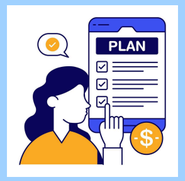
Revenue Analysis



Plan Analysis

Market Analysis

Insights

Final Insights

Atliqo Telecom Domain Analysis Project

🎯 Objective:

To analyze the impact of AtliQo's 5G launch in May 2022 by comparing key performance metrics before and after the rollout — including revenue, ARPU, user activity, plan performance, and market share.
The goal is to uncover reasons behind the drop in active users and revenue, evaluate plan effectiveness, and identify city-level trends.
This analysis aims to provide actionable insights to help AtliQo recover growth, improve user retention, and increase revenue

🗓️ Time Frame Covered:

January 2022 to September 2022 (excluding May)

🧠 Key Questions Answered:

- Did 5G help increase revenue or user base?
- How did ARPU and plan preferences change after 5G?
- Which cities and plans performed best or worst?
- Did AtliQo gain or lose market share post-5G?

📊 KPIs Analyzed:

- Total Revenue
- Average Revenue Per User (ARPU)
- Active & Unsubscribed Users
- Plan-wise Revenue Contribution
- Market Share Trends

Atliqo Telecom Domain Insights

City: All | Month: All | After 5G | Before 5G | Clear Filters

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Delhi	1,963.80M	1,908.20M	-2.83%
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Patna	487.40M	494.60M	1.48%
Coimbatore	456.70M	457.20M	0.11%
Chandigarh	306.80M	305.10M	-0.55%
Gurgaon	271.20M	275.30M	1.51%
Raipur	156.80M	158.60M	1.15%

City	Before 5G	After 5G	% ARPU Change
Patna	192.50	231.50	20.26%
Mumbai	196.75	231.00	17.41%
Raipur	184.25	225.25	22.25%
Lucknow	203.25	219.50	8.00%
Hyderabad	196.50	217.25	10.56%
Coimbatore	200.00	216.50	8.25%
Ahmedabad	176.25	214.75	21.84%
Delhi	181.50	214.50	18.18%
Gurgaon	183.50	214.50	16.89%
Jaipur	195.00	209.25	7.31%
Bangalore	174.75	209.00	19.60%
Chandigarh	182.50	200.75	10.00%
Chennai	203.00	197.75	-2.59%
Kolkata	183.75	193.00	5.03%
Pune	200.00	174.25	-12.88%

City	Before 5G	After 5G	% Change
Mumbai	3,133.50K	2,683.75K	-14.35%
Kolkata	2,607.75K	2,484.00K	-4.75%
Delhi	2,704.25K	2,227.50K	-17.63%
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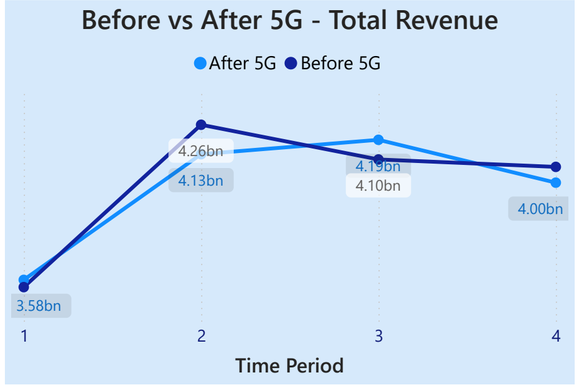
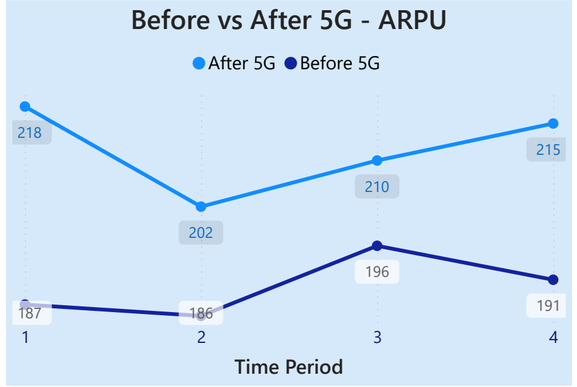
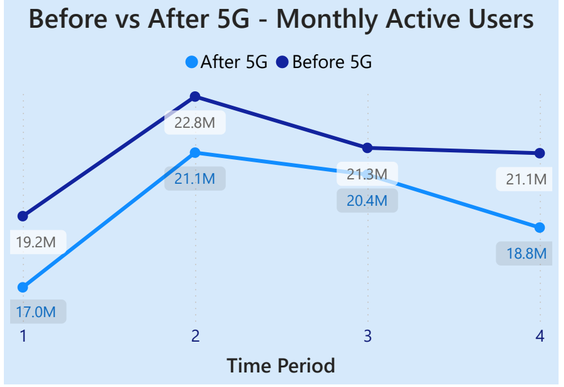
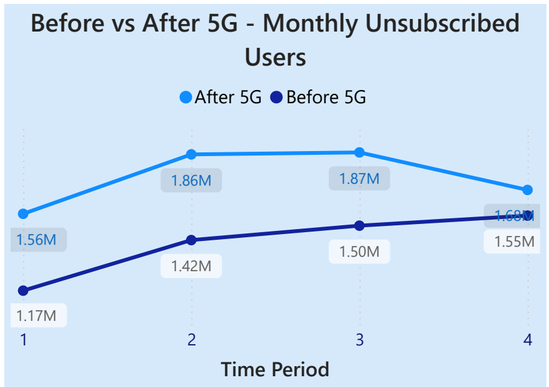
Gurgaon	368.50K	320.25K	-13.09%

City	Before 5G	After 5G	% Change
Lucknow	43.00K	76.50K	77.91%
Pune	108.50K	168.50K	55.30%
Jaipur	55.75K	85.00K	52.47%
Chandigarh	25.75K	37.50K	45.63%
Hyderabad	96.50K	133.25K	38.08%
Chennai	129.25K	177.00K	36.94%
Kolkata	173.25K	221.50K	27.85%
Coimbatore	38.75K	49.00K	26.45%
Bangalore	142.75K	172.25K	20.67%
Delhi	192.50K	224.50K	16.62%
Ahmedabad	83.00K	96.50K	16.27%
Gurgaon	22.75K	25.50K	12.09%
Patna	42.75K	47.25K	10.53%
Raipur	14.25K	15.75K	10.53%
Mumbai	239.50K	209.25K	-12.63%









Atliqo Telecom Domain Insights

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plan	plan_description	Total Plan Revenue
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p2	Super Saviour Pack (1.5 GB / Day Combo For 56 days)	2,975.30M
p3	Elite saver Pack (1 GB/ Day) Valid: 28 Days	2,615.40M
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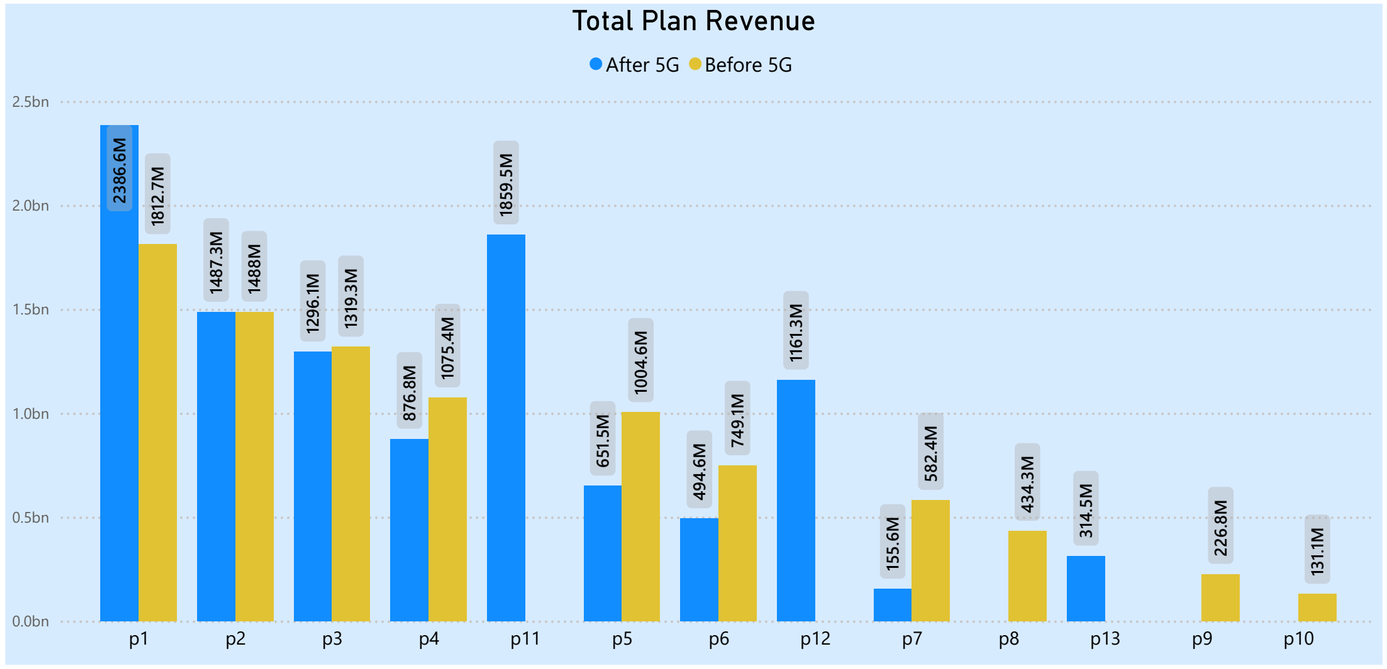
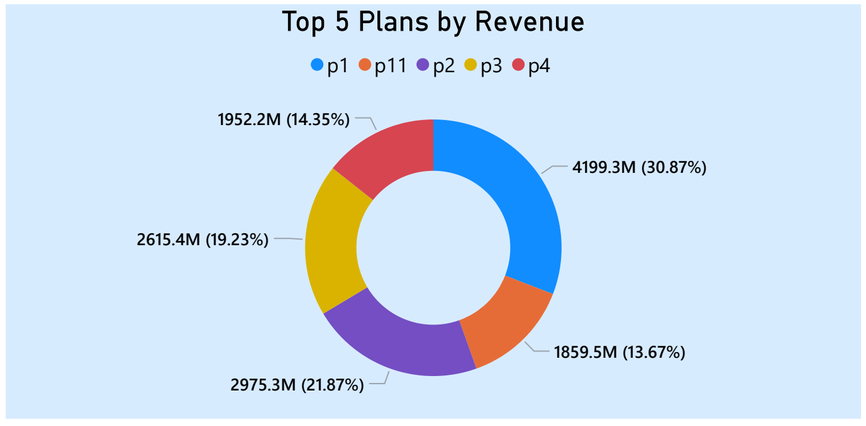
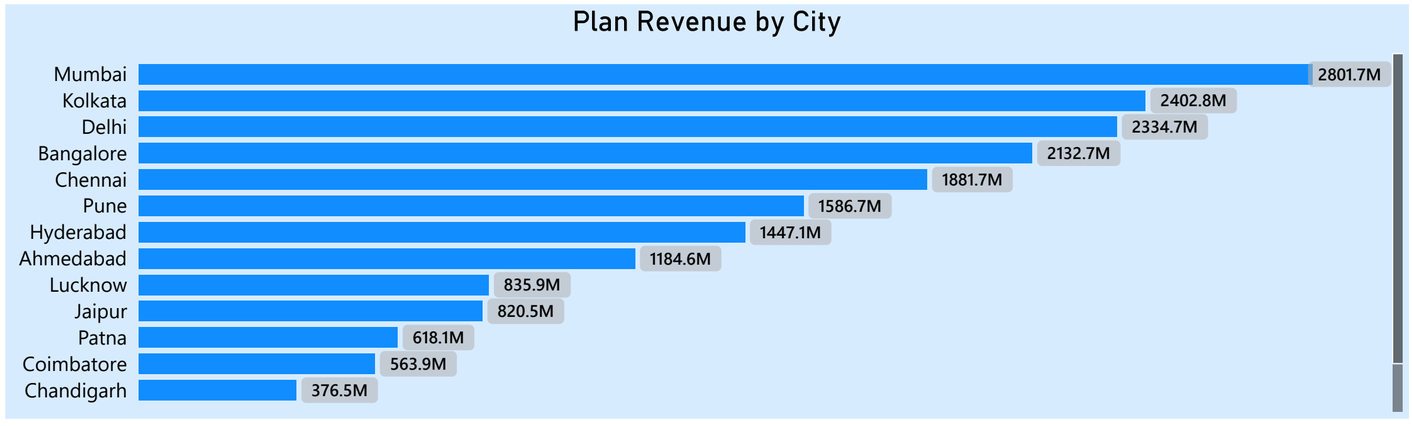
p11	Ultra Fast Mega Pack (3GB / Day Combo For 80 days)	1,859.50M
p5	Rs. 99 Full Talktime Combo Pack	1,656.10M
p6	Xstream Mobile Data Pack: 15GB Data | 28 days	1,243.70M
p12	Ultra Duo Data Pack (1.8GB / Day Combo For 55 days)	1,161.30M
p7	25 GB Combo 3G / 4G Data Pack	738.00M
p8	Daily Saviour (1 GB / Day) validity: 1 Day	434.30M
p13	Mini Ultra Saver Pack (750 MB/Day for 28 Days)	314.50M
p9	Combo TopUp: 14.95 Talktime and 300 MB data	226.80M
p10	Big Combo Pack (6 GB / Day) validity: 3 Days	131.10M
Total		**19,507.50M**







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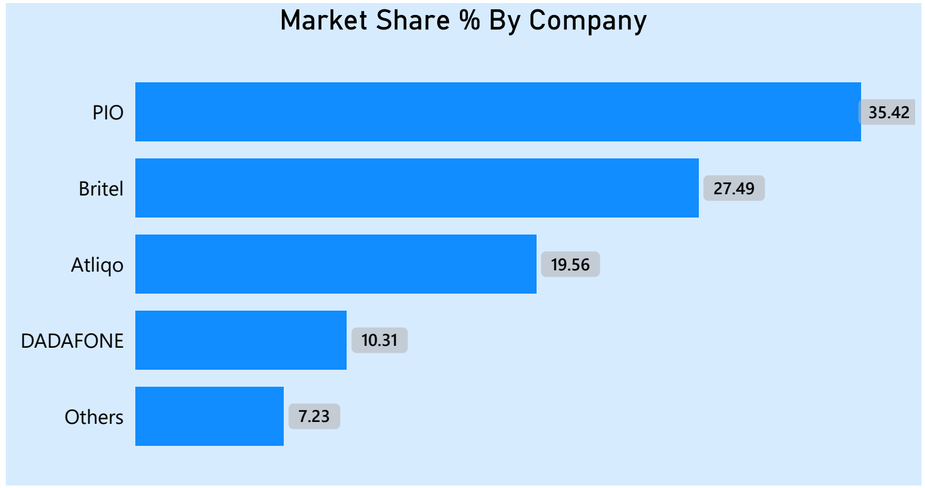

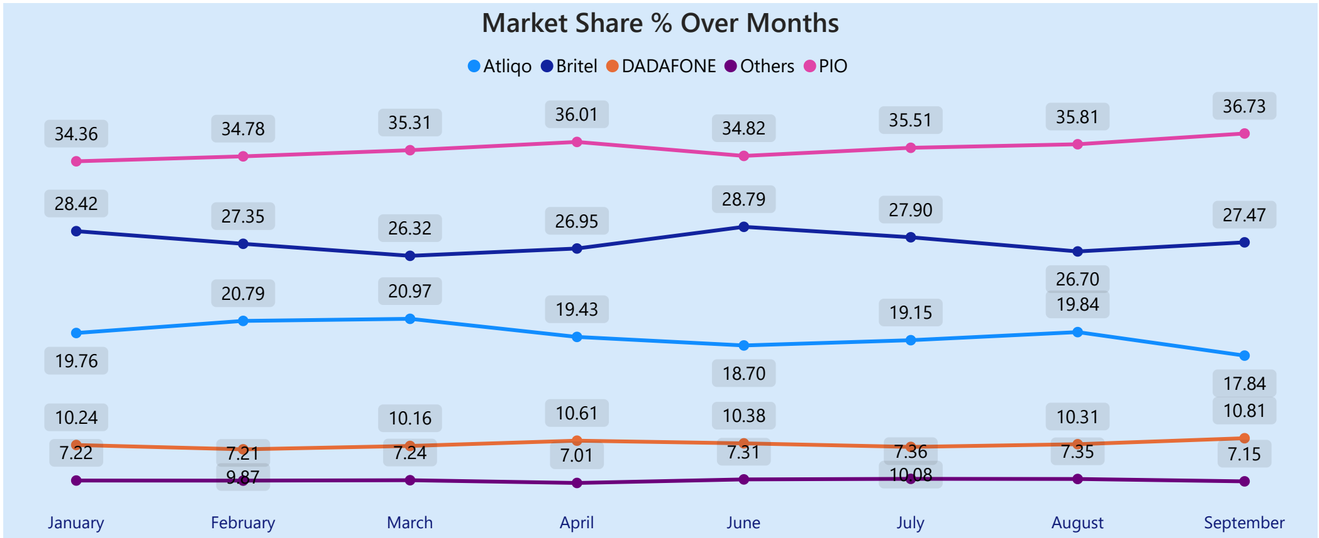

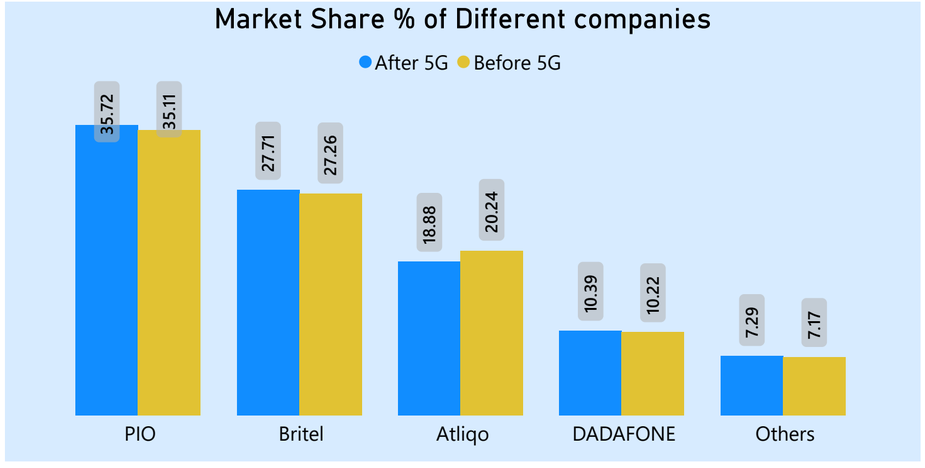

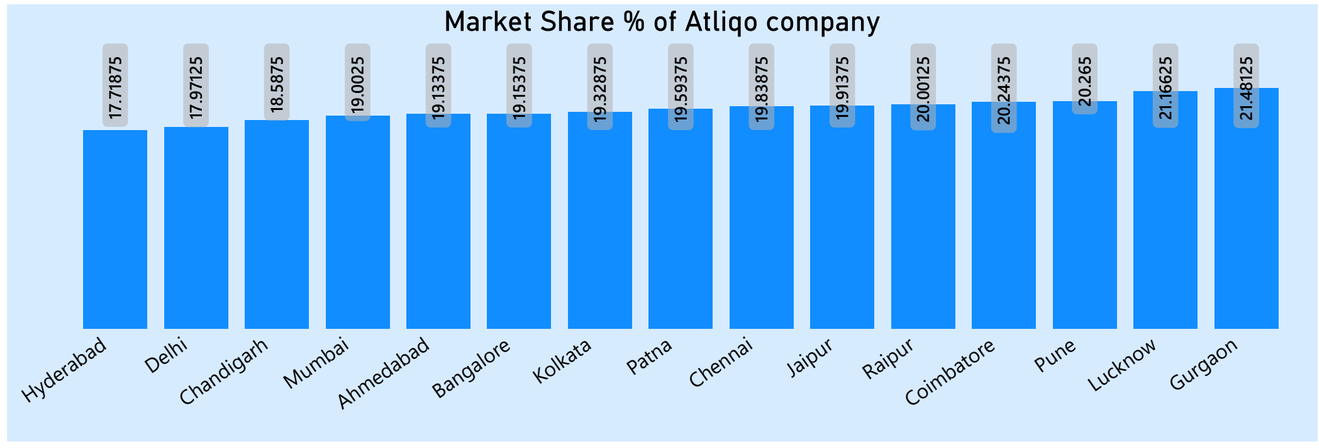

Atliqo Telecom Domain Insights

INSIGHTS

MORE INSIGHTS

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KPI: Following 5G, we witnessed a sharp decline in overall revenues, but we also saw an increase in ARPU of 11.05% while monthly active users decreased by -8.28%. This suggests that the majority of customers are departing due to the higher plan prices; the only customers who remain are paying high prices are premium customers

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Chennai and Delhi, two of the cities with the largest revenue contributions, are seeing a decline in revenue change.The fact that Mumbai, Delhi, and Bangalore are losing a lot of clients suggests that we are losing more clients in high-performing cities.

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Change After 5G : 21.08%

we saw positve change of 21.08% in total plan revenue after 5g,which is contributed by increasing plan prices after 5g

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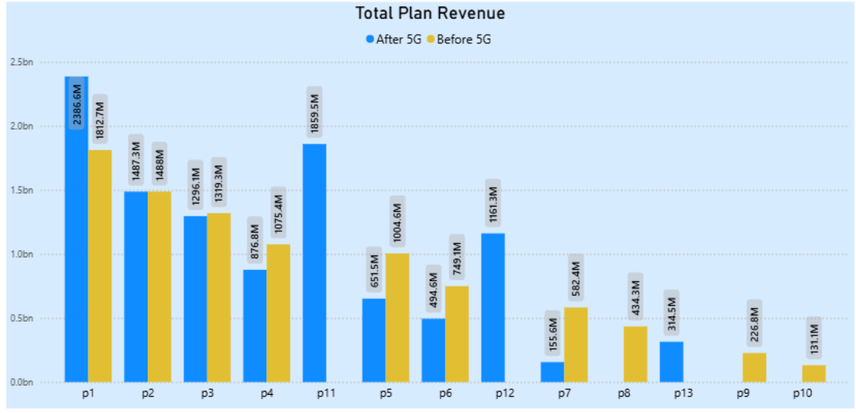


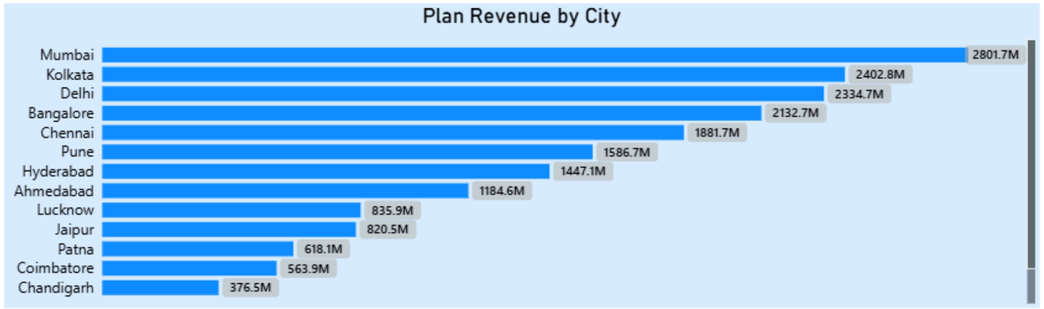
Our top 5 plans contribute almost 90% of plan revenue,with premium plans with high price being top compared to bottom,in which lower ones contributes very less with some being even less than 250 million,our top plan is p1 both after and before 5g and with p11 performs high even only introduced after 5g,we need to focus on more plans like p1,p11 with price optimised to increase revenue

Atliqo Telecom Domain Insights

INSIGHTS 2

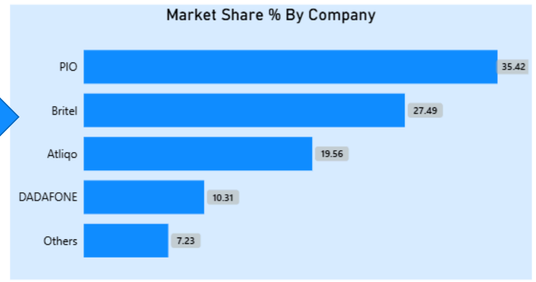
PREVIOUS INSIGHTS

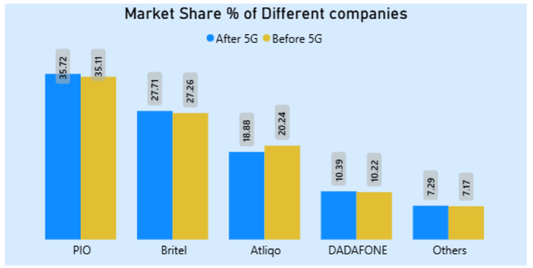
FINAL SUMMARY

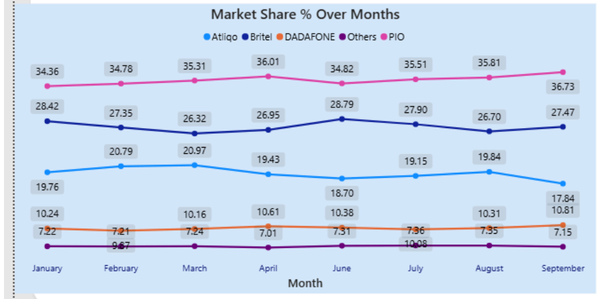


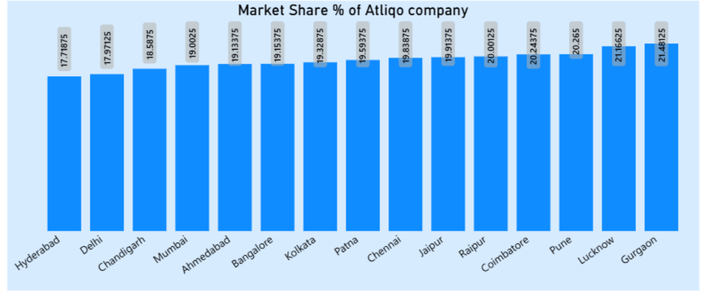
Urban metro cities are major revenue contributer in our total plan revenue,focus should be made to improve plan services to increase revenue and decrease rate of unsubscribing customers

atliqo is lagging behind pio and britel even after 5g,this indicates plan for performance improvement and compared to our competitors we lost market share after 5g compared to before 5g pointing customer dissatisfaction and going to other companies,More advertising and proper plan strategies should made to attract more customers









atliq company is underperforming in major urban cities which have hight potential,with market share high in cities like lucknow,pune,gurgoan,coimbatore.We reshould research reason behind high market share in those regions and atliqo market share is 19.76% initially which increased to 20.97 in march,however after introducing 5g it dropped in June to september

Final Summary

📈 The average amount each user paid went **up by 8.3%** after 5G, mostly because people using higher-priced plans (like p1–p4) stayed and continued spending.
💰 Just 5 plans brought in **nearly 90% of all plan revenue**, showing that a few popular plans worked really well.
🌆 Big cities like **Mumbai, Pune, and Delhi** brought in the most money from plans — these are your strongest zones for customer focus.
📉 Overall revenue **fell by 11%** even though people were paying more — mainly because **23.5% of users stopped using AtliQo**.
👥 A lot of users **left after the 5G launch**, likely because prices went up, cheaper plans were missing, or they found better deals with other companies.
🚪 Places like **Lucknow, Pune, and Jaipur** saw a big rise in people quitting — plans may have felt too expensive or not worth it.
🟡 AtliQo's **market position didn't improve** — it stayed at around 19.5% while companies like PIO and Britel gained more users with cheaper, bulk offers.
⚠️ AtliQo depends **heavily on just 5 plans** — most other plans barely got any users, showing there's not enough choice for people with smaller budgets.

How can we increase Revenue ?

🔁 **Bring back affordable and flexible plans** for people who only need basic data — many of these users left after 5G started.
🎁 **Offer special deals in cities where many left** (like Lucknow and Pune) — cashback, free OTT subscriptions, or combo packs could help win them back.
📊 **Fix or combine less-used plans** (like p9, p10, p13) into new packs that actually offer value and attract attention.
📣 **Run strong referral and loyalty programs** in cities like **Delhi, Kolkata, and Hyderabad**, where AtliQo lost both customers and revenue.
🧠 Use your best-performing plans to **bring back users** in cities like **Gurgaon and Patna**, where people are spending more but user numbers dropped.