

# Project Summary -Telecom Dashboard

## Revenue (First Page)

### 1. Total Revenue

- Total Revenue in Cr: ₹3187.36 Cr after the 5G rollout.
- Percentage Change After 5G: A slight decline of -0.50% in total revenue.
- By Cities:
  - Cities with positive revenue change before and after 5G: Lucknow, Gurugram, Patna.
  - Cities with negative revenue change before and after 5G: Delhi, Chennai, Ahmedabad.
- By Time Period:
  - Revenue trends indicate stability with minor fluctuations.

### 2. Average Revenue

- Total Average Revenue in Cr: ₹26.56 Cr after 5G.
- Percentage Change After 5G: A slight decline of -0.50% in average revenue.
- By Cities:
  - Cities with positive revenue change before and after 5G: Lucknow, Gurugram, Patna.
  - Cities with negative revenue change before and after 5G: Delhi, Chennai, Ahmedabad.
- By Time Period:
  - Revenue trends indicate stability with minor fluctuations.

### 3. ARPU (Average Revenue Per User)

- Average ARPU: ₹200.74 after 5G.
- Percentage Change After 5G: A growth of 11.05% in ARPU.
- By Cities:
  - Cities with positive ARPU growth after 5G: Raipur, Ahmedabad, Patna.
  - Cities with negative ARPU change after 5G: Chennai, Pune.
- By Time Period:
  - There is a significant difference in ARPU trends after 5G.

## User (Second Page)

### 1. Monthly Active Users

- Total Monthly Active Users: 202.15 lakh
- Before & After Comparison:
  - Percentage change in active users after 5G: -8.28%
- By Cities:
  - Cities with positive change in active users: Pune, Lucknow
  - Cities with negative change in active users: Raipur, Delhi, Ahmedabad
- By Time Period:
  - There is a slight decline in active users over time.

### 2. Total Unsubscribed Users

- Total Unsubscribed Users: 125.90 lakh
- Before & After Comparison:
  - Percentage change in unsubscribed users after 5G: +23.50% (This is a serious issue that needs immediate attention.)
- By Cities:
  - Cities with positive changes (increase in unsubscribed users): Lucknow, Pune, Jaipur
  - Cities with negative changes (decrease in unsubscribed users, which is good): Mumbai
- By Time Period:
  - There is consistent growth in unsubscribed users, indicating a need for action.

### 3. Monthly Unsubscribed Users

- Total Monthly Unsubscribed Users: 15.74 lakh
- Before & After Comparison:
  - Percentage change in monthly unsubscribed users after 5G: +23.50%
- By Cities:
  - Cities with positive changes (increase in unsubscribed users): Lucknow, Pune, Jaipur
  - Cities with negative changes (decrease in unsubscribed users, which is good): Mumbai
- By Time Period:
  - There is consistent growth in unsubscribed users, highlighting a concern that requires attention.

## **Plans & Market (Third Page)**

### **1. Market Share by Company**

- PIO holds the highest market share among competitors.
- Atleqo ranks third in overall market share.

### **2. Company Market Share by Month**

- Monthly trends reveal fluctuations in market dominance, with some companies gaining traction while others lose market share.
- Competitive shifts indicate changing consumer preferences and possible market strategies influencing company positions.

### **3. Total Market Value by Cities**

- Cities like Mumbai, Delhi, and Kolkata contribute the most to the total market value.
- Market value distribution highlights urban dominance in revenue generation.

### **4. Top 4 Plans by Revenue**

- The most profitable plans are P1, P2, P3, and P4, consistently driving significant revenue.
- These plans likely attract the highest number of subscribers or offer premium services.

### **5. Bottom 4 Plans by Revenue**

- Plans P8, P13, P9, and P10 generate the least revenue.
- Possible reasons for low performance include limited adoption, pricing concerns, or lesser benefits compared to competitors.

### **6. Plans Revenue Before and After 5G**

- Plan P1 experienced the highest revenue surge after the introduction of 5G.
- Other plans show only slight revenue changes post-5G.
- Certain plans were discontinued after the 5G rollout, while Plan P11 was introduced and now ranks among the highest revenue generators.

### **7. Plans Revenue by Month**

- Revenue trends across months indicate seasonal demand variations.
- Some plans maintain steady revenue, while others show significant fluctuations.

### **8. Plans Revenue by Cities**

- Revenue contribution varies by city, with specific regions favoring certain plans over others.
- Urban areas contribute the most, while smaller markets show mixed performance.

## **Conclusion & Strategic Recommendations**

### **1. Address the Decline in Revenue and Active Users**

- **Observation:**
  - Total revenue experienced a -0.50% decline after 5G, with Delhi, Chennai, and Ahmedabad showing negative revenue trends.
  - Monthly active users dropped by -8.28%, indicating a potential decline in customer engagement.
- **Action Plan:**
  - Retarget user engagement in cities with declining revenue and users through promotional offers and service enhancements.
  - Optimize pricing strategies to encourage higher spending in weaker-performing cities.

### **2. Manage High Churn Rate and User Unsubscribes**

- **Observation:**
  - Total unsubscribed users increased by +23.50%, a critical issue that suggests dissatisfaction or competition.
  - Cities like Lucknow, Pune, and Jaipur saw higher unsubscriptions, while Mumbai showed improvement in retention.
- **Action Plan:**
  - Conduct customer sentiment analysis to understand reasons for high churn and introduce retention-focused offers.
  - Strengthen customer service and support to address user concerns effectively.

### **3. Leverage ARPU Growth for Profitability**

- **Observation:**
  - Despite revenue decline, ARPU grew by 11.05%, meaning remaining users are spending more.
  - Cities like Raipur, Ahmedabad, and Patna showed positive ARPU growth, whereas Chennai and Pune saw declines.
- **Action Plan:**
  - Expand premium service offerings in high-ARPU regions to maximize profitability.
  - Offer tiered pricing plans to cater to different customer segments, ensuring affordability without impacting revenue.

#### **4. Strengthen Market Position & Plan Performance**

- **Observation:**
  - PIO dominates market share, while Atleqo ranks third.
  - Plan P1 saw the highest revenue surge after 5G, while P11, a newly introduced plan, also performed well.
  - Plans P8, P13, P9, and P10 are underperforming.
- **Action Plan:**
  - Promote successful plans like P1 and P11 while optimizing or rebranding weaker plans.
  - Use data-driven pricing strategies to improve market share and compete against other telecom providers.

#### **5. Optimize City-Based Strategies**

- **Observation:**
  - Mumbai, Delhi, and Kolkata hold the highest market value, but revenue trends differ across cities.
  - Some cities show growth in revenue (Lucknow, Gurugram, Patna), while others declined post-5G (Delhi, Chennai, Ahmedabad).
- **Action Plan:**
  - Focus on expansion and marketing in high-growth cities while addressing service issues in declining cities.
  - Deploy localized pricing strategies and customized plans based on city-specific usage behavior.