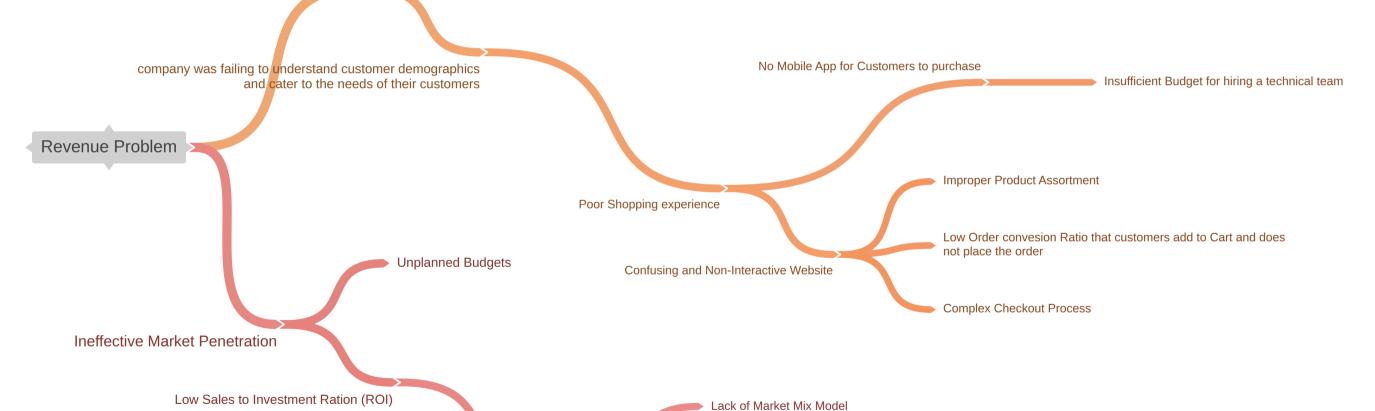
Non-optimal allocation of marketing budget across different

marketing levers



Inability to beat huge competitor in the market



Loss of Revenue and HIgh Customer Churn