



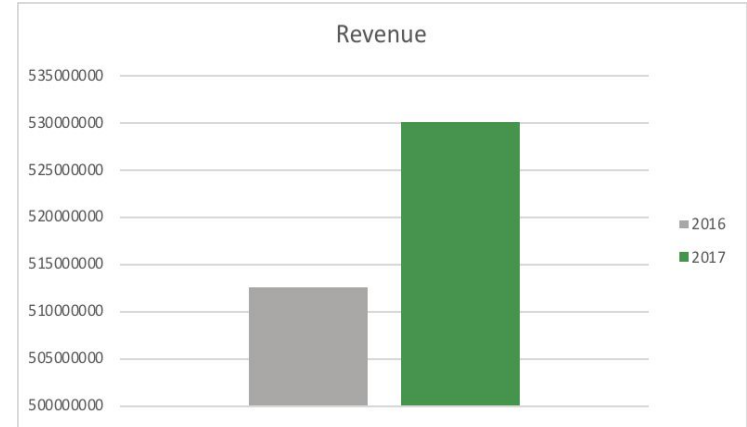
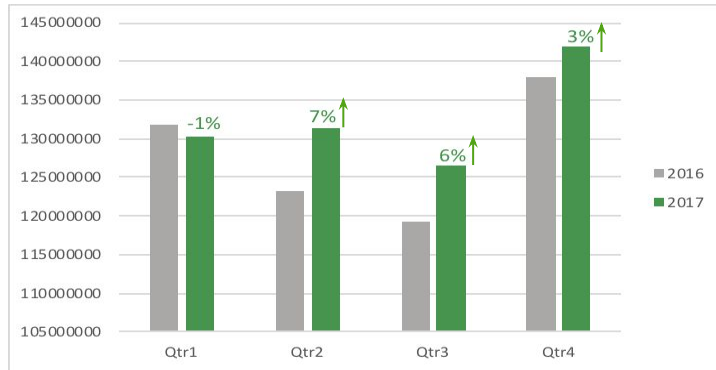
Revenue Analysis and Strategic Decision making

By Shivali Naik

1) Revenue analysis 2016 vs. 2017

Trend in revenue 2016 vs 2017

Qtr2, Qtr3 and Qtr4 of 2017 saw ↑ of 7%, 6% and 3% compared to 2016



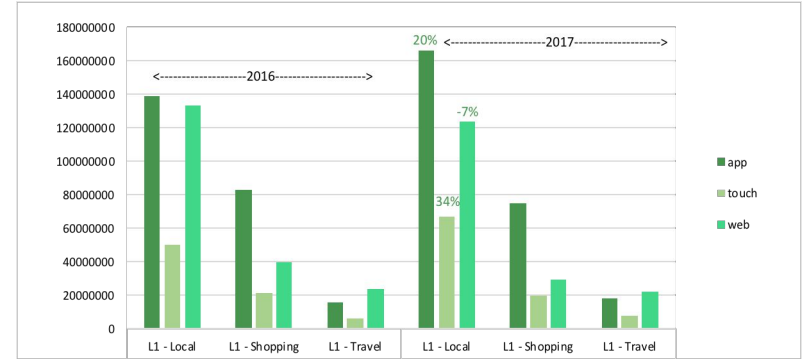
3% Increase in revenue in 2017 - The total revenue of 2017 is 530M which was 17M greater than that of 2016



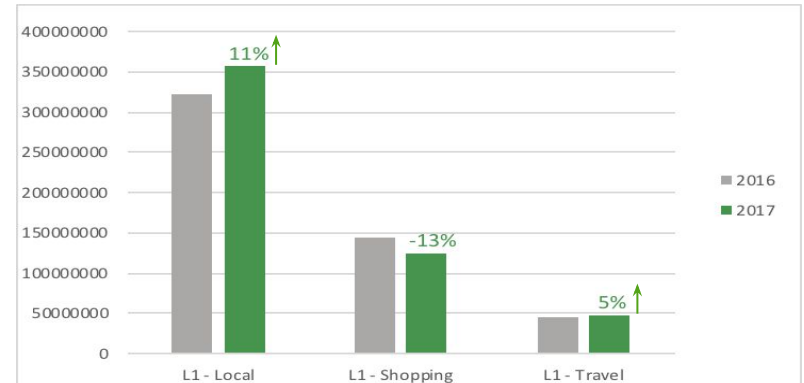
2) Strategic decisions with respect to growing Local business



Mobile-first strategy - Enhance the customer experience by improving app and touch; based on the increase in revenue seen for it in the Local business



Accelerate local business - Based on the data of 2016 & 2017 Local showed the highest revenue thus streamlining and finding differentiated supply in local business to grow it further



3) Trends in revenue by platform

Qtr2 2016 shows ↓ for all platforms

Qtr3 2016 shows ↓ for app and web

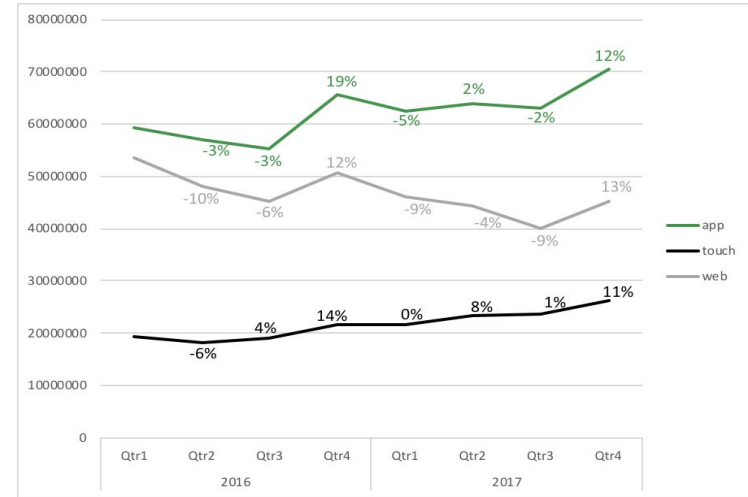
Qtr4 2016 shows ↑ of 12 to 19% as compared to Qtr3 2016 in their respective platforms

Qtr1 2017 shows ↓ compared to the Qtr4 2016

Qtr2 2017 shows ↑ for touch and app

Qtr3 2017 shows ↓ for app and web

Qtr4 2017 shows ↑ between 11 to 13% as compared to Qtr3 in their respective platforms



Based on 2016 and 2017

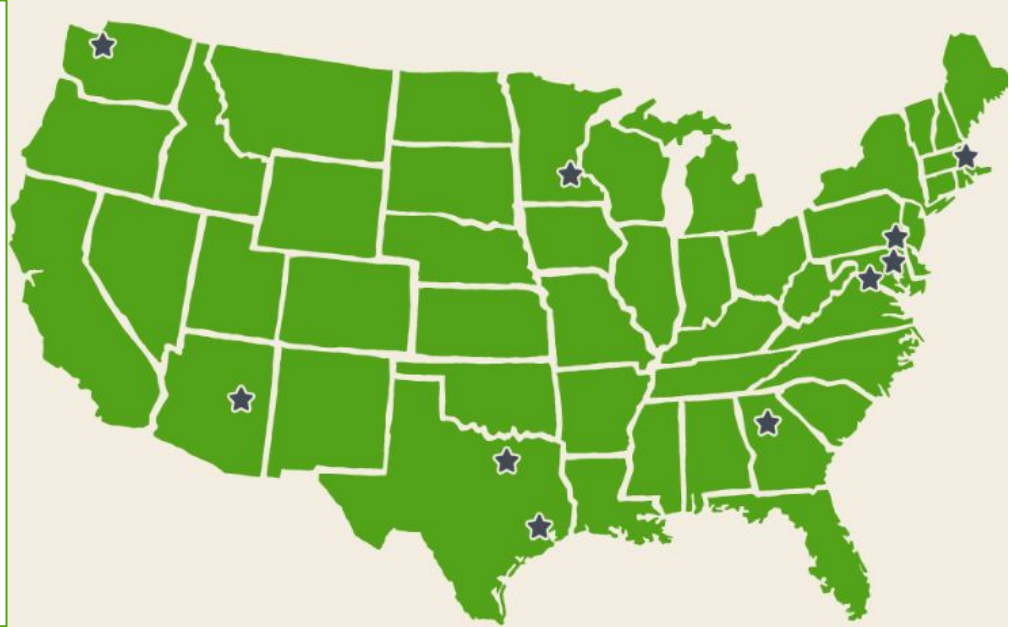
- **Quarter 4** all three platforms have seen a **rise in revenue** by significant amount. Thus the devices are heavily used during the end of the year holiday season
- **Quarter 3** shows a decrease in revenue from app and web

4) Other piece of data to understand the business

Data - Geographic Segmentation either worldwide or US specific

Why?

- **Mapping Popularity** - Getting information on Geographic segmentation would help map the popular line of business region wise
- **Business Development** - Increase merchants based on popular products region wise
- **Low Revenue analysis** - Target low revenue regions and identify the **root cause**
- **Explore neighbouring markets** - Map the nearby regions and expand the business



Thank You

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