

CASE STUDY:
TOTAL REVENUE ANALYSIS
AND ITS DRIVERS

INTRO

Leadership board and market managers from telco company named GATWOOD are interested in business operation. Expectation is to provide ongoing visibility into the processes that drive company-wide revenue outputs (***Total_revenue***) and forecasts.

They would like to have reliable sales reporting and forecasting (***Total_revenue***) in order to improve their business processes.

They would also like to know which markets are the leaders in generating final financial results of GATWOOD. What is more, thanks to delivered analytic and conceptual actions they expect to understand the measures and/or processes (internal/external) which govern market and which can be taken to increase their total revenue by improving their strategy.

DATA

Market business operation provided historical (one year) APRU data (***ARPU_Mi***) with daily resolution per consecutive ($i = 1, \dots, 7$) market and GATWOOD's financial result expressed by ***Total_revenue***. All financial data are given in EUR. Case study data are collected in attached file 'Data.xlsx'.

TASKS

Support the leadership board and the market managers with their questions through the following analysis.

First, provide the **complete solution for below tasks (1-3)**:

1. Prepare PowerBI report that describes current business situation and analyse the data to assure sufficient quality and suitability for our business case.
2. Forecast ***Total_revenue*** in a short-time horizon (three months) and long-time horizon (one year). Include forecast reporting in dedicated PowerBI reporting section.
3. Identify which market(s) is/are driving the total revenue the most significantly.

Secondly, summarize your findings for the top management and market managers on 2 or 3 slides in a business ready format

1. Taking into account the specificity of the telco business, comment (only describe your idea, no implementation required) on the possible other factors/processes (internal and external) which can contribute temporal changes in total revenue, and which should be taken into account by managers during designing of optimal strategy for prospective revenue growth of GATWOOD company.