1. Explain the data briefly

There are 4 main companies which holding highest share in the market, out of that we are having detail data of subscriber count in metric file for Atliqo company. Then we are having data about city code, city name, date of Before/After 5G etc.,

2. What's the problem you are trying to solve

Trying to solve the plan related revenue problems

3. What are your insights

* Plan 1 to plan 7 are offered on both before and After 5G

Plan 8, Plan 9, Plan 10 are offered only Before 5G

Plan 11, Plan 12, Plan 13 are offered only After 5G

* In overall cities, by comparing Before 5G revenue Plan 4,5,6,7 is getting less revenue in After 5G
* In overall cities, by comparing Before 5G revenue Plan 1 is getting high revenue in After 5G
* Atliqo lost their subscriber after 5G to Brital and PIO
* Atliqo market share is decreased on September month, by the same time other four companies market value is increased. By inferring that chart, There is a chance of transferring major subscriber from Atliqo to Britel

4. What are your recommendations

* Atliqo need improve their plans for attracting subscribers as like plan 1
* After 5G plan 4,5,6,7 revenue is decreased, hence those plans need to modify for the feasibility with 5G
* On September month, Atliqo market share is decreased. Hence its recommending to focus on subscriber sustainability as same like Pio.

Dashboard 1 - [Telemarket | Tableau Public](https://public.tableau.com/app/profile/ajith6813/viz/Telemarket_16711700359540/Dashboard1?publish=yes)

Dashboard 2 - [Telemarket | Tableau Public](https://public.tableau.com/app/profile/ajith6813/viz/Telemarket_16711700359540/Dashboard2?publish=yes)