



Robi Axiata

Transaction Data Analysis for Product
Development: A study of Robi

Internship

REPORT

Transaction Data Analysis for Product Development: A Study of Robi Axiata Ltd.

Submitted To

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Date: 5th January 2019

Letter of Transmittal

5th January, 2019

Mohammad Tohidul Islam Miya
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Subject: **Submission of the Internship Report**

Dear Sir,

I would like to submit my internship report titled “Transaction data analysis for product development: A study of Robi Axiata Ltd.”, which has been prepared as a requirement for the completion of the BBA Program of United International University.

My internship at Robi Axiata Ltd. in Market Operations Division started from 9th of September, 2018 and ended on 9th of December, 2018 under the supervision of you. I achieved appreciation for my performance from my line manager Abdalur Rahman Sadi, Manager, Data team of market operation division.

While working on the report, I have tried to follow each and every guideline that you have advised. It has been a very enlightening experience to work in this giant Telco Multinational and I have thoroughly enjoyed my internship period Robi Axiata Ltd. The authority of Robi Axiata Ltd. has also extended their cooperation whenever required.

Sincerely,
Shahriyar Khan
ID: 111 151 024

DECLARATION

I am Shahriyar Khan, student of School of Business and Economics (Marketing) of United International University, Bangladesh, do hereby declare that the internship Report on “Transaction Data Analysis for Product Development: A Study of Robi Axiata Ltd.” is an original work and has not been previously submitted for any degree, diploma, title, or recognition.



Shahriyar Khan
ID: 111 151 024
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Executive summary

This Report deals with the internet data product marketing strategies and the product communication process of Robi Axiata Ltd. Robi is the second largest mobile phone network operator in Bangladesh. Axiata Group Berhad, of Malaysia, Bharti Airtel Limited, of India and NTT DoCoMo Inc. of Japan has the ownership shares of this company.

The organization has many operational divisions such as Market operation division, Human resource division etc. and each division consists of few departments according to the needs of the operation. Market operation division is the only division who directly works for the direct revenue generation. There are multiple major departments or teams in the market operation division of which Data team deals with the Internet service of Robi.

The Data team of Robi works on more than 35+ active internet products and packages. They built their own strategies and processes to market those products and sustain in the highly competitive external business environment. Like other departments the Data team also has their product information repository system in which everyday data of their product performance is being stored by the assigned people or third person company from which the team gets the necessary informations to analyze the performance of their products.

A major part of the marketing process is to find out which product to promote in which area. The market of Robi Data department is segmented into area, region and division wise although they have many national offers for the customers too. For better performance customized products & packages are made for the segments and the regular analysis of customer, vendor and overall market feedback is needed to set the strategies and executing the business plan. From acquiring the feedbacks of the product performance and analyzing to decision making and executing the strategy there is a structured system they need to follow which is the major part of this report that is described.

Objective of the Report

To summarize the practical observation during inetrnship period in a report so that the outcome from working in a realistic situation can be measured, exhibited and analized for different purposes. The internship program helps a student in future career development.

Scope of the Report

The report is expected to be filled with the most updated informations about a particular functional process of a telecom giant in Bangladesh. While making the report, I had extensive discussion with the company employees and the supervisor I was assigned to which gave me the option to get in depth knowledge about transaction data analysis and product development process of Robi Axiata Ltd.

Methodology of the Report

The report inputs were collected from two sources:

Primary sources

- Practical observation
- Conversation with the VP
- Direct observations through working
- Conversation with employees

Secondary sources

- Reports of the company
- Memos and Circulars
- Websites of the company
- Internet

Limitations

In preparing this report there were certain limitations we faced:

- Lack of sufficient sources
- The findings in this report may vary with some of the expert's opinions in the relative field.
- Using actual informations were prohibited in some places due to confidentiality

Chapter: 1

Introduction of the Company



Chapter 1: Introduction of the Company

Robi Axiata limited (Bengali: রবি), acquires the status of the second biggest mobile network operator of Bangladesh. Axiata Group Berhad, of Malaysia, Bharti Airtel Limited, of India and NTT DoCoMo Inc. of Japan made the joint venture to formulate this company where-

- Axiata holds 68.7% shares
- Bharti airtel holds 25% shares and
- NTT DOCOMO holds the remaining 6.3% shares

The first ever merger in the telecom industry of Bangladesh has come into real with the beginning of the activities of Robi Axiata Limited as the merged entity on 16th November, 2016. After the merger of airtel and Robi, the merged entity is now called as Robi Axiata Limited. After successfully completed the process of merger, Robi has currently doing business as the second biggest mobile phone operator in the country. The company now has very powerful nationwide network coverage.



Technically Robi first started its operation in 1997 with the brand name 'AKTEL' as Telekom Malaysia International (Bangladesh). The company was re-branded in 2010 and the new name was 'Robi'. Robi is using two brands, 'robi' and 'airtel' since November 2016, for customer services. 'Airtel' is Robi Axiata's distinct product brand. Robi Axiata got spectrum on GSM 900, 1800 and 2100 MHz bands.



Background History

On 15 November, 1997 Robi started its operations in Dhaka where they have started their business on 26 March, 1998 in Chittagong as “Aktel”. Mr. Zahiruddin Khan the ex-commerce minister was its founding chairman. It was a joint-venture between A.K. Khan Company and Telekom Malaysia.

From the beginning it was ranked as number two mobile operator and was behind the marker leader GrameenPhone in terms of both revenue and no. of subscribers who were enjoying the first mover advantages.

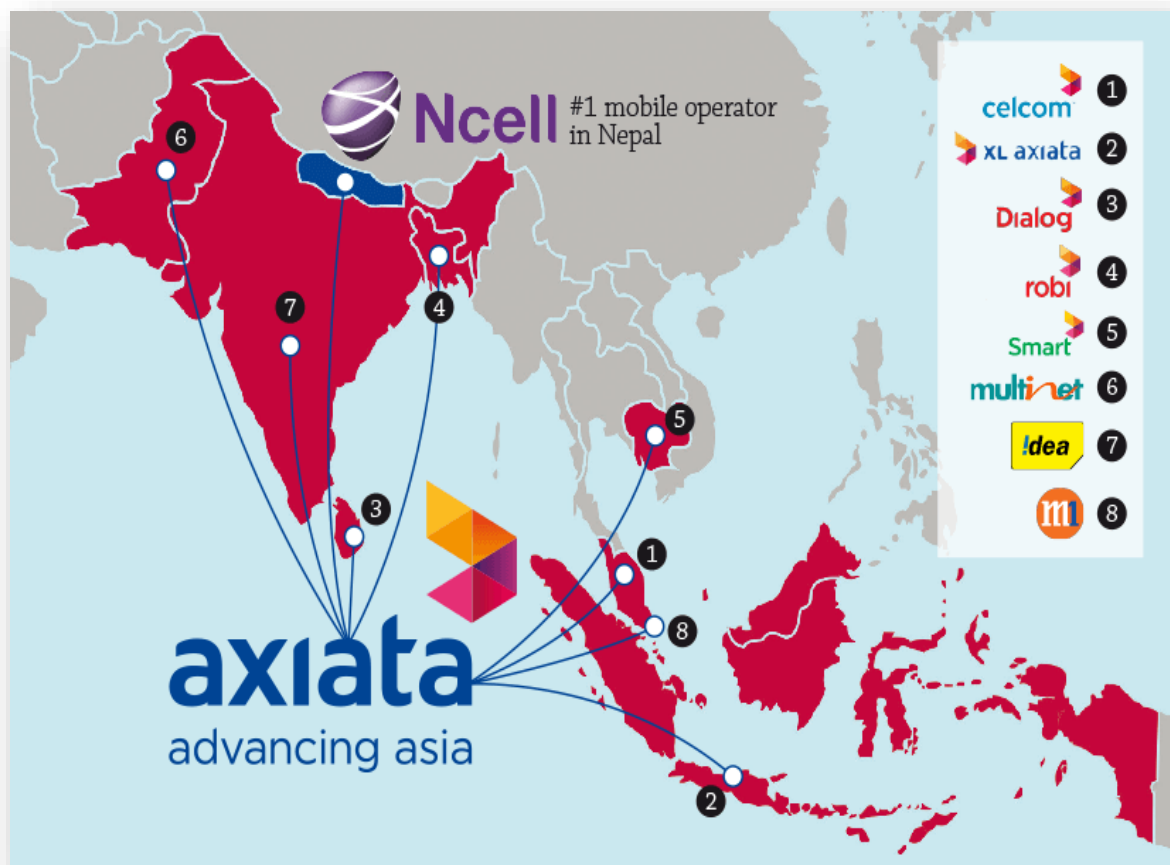
Aktel began investing highly with the help of funds from Telekom Malaysia (the majority stake owner) so that they could expand their network in 2001. The investment was not enough in comparison with GrameenPhone’s mighty investments. But customer base was increasing day by day and they remained at number two position. Before 2004, Aktel kept very low in promoting its brand unlike GrameenPhone. Aktel spent highly to promote its brand all over the marketing mediums from the end of 2004. It created a positive impact and the brand became well established. Chief Operating Officer Mr. Vijay Watson was given the credit for this fruitful step who is considered to be the mastermind behind success of this company.

In the middle of 2008, people came to know that A.K.Khan & Company was going to sell its 30% share and Vodafone and NTT DoCoMo were the potential buyers. Mr. AK Shamsuddin Khan, Chairman A.K.Khan & Company and Mr. Salahuddin Kasem Khan, ex-Chairman of Aktel and Managing Director of A.K.Khan & Co Ltd introduces themselves as the sellers.

The deal was completed On September 19, 2008. After months of negotiation NTT DoCoMo agreed to make the deal with A.K.Khan & Company for US \$ 350million.

Axiata Group Berhad

Axiata group is a promising giant in Asian telecommunication industries with significant market substance in Malaysia, Sri Lanka, Indonesia, Bangladesh and Cambodia. In spite of this, the Malaysian originated holding company got strategic mobile and non-mobile telecommunications activities and investments in India, Singapore, Pakistan, Iran, and Thailand. Axiata Group Berhad, together with its subsidiaries and associates, has almost 120 million mobile subscribers only in Asian region. It is also listed on Malaysia's stock exchange.



NTT DOCOMO INC

NTT DOCOMO INC is one of the world's top mobile communications company and the biggest mobile communications company in Japan. DOCOMO serves approximately 57 million customers which includes 44 million users subscribing to FOMA™, introduced as the first 3G mobile service in the world stand on W-CDMA in 2001. DOCOMO also provides a wide range of leading-edge mobile multimedia action which includes i-mode™, one of the most popular mobile e-mail/Internet service in the world, used by 48 million users approximately. Including credit-card services and other e-wallet functions, DOCOMO mobile phones have become highly essential tools in normal life. With innovative offerings and cutting edge technology, DOCOMO is quickly becoming a preferred daily need of many people, continuously expanding its role in its users' lives, growing globally not only in Asia but also in Europe and North America. NTT DOCOMO INC is also listed on the London (NDCM), Tokyo (9437) and New York (DCM) stock exchanges.

Mission, Vision & Principles of Robi Axiata

Vision

To be a leader as a telecommunication service provider in
Bangladesh.

Mission

EMPOWERING YOU: "We are there for you, where you want and in
the way you want, in order to help you develop, grow and make the
most of your lives through our services."

Principles

Robi Axiata Limited employees hold themselves accountable to the following guiding Principles for the organization.

1. Being **respectful** towards everyone.
2. Being trustworthy by action. Being **passionate** and **creative** in all we do.
3. Keeping things **simple** in the way we do things.
4. Being **ethical** and **transparent**.
5. Demonstrating individual and collective **ownership**.
6. Practicing an **open** culture in communication and interaction.

Products

Robi offers different products to its customers. In spite of offering the fundamental pre-paid and post-paid mobile services, it also provides a wide array of value-added products and services like, GPRS, SMS, EDGE, SMS banking, Caller Ring Back Tone, international roaming, MMS, Voice Greetings etc. On 4th August 2008, they introduced call blocking service which gives the subscribers to control which call he or she receive or not. Robi also got the widest international roaming coverage in comparison with the other mobile operators in Bangladesh.

Customer Care

- 20 Customer Care Centers and 430 Robi Care Points in 64 districts
- 25,000 retail selling points
- 100,000 voucher sales point all over Bangladesh.

Chapter: 2

Organization Structure of Robi Axiata Ltd.



Chapter 2: Organization Structure of Robi Axiata Ltd.

The company is headed by the Chief Executive designated as the Managing Director who is responsible for overall operations of business of the organization and leading dynamically for the accomplishment of its purpose. In attaining the purpose of the organization, the Chief Financial Officer, General Managers & department Heads helps the Managing Director. Robi has a competitive and dynamic sales channel, which includes direct dealers and their own sales force. The company has an executive committee of Chairman, Directors, Managing Director, Chief Financial Officer and other General Managers.

Robi Axiata Limited has 9 big divisions each contain several departments according to the operational & organizational need.

- Finance Division
- Market Operation division
- Information Technology Division
- Technical Division
- Human Resources Division
- Revenue Assurance Department
- Regulatory Affairs Department
- Internal Audit Department
- Corporate Affairs Department
- Corporate Strategy Department
- Supply Chain Management Department
- Credit Control Department
- Legal & Compliance Department
- Security & Safety Department
- MD's/CEO's Office Page

Top mangement

Mahtab Uddin Ahmed
Chief Executive Officer

Pradeep Shrivastava
Chief Commercial Officer

Roni Thome
Chief Financial Officer

Md. Faisal Imtiaz Khan
Head of Human Resources

Ruhul Amin
Head of Corporate Strategy

AKM Morshed
Chief Supply Chain &
Program Officer

Asif Naimur Rshid
Head of IT

Shihab Ahmed
Chief Digital Service Officer

Md. Adil Hossain
Head of Enterprise Business

Md. Shahedul Alam
Head of Regulatory Affairs

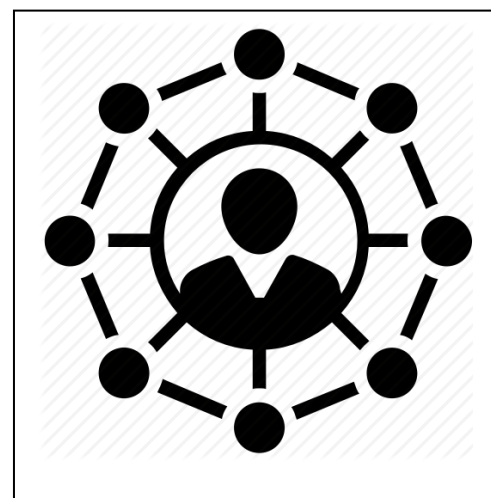
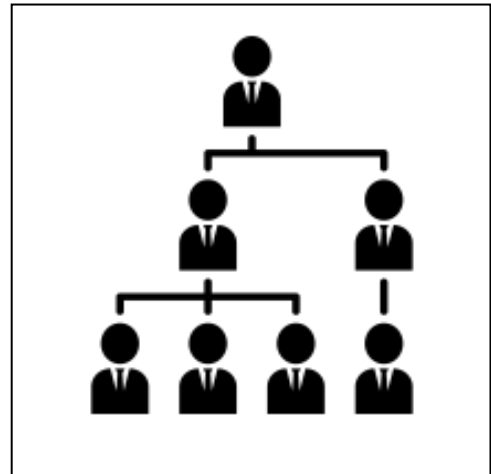
Medhat Al-Husseiny
Chief Technology Officer



Operational Organogram

The organization is divided into many divisions such as Market operation division, Human resource division etc. which are further divided into several departments according to the needs of the operation. Every department consists of one or more than one teams.

There is a head position in each team. Generally, the head of a team is called Vice president here. In an ideal situation there must be- General Manager(s), Managers, specialists, Graduate trainees and sometimes an intern working under the supervision of a Manager. So the reporting boss of the intern is always a Manager. The reporting bosses of the specialists are the Managers and sometimes General Managers too. Managers directly answer to the GM or the VP of the team. Managers are provided specific tasks, plans or analysis to be done. General Managers play as the bridge between departmental heads & employees. If there are multiple General Managers in a team then they are assigned in multiple projects by the VP. For example one GM is assigned for business promotion tasks and one GM is for the regional segmentation where both work in a same voice team of market operation division.



As mentioned earlier that teams are headed by a VP but sometimes one VP may hold the responsibilities of more than a single team. The Vice Presidents report directly to the division head but sometimes they can directly go to the top management if needed. Finally, divisions' head who are considered top management officers follows business integration strategy themselves and reports to the CEO of the company.

Market Operation Division

Robi Axiata Ltd. is one of the leading mobile network operators in Bangladesh. The market operation division of this company is very strong and filled with both vastly experienced employers and energetic fresh young graduates. Market operation division is the only department in this company which directly works for revenue generation. Pradeep Shrivastava is the division head designated as the Chief commercial officer. There are 7 major teams in the market operation division of Robi.

Voice team- Deals with the marketing of voice call related offers and strategies.

Data team- Deals with the marketing activities of internet services of Robi.

BP- Deals with the issues with brand promotion.

CLM team- Support with the customer life cycle management services.

VAS team- Works with the Robi's value added services.

Device team- Works with the marketing of specific mobile handset offerings by Robi.

Alternate channel- Deals with the alternative areas of promotion.

Data Team

Data team brings about 21%-24% revenue of total Robi's revenue. The activities of the team can be discussed in several steps. The main focus of the team is to offer the customer lucrative internet data packages with the most competitive yet profitable price.

From making an attractive data package for the customers and communicate it with them there are many proceedings in between. There are many steps the team needs to follow in this process and employers of the team are given specific roles to play in the process.

Mr. Avinash Mathur is the current Vice President of the data team supported by the two General Managers, Ariful Hoque and Md. Mamun. There are two managers in the team, Abdalur Rahman and Rabiul Miraz. Beside them there are four specialists, one GT and one intern under the supervision of Manager Abdalur Rahman are working in this team.

Role of the Intern

There are some specific roles for the intern of the data team. Some of the tasks are there which is needed to perform regularly on a daily basis and others periodically. The main responsibilities of the intern are given below-

- Analyse the data of customer's specific internet package purchase daily.
- Communicate with the retailers and get feedback of current market needs of particular internet packages in a specific area (national offer) /region.
- Communicate the analysis report and the retailer's feedback with the product managers.
- Offer internet packages nationally/region wise according to the analysis and feedback with product manager's direction.

Chapter: 3

Product Strategy of Robi Data Department



Chapter 3: Product Strategy of Robi Data department

Data department of Robi works with the internet offerings which includes maintaining product portfolio time to time and making all the marketing strategies for their products. In this section we will focus on the product mix, channel strategy, acquisition / retention strategy, market research activities and pricing strategy.

Product Mix

All the internet data products and packages are divided into five segments according to their nature, modality and usability. The current different types of internet data products and packages are given.

Category	MRP	Quota	Validity (Days)
Daily Packs	3.65 TK	10 MB	1
	9 TK	32 MB	3
	10 TK	40 MB	3
	12.18 TK	45 MB	1
	19 TK	100 MB	3
	20 TK	200 MB	1
	38 TK	2 GB	2
	41 TK	3GB (2GB+1GB 4G)	2

Category	MRP	Quota	Validity (Days)
Weekly Packs	49 TK	500 MB	7
	89 TK	1 GB	7
	101 TK	1.5 GB	7
	108 TK	4GB (2GB +2 GB 4G)	7
	129 TK	6GB (3GB+ 3 GB 4G)	7
	179 TK	4 GB	7
	199 TK	10GB (7 GB+ 3 GB 4G)	7

Category	MRP	Quota	Validity (Days)
Monthly Packs	46 TK	120 MB	28
	119 TK	500 MB	30
	209 TK	1 GB	28
	228 TK	1.5 GB	28
	316 TK	3GB	30
	649 TK	7 GB	30
	911 TK	20 GB	30

Category	MRP	Quota	Validity (Days)
Combo Packs	13 TK	45MB+7Mins+100 SMS	1
	29 TK	150 MB+29Mins + 29 SMS	7
	58 Tk	600 MB + 30 Mins + 30 SMS	7
	98 TK	1 GB + 50Mins+ 100 SMS	7
	251 TK	2 GB +150 Mins + 150 SMS	30
	13 TK	45MB+7Mins+100 SMS	1

Category	MRP	Quota	Validity (Days)
Social & Video Packs	5 TK	40MB Facebook Pack	1
	5 TK	80MB Facebook & whatsapp Pack	7
	8 TK	200MB Youtube Pack	1
	27 TK	2GB Video streaming 1GB/day Youtube & Mysports	2
	49 TK	1GB Youtube Pack	7
	68 Tk	7GB Video streaming 1GB/day Youtube & Mysports	7
	18 TK	350MB IMO Pack	28
	18 TK	350MB Facebook & whatsapp Pack	28

Channel Strategy

Robi data team has a very strong and effective channel strategy. Although they deal with digital products they maintain both One-tier distribution and Two-tier distribution strategies.

One-tier distribution: One-tier distribution means when the customers directly purchase a product from the company's own vendors. This can happen when the customer gets the product promotional SMS on their phone and dials the USSD code for the purchase of that particular product.

There are national offers given on the website of Robi. People may see the offer from the website and purchase a product or at least they get the information from the company's own channel. Again there are many Robi customer care offices in the market. Customers can get the informations from there too.

To support the One-tier distribution the company use effective IT solutions, branding team and brand representatives.

One-Tier Distribution



Two-tier distribution: In two-tier distribution strategy, the data team uses their distributions located across the country. The company gives commissions and sales percentages to the local distributors and they use their own promotional strategy to sale the product on their own territory. The distributors sometime ask for the redesign or customization of the product according to the local market need.

Two-Tier Distribution



Acquisition/Retention Strategy

To bring new customers more specifically internet users on the network, the main challenge is to set impactful marketing strategy. It is the result of an integrated performance by all. But data team has their own strategies to acquire new customers. Some of them are-

- Identifying non data users and promote customized packs to them
- Making lucrative packages and promote effectively
- Conduct practical campaigns into the market

To retain the customers the team uses data analytics, performance measurement tools and many other strategies to understand the customer's behavior and take steps accordingly.

Market Research Strategy

It is very important to assess the market condition, customer demand and other external factors so that the company can sustain in the market beside strong competition.

Doing a market research on a regular basis is very important specially when launching a new product strategy. It is important even when things are going well for the team. Robi is very careful about this product strategy component. Each team maintains a schedule of regular market visit. The members of the data team also visit market on a regular basis. They visit different regional offices and the surrounding market to assess the environment.

Pricing Strategy

Robi strongly maintains the rules of the BTRC when setting a price of any product. It is difficult to make effective pricing strategy when the regulatory body supervision is that strong and almost all the companies of the industry need to maintain this pricing structure. Beside all these, Robi still makes it possible to make effective pricing strategies by designing clever product packages.

Chapter: 4

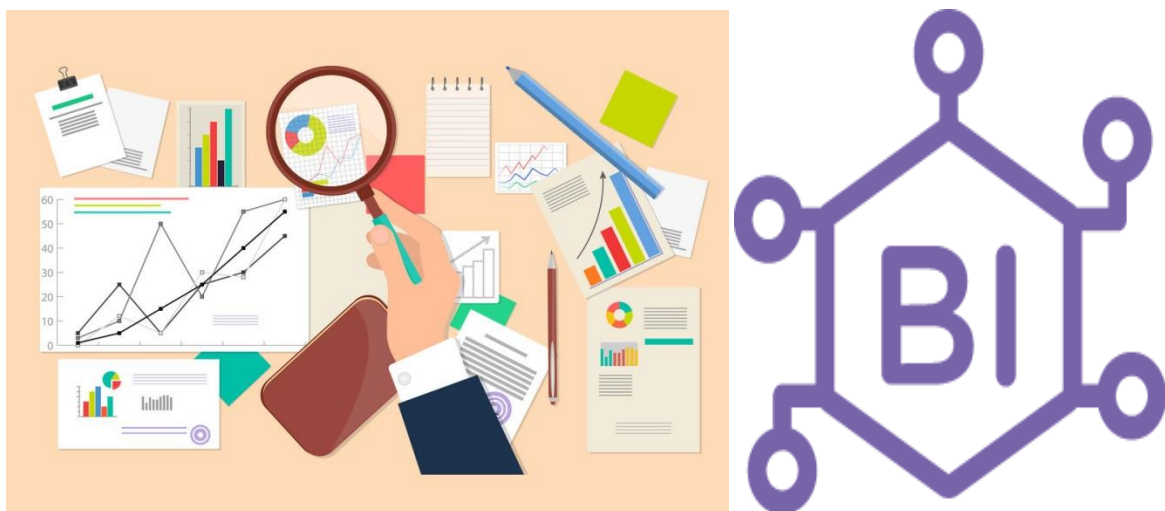
Transaction Data Analysis



Chapter 4: Transaction Data Analysis

Robi has many internet data products in the market. New products are launched by the data team and some other products are discontinued and certain products sustain in the market for a long time. For this continuation, discontinuation and launching products, the team needs to make the appropriate decision. To make correct decision regarding their product offerings they need the supply of proper information.

The company has its own strategy to get all the product performance related information from the market everyday. They have their data repository system in which everyday data of their product performance is being stored by the assigned people or third person company from which the team gets the necessary informations to make a decision.



Robi has their own portal where a Business Intelligence solution company assists to provide all the needed information data files everyday. There are different types of files available in that portal which is being updated everyday to support the management activities. The team acquires the needed data from the portal and analyse them to figure out what should be their next step. But the team needs to follow a process to make the final decision. The process includes getting the relative information, analysing them, sharing the analysis with the team and finally making proper decision about which products to promote in the market next day.

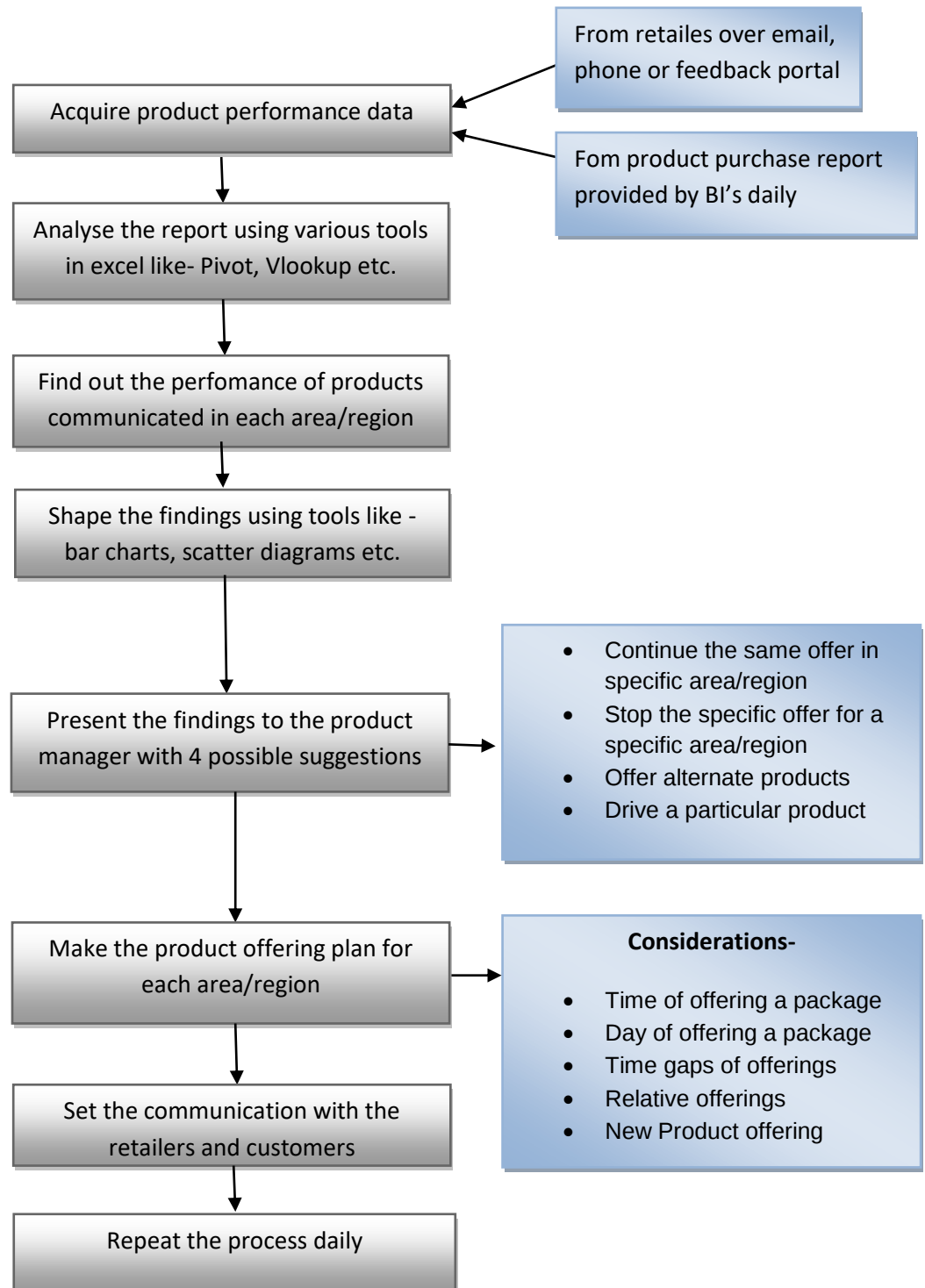
Chapter: 5

Process of Product Offering & Communication Setting



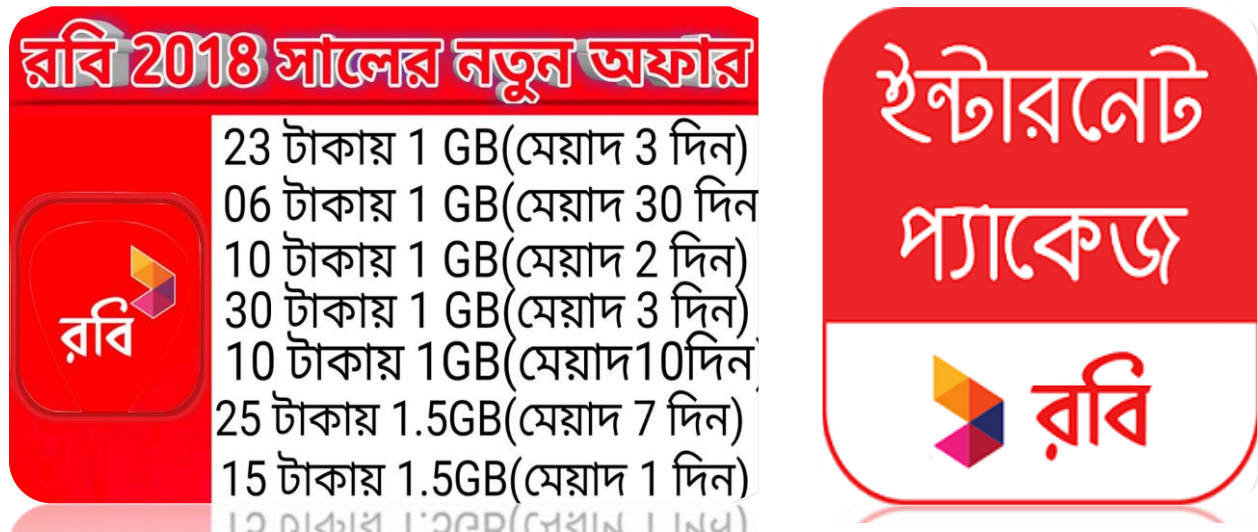
Chapter 5: Process of product offering & communication setting

From acquiring data of the product performance to offering products to the market there is a process the intern needs to follow and the total system can be described by using several steps.



Step1: Acquiring the data of product performance.

There are more than 40 internet products & packages under Robi's data team. Most of the products are active and promoted regularly to the customer base. There are some inactive products too which may be suspended for some time.



Each of the packages offered in the market is considered a product. For each product everyday assessment is done by the data team. Basically hits are count everyday against all the products. Hit count shows that everyday how many packages are purchased by the customers. The performance is also evaluated by getting information from the retailers in the market. There are two main ways to gather the performance record of products-

- Hits report provided by the business intelligence daily
- Feedback from the retailers

Hits Report by BI-

There are a couple of reports delivered by the partner BI of Robi from which we can get the hit report of different Deno's. The amount a product is cost is known by deno in this industry. The report is uploaded by the BI in a specific reports portal. Only the authorized person can get inside in these portals. The next step is to find the specific report and download it from there.

To download the report from the portal some key steps need to be followed:

1. Select the specific report from the report base
2. Select the start date and end date from the title menu
3. Select specific region or all region
4. Download the file
5. Extract in the MS Excel format

Event Date	Region	Area	Data Deno	Sale Amount	Hit Counts
11/1/2018	Barisal	Barguna	13	169	13
11/1/2018	Barisal	Barguna	27	27	1
11/1/2018	Barisal	Barguna	37	1480	40
11/1/2018	Barisal	Barguna	38	2888	76
11/1/2018	Barisal	Barguna	41	4305	105
11/1/2018	Barisal	Barguna	46	1932	42
11/1/2018	Barisal	Barguna	48	336	7
11/1/2018	Barisal	Barguna	51	2907	57
11/1/2018	Barisal	Barguna	58	638	11
11/1/2018	Barisal	Barguna	77	77	1
11/1/2018	Barisal	Barguna	89	267	3
11/1/2018	Barisal	Barguna	94	282	3
11/1/2018	Barisal	Barguna	101	16665	165
11/1/2018	Barisal	Barguna	108	324	3
11/1/2018	Barisal	Barguna	129	903	7
11/1/2018	Barisal	Barguna	156	468	3
11/1/2018	Barisal	Barguna	209	1672	8

We can get national wise hits, area wise hits and region wise hits from this report in three different sheets.

- National hits data shows us the purchase rate of a particular deno throughout the country in days.
- Region wise data shows us the purchase rate of a particular deno in a specific division or region in days.
- Area wise data shows the performance of the product in a specific area of a region.

Clipboard		Font		Alignment	
A1		fx			
A	B	C	D	E	
1					
2	Report Title				
3					
4	Event Date	Data Deno	Sale Amount	Hit Counts	
5	11/1/2018	6	24	4	
6	11/1/2018	13	182741	14057	
7	11/1/2018	27	22950	850	
8	11/1/2018	37	433233	11709	
9	11/1/2018	38	2083198	54821	
0	11/1/2018	41	3614109	88149	
1	11/1/2018	46	888674	19319	
2	11/1/2018	48	76032	1584	
3	11/1/2018	51	1887102	37002	
4	11/1/2018	58	320044	5518	
5	11/1/2018	61	21411	351	
6	11/1/2018	74	12358	167	
7	11/1/2018	77	81235	1055	
8	11/1/2018	88	58432	664	
9	11/1/2018	89	1052336	11824	
0	11/1/2018	94	519538	5527	
1	11/1/2018	98	435806	4447	
Area wise		National		Region wise	

From the report the team needs to find out various kind of information. According to the need of the product managers the intern need to use the report.

Feedback from the retailers-

The other way of getting the performance report of a product is to communicate with the retailers and regional agents and get their feedback. The communication can be done in many possible ways like-

- Over phone call
- Over email etc.

Generally a product manager does the communication with the retailers but sometimes te intern does the task too.

Step 2: Analyzing the report.

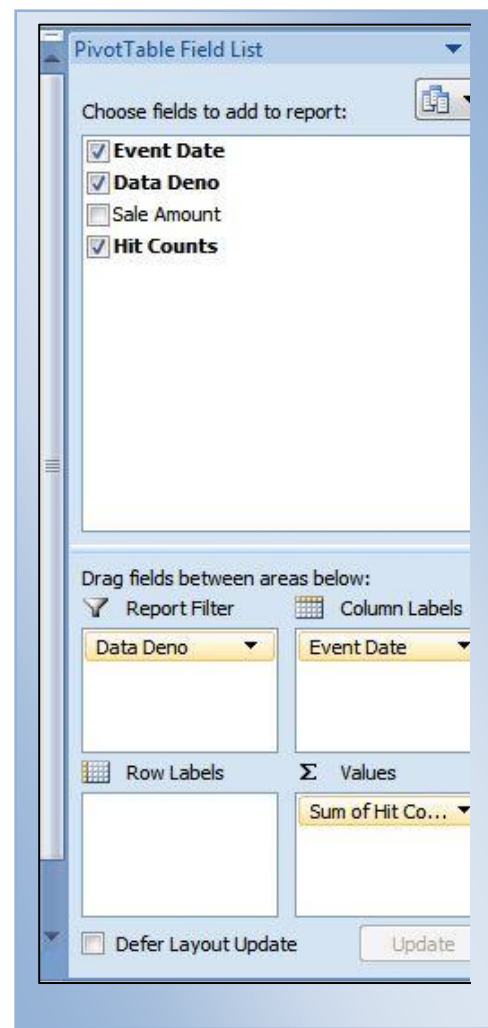
After getting the daily product performance report the next thing we need to do is analyzing it to see the specific data deno performance. It might be required to see the performance for last one day or few days to see the trend.

To analyse the data we extract the data file into MS Excel format. We use different types of tools to analyse the data. But in most of the occasions Pivot table is used to find out the performance of a specific data deno.

When we work on Pivot table we use different sheets so that the main data remains unchanged. Then we sort the field keeping the Data deno in the report filter so that later we can select different deno to see the results of the packages.

The picture shows the Pivot table field setting for the national offers. Same way we set the field for Region and Area wise offers. Using this tool we can find out -

- Specific deno performance on a specific date
- Specific deno performance on a specific region
- Specific deno performance on a specific area anywhere in the Robi network zone
- Compare the performance of different denos
- Can see the sale amount of a specific deno too if required.



PivotTable1		Options ▾	Field Settings	Expand Entire Field	Collapse Entire Field	Ungroup	Group Field	Group	Sort	Refresh	Change Data Source ▾	Clear	Select	Mov	PivotTa
A1		Data Deno													
Data Deno		101													
Column Labels		11/15/2018	11/16/2018	11/17/2018	11/18/2018	11/19/2018	11/20/2018	11/21/2018	Grand Total						
Sum of Hit Counts		19888	17939	19775	19243	18099	18090	23401	136435						

Step 3: Find out the performance of the products in each Region/area.

To analyse the region wise deno we select the region data and put it on the row levels in Pivot table field. Here we get the hits count of all the products region wise.

	11/1/2018	11/2/2018	11/3/2018	11/4/2018	11/5/2018	11/6/2018	11/7/2018	11/8/2018	11/9/2018	11/10/2018	11/11/2018	11/12/2018	11/13/2018	11/14/2018
Sum of Hits Count	Column Labels													
Row Labels														
Barisal	9071	8389	8605	8673	8236	8378	8302	8942	7826	8218	8987	8471	8226	8226
Chittagong Metro	39804	37099	34825	36717	35118	34633	34219	37847	35554	34624	37626	36275	34252	34252
Chittagong North	34072	31751	31620	32253	31306	30216	29651	30898	29152	30135	31981	31847	29712	29712
Chittagong South	45407	44354	42553	43175	42083	40921	39563	41892	41121	41359	44266	43994	41429	41429
CLOUDWELL	711	728	634	559	589	545	523	596	627	573	573	594	525	525
Comilla	36742	35311	34765	35426	33539	37023	35391	32760	31755	32139	33673	33134	31472	31472
Common	20	18	28	20	26	28	23	30	28	19	28	25	20	20
Dhaka Metro	13439	11657	12002	12524	11822	11660	14211	13460	10786	11395	12444	12142	11240	11240
Dhaka North	20376	19673	17914	17950	16427	17513	20360	21025	18632	17509	18987	18410	17142	17142
Dhaka South	28577	27938	25633	26164	23942	24783	29360	28724	25921	23886	25544	24705	23548	23548
Khulna	7359	6853	7012	7006	6766	6544	6450	6849	6173	6569	7328	6811	6487	6487
Kushtia	8976	8190	8460	8695	8044	8281	7897	8435	7462	8209	9546	8776	8133	8133
Mymensingh	9871	9191	9368	9095	8629	9129	8785	9271	8656	8619	9374	14907	8656	8656
Noakhali	47645	43778	44357	45130	43587	44500	43409	42624	39973	40945	43187	42196	40544	40544
Rajshahi	6434	5651	6071	5939	6462	5648	5670	6012	5362	5660	6434	6549	5739	5739
Rangpur	3857	3303	3494	3481	3733	3618	3435	3508	2994	3398	3666	4212	3666	3666
Sylhet	17218	16249	16277	16187	16074	16792	15624	16238	15791	15844	17175	16197	19649	19649
Test and Terminated	2	3			1			4	2	4	3	3	2	2
Grand Total	329581	310136	303618	308994	297184	300212	302873	309115	287815	289105	310822	309248	290442	290442

Next, to find out the specific deno hit counts we select the deno for example- we need to find out the performance of 101tk product in Chittagong composite regions. So we can select the deno and then from the row column we select just Chittagong composite regions and from column labels we select the specific dates of which we want the hits.

	11/1/2018	11/2/2018	11/3/2018	11/4/2018	11/5/2018	11/6/2018	11/7/2018
Sum of Hits Count	Column Labels						
Row Labels							
Chittagong Metro	1338	1065	1058	1074	1572	1222	1054
Chittagong North	1429	1171	1149	1186	1733	1313	1237
Chittagong South	1893	1526	1507	1431	2041	1638	1590
Grand Total	4660	3762	3714	3691	5346	4173	3881

Step 4: Shape the findings.

After analyzing and finding the specific data the next step is to present the data to the product managers. It is required because without proper presentation it is quite difficult to understand and compare the performance of the products. The intern has the responsibility to sort the data in a presentable way and communicate with the managers.

To make the data presentable we need to use various tools depending on the requirements and the person to whom the presentation will be submitted. For general purpose we use these tools in MS excel -

- Bar charts
- Pie charts
- Scatter diagram
- Stock diagrams
- MS Powerpoint

Powerpoint presentations are mainly done when the top executives or the managers of the department wants to see the report. To make the data presentable firstly we need to know what the manager wants to know particularly.

Product Portfolio

- Pre-Paid Vs Post-Paid Service

Pre Paid	Post Paid
Joy 21 Tarunno 26 Aunonna 27 Muhurto 31 Hoot Hut 32, etc	Postpaid pack 01 Postpaid pack 02

- Robi 2G Data Plan
- Robi 3.5G Airtime Package

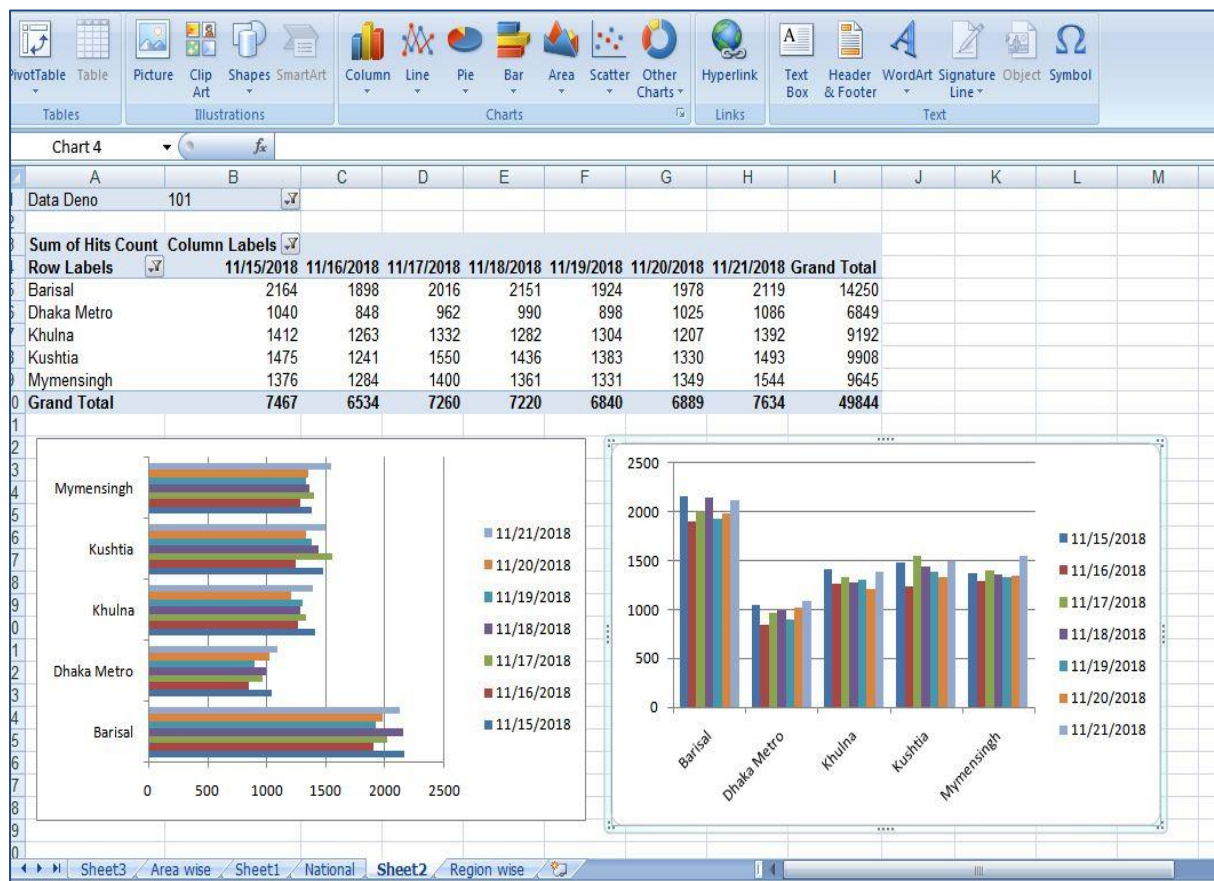
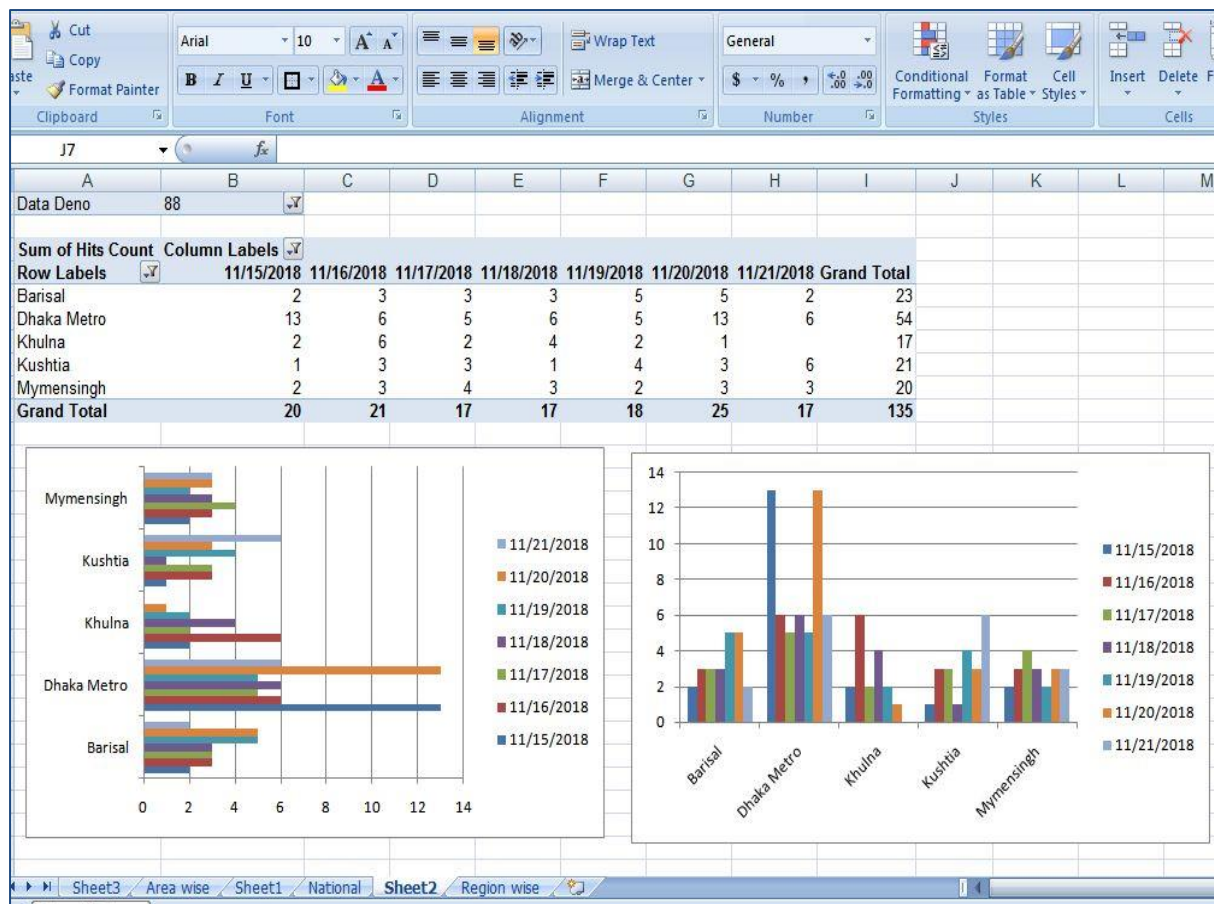


Generally we need to analyze the data those are currently active and regularly offered. So it's a regular job for the intern to find out the hits for those denos and make a presentation on them everyday. For example if we want to present the 27tk product offer for particular areas of Barisal then we have to select the data from the Pivot table as shown in the picture. Then we can select the bar chart option from the title menu if we want to present it with bar chart.

H19												
23												
A	B	C	D	E	F	G	H	I	J	K	L	
Data Deno	27											
Sum of Hit Counts	Column Labels											
Row Labels	11/1/2018	11/2/2018	11/3/2018	11/4/2018	11/5/2018	11/6/2018	11/7/2018	11/8/2018	11/9/2018	11/10/2018	11/11/2018	
Barisal	25	25	28	19	18	26	21	22	16	13	12	
Barguna	1	1	1		3	1	1		1			
Barisal Metro	3	7	6	5	1	8	10	6	2	2	2	
Barisal Outer	1	5	1	1	1	3	3	1	1			
Bhola	3	1	6	1	3	6	2	2	1	3	3	
Jhalokati		2	1	3		2	1	1		1	1	
Madaripur	6	4	4	3	4	1	3	2	2	3		
Patuakhali	1	4	4	4	3	1		3	1			
Pirojpur	3	1	1	1	1	2		4	5	1	1	
Shariatpur	7		4	1	2	2	1	3	3	3	3	
Chittagong Metro	90	107	97	95	111	100	84	96	73	97	89	
Bandar	18	29	27	30	26	21	17	25	16	27	16	
Chandgaon	24	24	23	20	14	28	18	18	17	26	18	
Halishahar	26	38	31	31	32	26	26	29	28	32	35	
Kotwali	22	16	16	14	39	25	23	24	12	12	20	
Chittagong North	67	93	100	100	100	80	90	81	88	80	84	
Fatikchhari	13	10	8	16	17	15	9	7	12	8	18	
Hathazari	7	18	15	13	11	10	12	10	14	15	10	
Khagrachhari	7	5	17	9	12	6	11	16	8	8	4	
Rangamati	8	10	14	8	14	13	14	14	17	11	14	
Raozan	9	17	17	15	14	13	12	12	13	14	11	
Sitakunda	23	33	29	39	32	23	32	22	24	24	27	
Chittagong South	159	153	133	130	130	154	150	138	142	140	159	
Amirabad	28	34	25	21	24	23	34	21	30	25	29	

We can present the deno performance on scatter diagram or other forms too based on the requirements. But it is easier to understand with the bar chart if we want to see the trend analysis of a particular deno. For example if we want to see the hits of 101tk deno pack for the last ten days then we may use bar chart.

Most of the times the product managers want to see the comparison of similar kind of deno on a specific region wise. In that case we have to prepare the diagrams separately and then copy the diagrams into a power point file to show the differences. It is also a job for the responsible intern to write a short explanation and a summary of the findings when asked.



Step 5: Present the findings to the product managers

There are approximately 30 active products in the data team of Robi. Whenever the team launches a new product in the market they assign a product monitor for it who will be responsible for regulating and checking the performance of the product and he/she will also need to report to the superiors about the performance. The product monitor can be a team specialist or the manager themselves.

Generally the intern needs to present or deliver the findings to the product monitor or the manager. One specialist may monitor 5-6 products at a time. After getting the data they take the decision about the promotion or about the future of the product. Usually product managers take several decisions regarding the product according to the performance data. The decisions can be-

- ❖ **Continue the same offer in specific area/region-** If the hit reports are positive for one or many regions for the specific products, it is normal to continue the promotion of those products the same manner. It means that the customers of those areas are taking that offer and using the products. If they use it in the same manner for some time period it will be much profitable and the revenue target will be achieved from the product. Sometimes the team sets a target to run specific product promotions on a regular basis on a specific region. For example- It is decided to promote 101tk package in Barisal for the next 10 days. Within these 10 days if the product gets less hits still they will promote the product for the next 10 days. After 10 days, it is required to do a trend analysis to understand the fluctuations in the hits and the nature of the customers on that particular region.

	A	B	C	D	E	F	G	H	I	J	K	L
1	Data Deno	101										
2												
3	Sum of Hits Count	Column Labels										
4	Row Labels	10/27/2018	10/28/2018	10/29/2018	10/30/2018	10/31/2018	11/1/2018	11/2/2018	11/3/2018	11/4/2018	11/5/2018	Grand Total
5	Dhaka North	2222	6666	4444	2222	2222	5555	6666	3333	6666	2222	42218
6	Grand Total	2222	6666	4444	2222	2222	5555	6666	3333	6666	2222	42218
7												
8												

❖ **Discontinue the same offer for a specific region-** If the analysis shows that the product hits are falling for some reasons then the product manager may take a strategy to stop or discontinue the promotion of that offer on that particular region. There can be many reasons behind discontinuation of a product.

- A data offer may have been around in a particular region for much time and have been profitable in its initial stages and even for some long period however, that does not assure that it will be so indefinitely. If the managers analyse the track of a product's financial performance, they may find that its purchase and profitability is declining over period, sometimes at a very rapid rate. At this moment managers need to start analyzing other factors to see if the product has any other supportive effect on the business or not. If it is not then the managers may decide to discontinue the product.
- It is costly for the company to promote a product in the market. So it is very important to calculate if the revenue generated from the product is higher than the marketing expenses. If the calculation shows the negative figure then the manager must stop the promotion of that product immediately.



- Managers need to keep in mind whether there are enough variety of products available or not to satisfy their customer's needs. It is easier to drop a product if there

are enough products available since other products will help retain current customers and potentially fill the gap of the dropped product. While discontinuing a particular product, managers may think to use other offerings to test them on that particular market.

- A product can not survive in the market if it is not improved regularly according to its company's image. Every product needs a makeover eventually. It is necessary to understand if an offer no longer fits the brand image. Managers may discontinue an offer if it is no longer aligning with the company's image.
- Changing customer demand is the most important factor and the most sensitive one to consider whenever deciding if the promotion of the product needs to be continued or not. If the product offering no longer attracts to the customers, then it has no value in the market and also in the business. At this point, managers may discontinue a product so that it can make room for other successful offerings to flourish.
- In some unique situations a product may be forced to offer further by the *Bangladesh Telecommunication Regulatory Commission (BTRC)*. In those cases there are no option but discontinuing the product promotion.

❖ **Offer alternate products-** It is a very common strategy in the market to offer various products to the customers. In the telco industry, there are several voice and internet packages designed for the customers from which they can choose their favourite package.

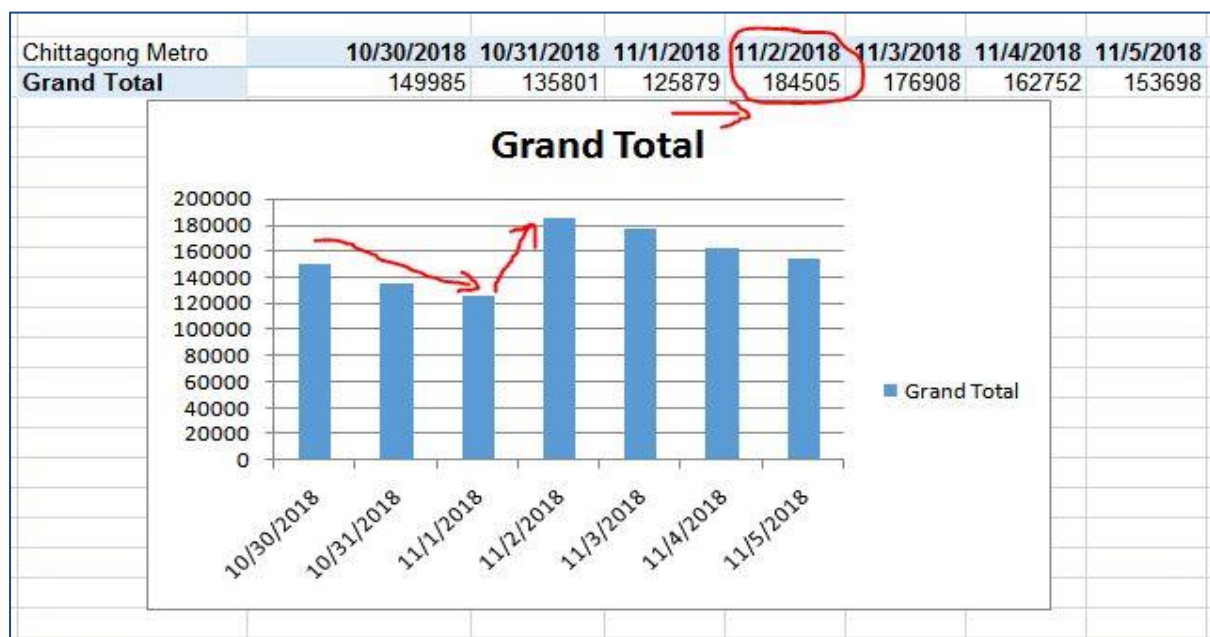
Chittagong Metro	41Tk 3GB (2GB+1GB 4G) 2Days	58Tk 600MB, 30Min, 30 SMS 7D	129Tk 3GB+3GB 4G 7D	251Tk 2GB, 150 Min, 150 SMS, 30D+1GB IMO Bonus
Chittagong North	41Tk 3GB (2GB+1GB 4G) 2Days	98Tk 1GB,50 Min, 100 SMS 7D	108Tk 2GB+2GB 4G 7D	251Tk 2GB, 150 Min, 150 SMS, 30D+1GB IMO Bonus
Chittagong South	41Tk 3GB (2GB+1GB 4G) 2Days	98Tk 1GB,50 Min, 100 SMS 7D	129Tk 3GB+3GB 4G 7D	251Tk 2GB, 150 Min, 150 SMS, 30D+1GB IMO Bonus
Comilla	38 Tk 2GB 2D	58Tk 600MB, 30Min, 30 SMS 7D	129Tk 3GB+3GB 4G 7D	251Tk 2GB, 150 Min, 150 SMS, 30D+1GB IMO Bonus
Dhaka Metro	41Tk 3GB (2GB+1GB 4G) 2Days	101Tk 3GB 7D+1GB IMO Bonus	129Tk 3GB+3GB 4G 7D	251Tk 4GB,150 Min,150 SMS 30D+1GB IMO Bonus
Dhaka North	41Tk 3GB (2GB+1GB 4G) 2Days	98Tk 1GB,50 Min, 100SMS	101Tk 3GB 7D+1GB IMO Bonus	251Tk 4GB,150 Min,150 SMS 30D+1GB IMO Bonus
Dhaka South	41Tk 3GB (2GB+1GB 4G) 2Days	58Tk 1GB, 30 Min, 30 SMS 7D	101Tk 3GB 7D+1GB IMO Bonus	251Tk 4GB,150 Min,150 SMS 30D+1GB IMO Bonus
Khulna	58Tk 1GB,50 Min,50 SMS 7D	101Tk 7GB 7D+1GB IMO Bonus	251Tk 4GB,250 Min,250 SMS 30D+1GB IMO Bonus	349 Tk 45GB 1.5GB/Day for 30D
Kushtia	58Tk 1GB,50 Min,50 SMS 7D	101Tk 7GB 7D+1GB IMO Bonus	251Tk 4GB,250 Min,250 SMS 30D+1GB IMO Bonus	349 Tk 45GB 1.5GB/Day for 30D

In the picture, we can see there are four different packages available for some particular regions of the country. Sometimes, managers decide to promote different products each day to particular area's customers. This strategy is profitable sometimes because of many reasons like-

- It gives the customers the freedom of choice from the various products
- The team can easily make an assumption about what type of packages are preferred in the particular area's people
- Offering different products helps to acquire different class of people
- Decreases the risk of dependency only in few packages
- Increases the competitiveness in the market
- Different area's people expect different offerings in the package. So, it is important to customize the products according to the nature of the local people.

On the other hand, if only one type of product is promoted everyday in a particular region then people will feel annoying and may permanently leave the operator which will be the biggest loss for the team. Keeping these things in mind the managers try to switch the product promotions in the same regions.

- ❖ **Drive a particular product-** Drive is a corporate term in this industry which actually means boosting up an offer for a particular region. It is a very important strategy because the success rate of this strategy is directly related with the proper timing and placing of using it.



Using a drive for a product needs approval from the higher authority because it requires lot of money to boosting up in this system. The system of driving a product is quite simple and it is done by the team basically in two different reasons.

System- We know that the retailers get commissions to sale each unit of package to the customers. For example- If the retailer sales a 101tk package to the customer he gets 10tk commission for that. In the drive days, it is informed to the retailers that if they sale 101tk package for the next two days then they will get 30tk commission for that which is 20tk more than the normal days. After getting the news, the retailers promote only that offer in their region so that more people buy that offer. This is how that particular 101tk product gets huge amount of hits suddenly in that particular region.

Reasons- There are basiclly two reasons why and when a drive is used in a product.

- **When a new product is launched in a region**
- **When the hits of a product is falling dramatically and needs a lift up**

In the picture it is shown the hits for a particular deno was falling day by day lst few days. The managers decided to drive the product for 11/2/2018 and 11/3/2018 so that they can raise the hits for that product. The result of the drive can be seen in the picture that how dramticlly the hits were going up and the impact of the drive can be seen after the drive days also. The hits after the drive days are also very good which is the result of retailers efforts on that deno.

So after presenting the findings to the product managers, they may take one of these above discussed decision for the product for coming days. If the intern is quite capable of understnding the needs then he/she my also suggest one of these options to the managers for review.

Step 6: Making the product offering plan for each area/region.

After analyzing the findings the managers decide which product to promote further and in which region. Based on the business experience, managers take the decision and provide direction to the intern so that he/she can make a sample promotion plan for the upcoming day. After making a sample plan the intern delivers it to the product manager again. Product manager then forwards the plan to the General Manager of the team adding the logics and reasons behind the plan.

Sometimes, if the intern is capable enough to add the justification behind the plan then he/she may add the detailed reasons with the presentation of the plan. If the General Manager approves the plan then the team can promote the products for the next days. A sample regional promotion plan is given below:

	10/28/2018	10/30/2018	10/31/2018	11/1/2018	11/4/2018	11/5/2018	11/6/2018
Barisal-B	101tk	58tk	41tk	251tk	101tk	25tk1GB	25tk 1gb
Barisal-C	101tk	58tk	41tk	251tk	101tk	25tk1GB	25tk 1gb
Chittagong Metro	58tk	41tk	129tk	251tk	58tk	129tk	251tk
Chittagong North	98tk	41tk	108tk	251tk	98tk	108tk	251tk
Chittagong South	98tk	129tk	41tk	251tk	98tk	129tk	251tk
Comilla	251tk	129TK	38tk	58tk	251tk	129tk	58tk
Dhaka Metro	251tk	41tk	129tk	251tk	41tk	251tk	129tk
Dhaka North	41tk	98TK	251tk	41tk	98tk	251TK	98tk
Dhaka South	41tk	41TK	251tk	41TK	251tk	25tk 1GB	41tk
Khulna	349tk	58tk	251tk	101tk	58tk	101tk	251tk
Kushtia	349tk	58tk	251tk	101tk	58tk	101tk	349tk
Mymensingh-B	101tk	349tk	58tk	25tk 1gb	101tk	349tk	58tk
Mymensingh-C	101tk	349tk	58tk	25tk 1gb	101tk	349tk	58tk
Noakhali	58tk	129TK	38tk	251tk	58tk	129tk	38tk
Rajshahi-B	101tk	58TK	349tk	101tk	58tk	25tk 1gB	349tk
Rajshahi-C	101tk	58TK	349tk	101tk	58tk	25tk 1gB	349tk

In the picture we see the strategy was to offer alternative products in the regions. It is said earlier that the promotion can be done area wise, region wise and nationally. If the promotion plan is set for the national promotion then the customer base is divided into ARPU wise which is for example- customers who prefer to purchase 1-20tk products and customers who prefer 21-50tk products are segmented into two different bases. After segmentation, a customized offer plan is set for those different bases and promoted accordingly. But there are many variables exist which the managers need to take into account before they make a promotion plan. The important considerations are given below-

- 1. Time of offering a package:** It is one of the most important consideration when planning for the promotions. If a product is designed to use for four hours from 8pm-11.59pm and the promotion sms goes to the customers mobile phones at 9.30pm then all the effort will become meaningless. Again if the customer gets the sms 1am at night it will be so nnoying for them.



The managers first see which product is designed for daytime or night time and the modality of the product then according to the nature of the modality the promotion plan is given to the executers.

- 2. Time gaps -** It is also need to be considered that same customer base never gets so many promotionl texts in one day. If the customers get disturbed then it may cause negative impact on the company.

To avoid this, the team makes a record book which includes these things-

- **List of the products**
- **How many times a particular product can be promoted in one month**
- **What should be the time interval for promoting a particular product**
- **Which broadcsting portal will be used to promote a particular product**
- **Hit records for each product**

It is one of the core jobs of the promotion executer to maintain a file showing when, where and how often a product is been promoted so that the time gaps can be made easily.

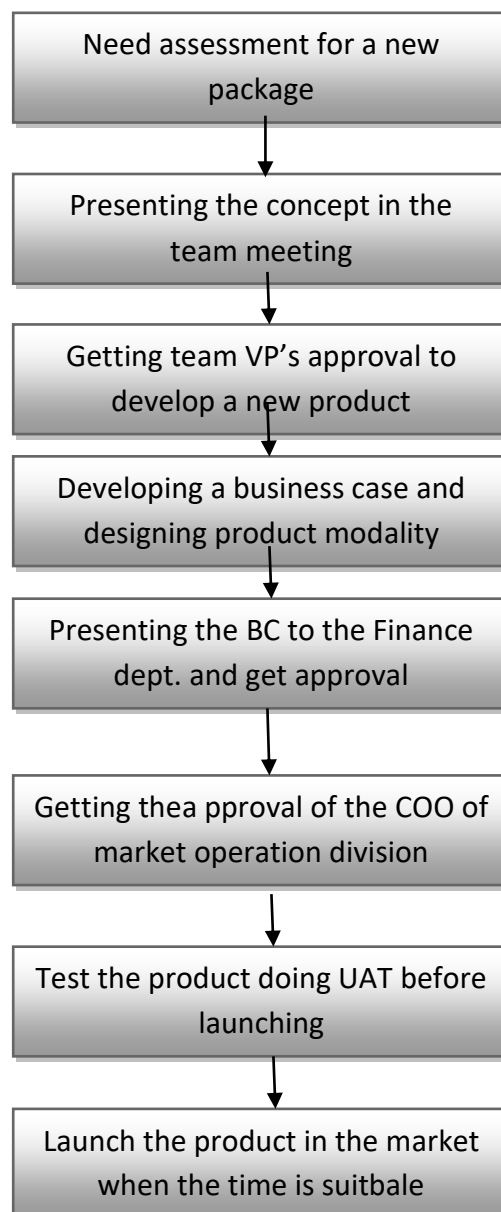
3. Day of offering a package- Weekend days promotions are different from the promotions in the normal office days here. Again if there is any govt. holidays or any special days coming the team make customized products and promotional texts to utilize the momentum. According to the occasion the usage of internet data differs from customer to customer. Generally there are special packages designed and promoted on these days-

- **Weekend days**
- **Government holidays**
- **Special event days like- Cricket/Football world cup matches**
- **International events**
- **Popular movie release days**
- **Normal office days**



So it is very simple if the coming day is a special holiday or weekend day then the manager plans to promote the related offers to the mass customer bases. And when it is normal days they can promote their regular offers to the segmented bases.

- 4. Relative offerings-** The manager needs to consider whether the product promotion conflicts with the other team's products or not. For example- on a particular date, both the CLM & Data team wants to promote 49tk offer although the package is different but it may cause confusion among the customers. In this case one team needs to sacrifice their promotion for that demo. Good communication among the teams is needed to avoid this kind of situations.
- 5. New Product offering-** If the team is set to launch new products then they need to consider some variable components both internal and external in the market. Before that to launch a new product in the market the team needs to go through a process. Without following it they can't promote it. The process includes-



Step 7: Set the communication.

Once the promotion plan is set the next job is to execute the plan. The executer uses a couple of portals to broadcast the SMS communitions. The executer needs to be very careful when setting the communication in the portal because a simple mistake can have a huge impact. For example- if the sms goes to the wrong base or the wrong sms is set then the team may face big loss and the customer care service deptmt has to pay for it at the first place by taking the complains of the people.

Robi owns some very expensive broadcastng softwares and porta0ls which are used by the tems of Robi for promotionl purposes.



Step 8: Repeat the process

Once the communication broadcast is done in the market, both in the customer and the retailer base, the process of daily communication become successful. But this is a continuous process so after broadcasting the SMS the next day starts from the step 1.

The next day first job is to see the hits for the denos that are promoted 1st day. Then report it to the product managers and the circle goes on.

Conclusion

While working as an intern in this Data team I observed how perfectly all the process is maintained by the officers of the team. To sustain in this vastly challenging market environment the company needs high professionalism from its employees and agility in every action. The telecom industry in Bangladesh is small but there are few giant companies who are trying to beat the others by their aggressive marketing strategies. Robi has developed their operational strategies to compete in this market and the Data team works as a big part in this strategy.

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