**Tableau -Dashboard Creation**

**The given Data contains the following,**

1. Revenue of 13 plans before and after implementation of 5G for cities likeMumbai, Delhi, Kolkata, Bangalore, Chennai, Pune, Hyderabad, Ahmadabad, Jaipur, Lucknow, Patna, Coimbatore, Chandigarh, Gurgaon, Raipur.

2. Atliqo revenue and details of Users such as Average revenue per User, Active Users and Unsubscribed users in each city before and after implementation of 5G(For each month) for Atiliqo Company.

3.Details of Market share such as Total Market Value, Percentage of market share for companies like PIO, Britel, Atliqo, Daffodone and others before and after implementation of 5G for each month.

**Data – Plan Revenue:**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No** | **Description** | **Internet** | **Validity** |
| P1 | Smart Recharge Pack | 2GB/Day Combo for 3 months | 3 months |
| P2 | Super Saviour pack | 1.5 GB/ Day Combo for 56 days | 56 days |
| P3 | Elite saver Pack | 1Gb/ Day | 28 days |
| P4 | Mini Data Saver Pack | 500Mb/day | 20 days |
| P5 | Rs.99 Full Talktime Combo pack | - | - |
| P6 | Xstream Mobile Data Pack | 15Gb data | 28 days |
| P7 | 25 Gb Combo | 3G/4G pack | - |
| P8 | Daily Saviour | 1Gb/Day | 1 Day |
| P9 | Combo Topup – 14.95 talktime | 300 Mb data | - |
| P10 | Big Combo Pack | 6Gb/ day | 3 days |
| P11 | Ultra Fast Mega Pack | 3Gb/Day | 80 days |
| P12 | Ultra Duo Data Pack | 1.8 Gb/Day | 55 Days |
| P13 | Mini ultra Saver pack | 750 MB/Day | 28 days |

**Insights of Plan revenue**:

1.P1> P2> P3> P4> P11> P5> P6> P12> P7> P8> P13> P9> P10

2.After 5G: P1> P11> P2> P3> P12> P4> P5> P6> P13> P7 ;

3.Before 5G: P1> P2> P3> P4> P5> P6> P7> P8> P9 >P10.

4.After 5G has higher revenue than before 5G.

5. After 5G – Mumbai > Delhi > Kolkata> Banglore> Chennai> Pune> Hyderabad> Ahemadabad> Jaipur> Lucknow> Patna> Coimbatore> Chandigarph> Gurgaoen> Raipur.

Before 5G – Mumbai > Kolkata > Delhi > Banglore > Chennai > Pune > Hyderabad > Ahemadabad > Lucknow> Jaipur> Patna> Coimbatore>Chandigarph > Gurageon > Raipur.

6. Top 3 cities in revenue – Mumbai, Delhi, Kolkata ;

Bottom 3 cities in revenue – Chandigarh, Gurgaon, Raipur.

7. Plan 7,8,9,10 and 13 has low revenue in all the cities.

**Recommendations**:

1.Validity & Internet package of plan 7,8,9,10 and 13 can be increased for good revenue.

2.Different marketing strategies can be used for attracting revenue in bottom three cities.

**Data -Metrics:**

1.Active Users – Before 5G>After 5G

2.Unsubscibed User – After 5G> Before 5G

3.ARPU – After 5G>Before 5G

4.Atliqo Revenue – Before 5G>After 5G

3.Unsubscribed User – Aug > July> Sep>June>April>March>Feb>Jan

4. Active User -Feb >March>July>April>Aug>Jan>Sep>June

5. Atliqo revenue – After 5G- Mumbai>Kolkata>Delhi>Banglore>Chennei>Pune>Hyderabad>Ahmedabad>Jaipur>Lucknow>Patna>Coimbatore>Chandigarph>Guragoen>Raipur.

Before 5G-

Mumbai>Delhi>Kolkata>Banglore>Chennei>Pune>Hyderabad>Ahmedabad>Jaipur>Lucknow>Patna>Coimbatore>Chandigarph>Guragoen>Raipur.

6. ARPU – After 5G – Patna>Mumbai>Raipur>Lucknow>Hyferabad>Coimbatore>Ahmedabad>Gurgaon>Delhi>Jaipur>Banglore>Chandigarph>Chennai>Kolkata>Pune.

Before 5G

Lucknow>Chennai>Pune>Coimbatore>Mumbai>Hyderabad>Jaipur>Patna>Raipur>Kolkata>Gurgaeon>Chandigarph>Delhi>Ahemabad>Banglore.

7. Active User – After 5G –

Mumbai>Kolkata>Delhi>Banglore>Pune>Chennai>Hyderabad>Ahmedabad>Jaipur>Lucknow>Patna>Coimbatore>Chandigarph>Guragoen>Raipur

Before 5G-

Mumbai>Delhi>Kolkata>Banglore>Chennei>Pune>Hyderabad>Ahmedabad>Jaipur>Lucknow>Patna>Coimbatore>Chandigarph>Guragoen>Raipur.

8. Unscubscribed user -After 5G –

Delhi>Kolkata>Mumbai>Chennai>Banglore>Pune>Hyderabad>Ahmedabad>Jaipur>Lucknow>Coimbatore>Patna>Chandigarph>Guragoen>Raipur.

Before 5G –

Mumbai>Delhi>Kolkata>Banglore>Chennai>Pune>Hyderabad>Ahmedabad>Jaipur>Lucknow>Patna>Coimbatore>Chandigarph>Gurgaeon>Raipur.

**Insights:**

1.Atliqo revenue and active users are more before implementation of 5G.

2.More users have unsubscribed from Atilqo after implementation of 5G.

**Data – Market Share:**

1.TMV- Total Market Value of the city in that month.

After 5G>Before 5G

Sep>Jul>Aug>Feb>Apr>March>June>Jan

Mumbai>Delhi>Kolkata>Banglore>Chennai>Hyderabad>Pune>Ahmedbad>Jaipur>Lucknow>Patna>Coimbatore>Chandigarph>Gurgoen>Raipur.

2.MS\_Pct - Percentage of market share gained by respective company from the total market value.

PIO>Britel>Atliqo>Dafodone>Other

PIO – After 5G>Before 5G

Britel- After 5G>Before 5G

Atliqo – Before 5G> After 5G

Dafodone – After 5G>Before 5G

Other -After 5G> before 5G.

**Insights**:

1.Atliqo has high market share before 5G.

2. Atliqo has lost its customer to other company after implementation of 5G.

**Recommendations**:

1.Atliqo need to work on their plans and customer to avoid losing its market share to other companies.

2.Atliqo can research on the marketing strategies of their competitors to attract more customers after implementation of 5G.

Dashboard links:

https://public.tableau.com/app/profile/aarthi.priya/viz/Dashboard1\_16749898158810/Dashboard1?publish=yes

<https://public.tableau.com/app/profile/aarthi.priya/viz/dashbaordplan/Dashboard1?publish=yes>

<https://public.tableau.com/app/profile/aarthi.priya/viz/Dashboard4_16749918834330/Dashboard3?publish=yes>