

Core Task: To design A/B test for a new service where subscribers can continue using services even when their balance reaches 0, without any additional service fee (the aim of a test is to evaluate the potential additional profit that this service can generate over a period of up to 6 months). To make a presentation to convince the Resource Committee to allocate resources for the test launch.

You work for a telecom operator with a customer base of 50 million people. At a top management meeting, a task was received to test a service (we assume that the operator did not have it before), in which subscribers are not blocked when the balance reaches 0, but can continue to use communication services under certain conditions. In this case, no commission is charged for the service. The purpose of testing is to evaluate possible additional profit. Term - up to 6 months. You have been assigned as a project manager. To allocate resources for the project, it is necessary to obtain approval from the Resource Committee (RC). The successful result will be a tested product, ready to scale to the entire subscriber base, with parameters selected to maximize the potential financial effect.

Required: Prepare a couple of slides for the Resource Committee (2-3 pages) that describe:

1. A brief description of the service + factors due to which additional revenue will be earned.
2. What are the parameters of the service
3. Testing methodology:
 - a. on what volume we will test and why
 - b. what hypotheses will be tested
 - c. what will we evaluate at the end of the test
4. Brief plan + risks
5. necessary resources (team with description of roles, etc.)

The key points here are 2 and 3. **The mechanics of selecting product parameters and testing should be clear from them.** The rest can be in a very compressed form.