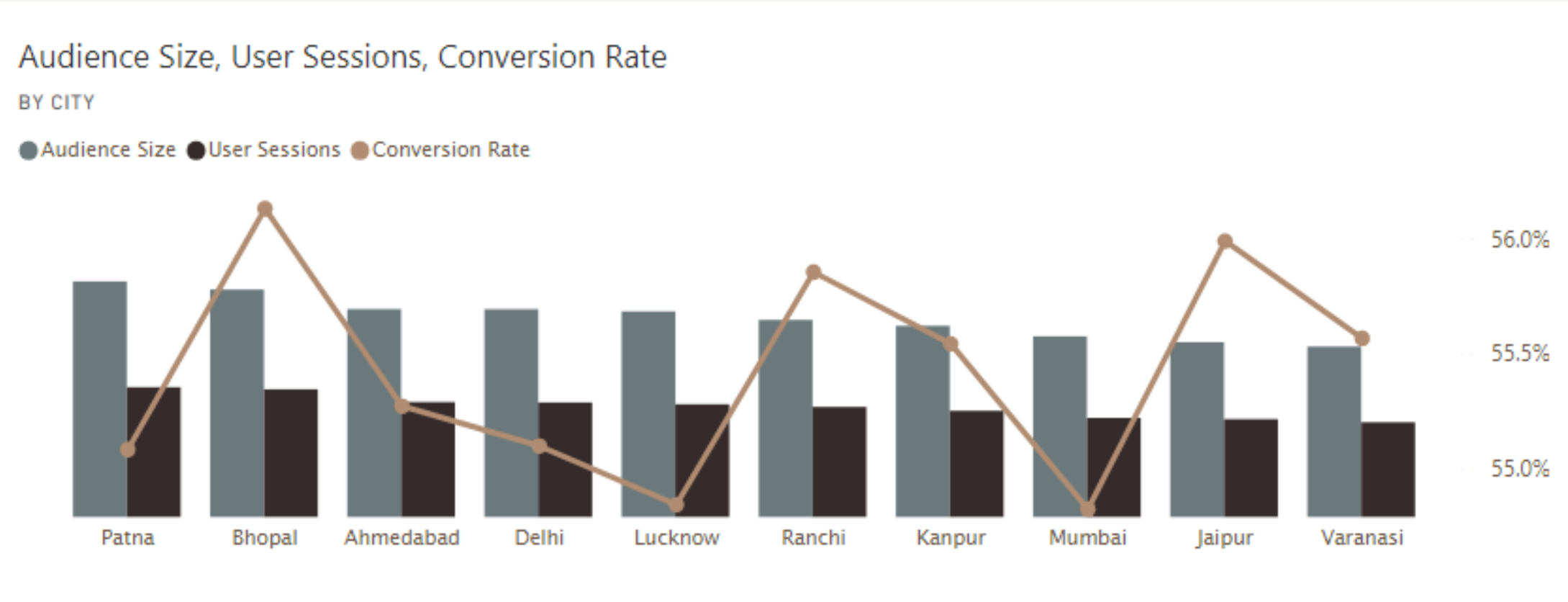
Readiness Trends



Readiness Vs Engagement



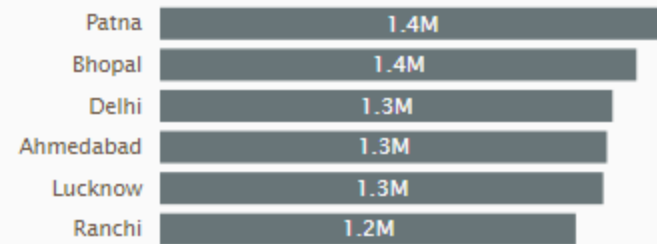
Audience & Conversion Trends



Operational Metrics

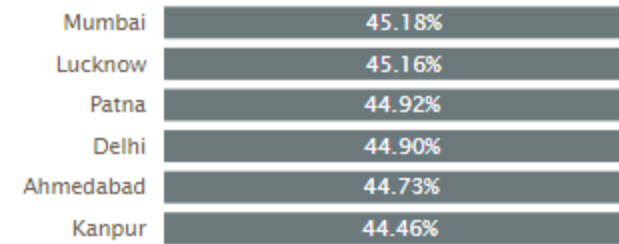
Cost

BY CITY



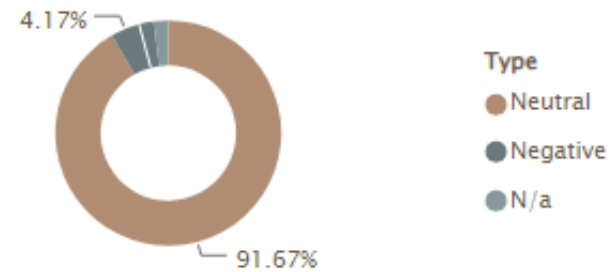
DropOff Rate

BY CITY



Feedback

BY CUMULATIVE_FEEDBACK, TYPE



Business Request – 1: Monthly Circulation Drop Check

Top 3 months (2019-2024) where any city recorded the sharpest month-over-month decline




Result Grid								
			Filter Rows:		Export:		Wrap Cell Content:	
	City	Year	Month	Net_Circulation	prev_Month_Circulation	decline_value	mom_percent_change	ranks
▶	Varanasi	2021	1	382018	441825	-59807	-13.54	1
	Varanasi	2024	1	326528	373503	-46975	-12.58	2
	Ranchi	2021	12	193975	220455	-26480	-12.01	3

Business Request – 2: Yearly Revenue Concentration by Category

Ad Categories that contributed > 50% of Total Yearly Ad Revenue



Result Grid		 Filter Rows:		<input type="text"/>		Export:	
	category_name	Year	revenue	Pct			

Business Request – 3: 2024 Print Efficiency Leaderboard

Top 5 City based on Print Efficiency in 2024

Result Grid

Filter Rows:

Export:

Wrap Cell Content:

	City	sold_copies	return_copies	waste_ratio	efficiency_ratio	ranks
▶	Ranchi	2200753	108691	4.94	95.06	1
	Ahmedabad	2896757	150066	5.18	94.82	2
	Patna	2379688	126869	5.33	94.67	3
	Jaipur	4361397	232756	5.34	94.66	4
	Varanasi	4357583	233972	5.37	94.63	5

Business Request – 4 : Internet Readiness Growth (2021)

Change in internet penetration from Q1-2021 to Q4-2021 to identify cities with the highest improvement.

Result Grid

Filter Rows:

Export:

Wrap Cell Content:

	City	Q1_internet_penetration	Q4_internet_penetration	Change_in_Internet_Penetration	ranks
►	Kanpur	74.27	76.77	2.5	1
	Mumbai	73.31	75.74	2.43	2
	Ahmedabad	73.03	74.8	1.77	3
	Delhi	48.68	50.41	1.73	4
	Patna	67.73	68.56	0.83	5
	Lucknow	55	55.71	0.71	6
	Jaipur	10	10	0	7
	Varanasi	73.51	73.45	-0.06	8
	Bhopal	68.21	66.48	-1.73	9
	Ranchi	63.49	60.36	-3.13	10

Business Request – 5: Consistent Multi-Year Decline (2019→2024)

Cities where both Net Circulation and Ad Revenue decreased every year from 2019 through 2024

Result Grid | Filter Rows: | Export:

City



Business Request – 6 : 2021 Readiness vs Pilot Engagement Outlier

City with the highest digital readiness score but among the bottom 3 in digital pilot engagement

Result Grid | Filter Rows: | Export: | Wrap Cell Content: ☐

	City	readiness_score	engagement_rate	readiness_rank	engagement_rank	is_outlier
▶	Varanasi	73.89	2.95	2	1	no
	Jaipur	54.95	2.98	10	2	no
	Mumbai	68.33	3.07	8	3	no
	Kanpur	75.23	3.3	1	4	no
	Ranchi	68.64	3.36	7	5	no
	Lucknow	73.2	3.52	4	6	no
	Ahmedabad	72.39	3.57	5	7	no
	Delhi	56.08	3.61	9	8	no
	Bhopal	73.21	3.86	3	9	no
	Patna	70.77	4.02	6	10	no



Recommendations

1. Digital Transition Priority Cities

Based On ROI, Readiness Score, And Engagement Rate

- Lucknow: ROI Of 13.71, Readiness Score Of 73.20%, Engagement Rate Of 3.52%.
- Patna: ROI Of 12.19, Readiness Score Of 70.77%, Engagement Rate Of 4.02%.
- Bhopal: ROI Of 10.40, Readiness Score Of 73.21%, Engagement Rate Of 3.86%.

2. Digital Transition Strategy Framework

Phase 1 (Months 1-6): Foundation

- Launch digital platforms in 3 priority cities
- Content Strategy: WhatsApp bulletins + mobile-optimized e-papers
- Technology: Responsive design + app development

Phase 2 (Months 7-12): Expansion

- Scale to additional 4 cities
- Revenue Models: Subscription bundling + pay-per-article
- Analytics: Reader behavior tracking + personalization

Phase 3 (Months 13-18): Optimization

- Full portfolio digital integration
- AI-driven content recommendation
- Advanced advertiser analytics platform

3. Advertiser Trust Recovery Plan

Government Category (Brands: LIC, SBI)

- Showcase Expertise in Financial & Public Policy Journalism
- Exclusive Access to Government Announcements and Financial Updates
- Targeted Financial Literacy and Customer Outreach Campaigns

Real Estate Category (Brands: DLF, Lodha)

- Local Market Intelligence and Development Insights
- Partner in Developer Events and Virtual Property Shows
- ROI-Focused Advertising with Lead Tracking

FMCG Category (Brands: HUL, Britannia)

- Consumer Behavior and Regional Market Analytics
- Track Brand Awareness and Campaign Effectiveness in Real Time
- Localized and Seasonal Campaign Support

Automobile Category (Brands: Tata Motors, Maruti)

- Unbiased Product Reviews and Industry Trend Coverage
- Dealer and Manufacturer Collaborative Marketing
- Share Customer Feedback and After-Sales Service Analytics

4. Implementation Roadmap & Next Steps

Immediate Actions (Next 30 days):

- Form Digital Transition Task Force
- Technology partner evaluation and selection
- Content team restructuring planning
- Priority city market research deep-dive

Short-term (Next 90 days):

- Digital platform development initiation
- Advertiser engagement campaign launch
- Staff training and capability building
- Pilot launch in Lucknow

Medium-term (6-12 months):

- Full rollout in 3 priority cities
- Performance measurement and optimization
- Advertiser trust rebuilding campaigns
- Subscription model implementation

Thank you for your time and attention!
Your support and collaboration are greatly appreciated.

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