

Revenue Manager Exam - GrameenPhone

Case 1
Answer 1

Possible
reasons
for
Degrowth

Decline in voice active users which directly effects our revenue

Decline in Data active user which directly effects our internet revenue

Overall decline in revenue generating subscribers

Case 1
Answer 1

Key
Missing
Data
Points

Number of subscribers who have
changed districts

Internal problems in towers for
which network was not available

Case 2

Question 1

Part i & ii

Question 1 Part i

Month	Sum of Total Revenue
March	BDT 1,999,538,978
April	BDT 2,178,888,900
Revenue Growth	8.97%

Question 1 Part ii

Daily Average Voice Revenue (April'24)	BDT	1,034,984
Daily Average Data Revenue (April'24)	BDT	623,453

Case 2 Question 1

Part iii

Total Revenue



- Total Revenue 10 Days Prior Ramadan Started: BDT 689,999,387
- Total Revenue 10 Days after Ramadan Started: 610,550,427
- Difference: (79,448,960)

Usage Minute

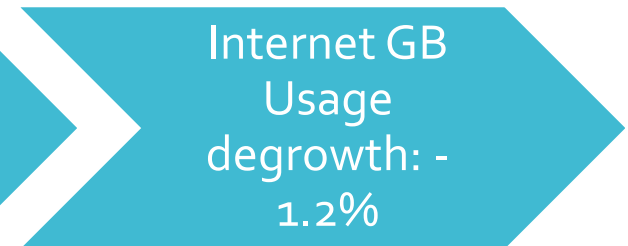
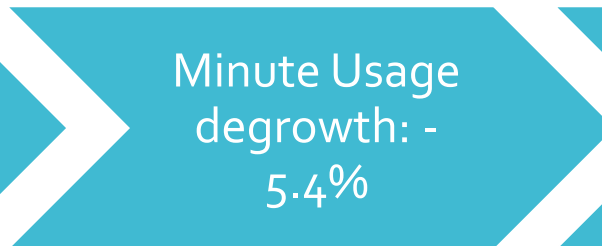


- Total Minute Usage 10 Days Prior Ramadan Started: 587,181,056
- Total Minute Usage 10 Days after Ramadan Started: 555,180,136
- Difference: (32,000,920)

Usage GB



- Total GB Usage 10 Days Prior Ramadan Started: 13,710,290
- Total GB Usage 10 Days after Ramadan Started: 13,549,391
- Difference: (160,900)



Top 10 Areas which have the highest Revenue Impact

Location Name	Revenue Loss
Y BH000003BH	(5,136,457)
XAG000001AG	(4,485,921)
QCI534528CI	(4,367,412)
CBH518880BH	(4,034,857)
CFL642164FL	(3,811,251)
UIC016008IC	(3,376,461)
NEK535072EK	(3,031,456)
ADJ613149DJ	(2,966,186)
WKE516538KE	(2,920,455)
MLF531063LF	(2,768,434)

Case 2

Question 1

Part iv

	Sum of Total Revenue	Growth	Sum of Usage Minute	Growth	Sum of Usage GB	Growth	APPMB	APPM	Growth
1 Week Prior Eid Week	496,441,859		416,231,105		10,005,917		0.0170		
Eid Day and 6 Days Prior	565,741,430	14%	421,235,858	1%	11,867,638	19%	0.01836611	0.754484	
1 Week After Eid Day	483,502,600	-15%	379,835,215	-10%	13,545,859	14%	0.01347707	0.801863	6%
							3 8%	0.78025	-3%

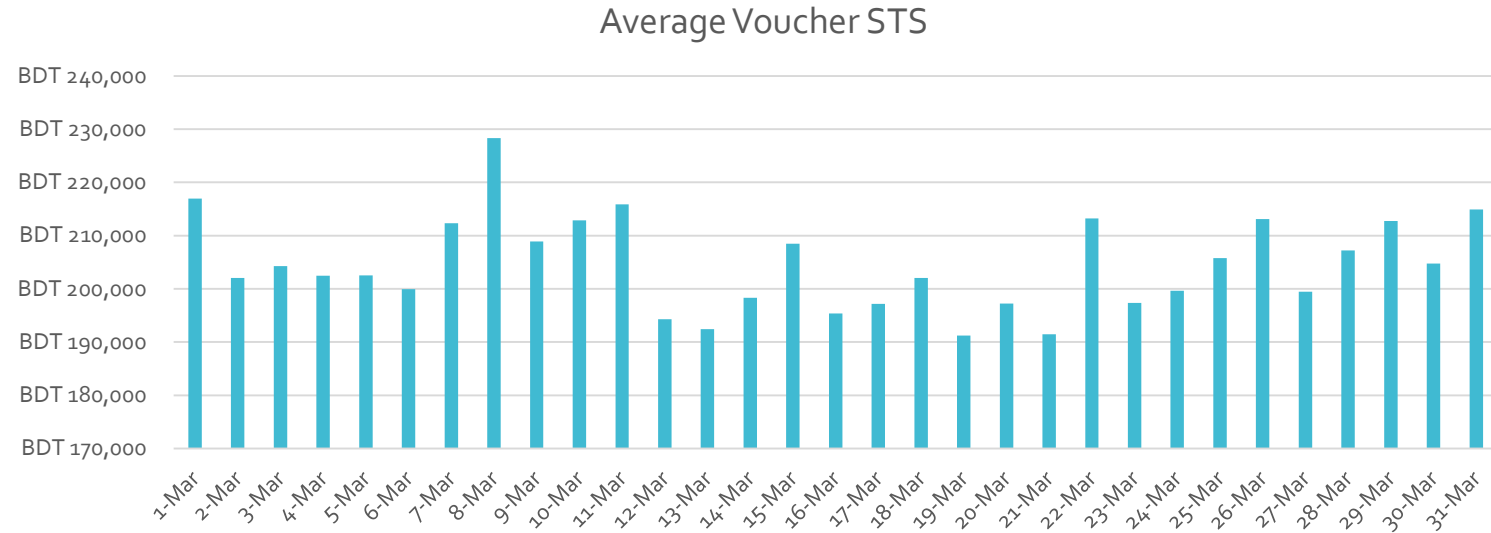
From the above table,

Revenue has increased by 14% compared to 7 days prior Eid week (March 29 to 4 Apr), this was primarily due to increase in usage of GB Internet

1 week after Eid, the revenue as decreased by 15% compared to the Eid week, as we can observe a 10% degrowth in Minute usage and the APPMB and APPM have decreased by 27% & 3% respectively compared to the Eid Day and 6 days prior week.

Case 2 Question 2 Part i & ii

Answer 2 Part (i): Graph depicting Average Voucher STS for the month of March



Retail STR 1 Week before Eid (including Eid day): BDT 486,024,559

Average STR in March: BDT 44,459,157

Days of STR Stock Build: 11 Days