



# 5G Before vs After Impact Analysis

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# Problem statement

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After the launch of 5G services, the company achieved strong revenue growth in key cities. However, **overall revenue has declined**, accompanied by a **rise in unsubscribed users**. Trends in **Active Users**, **Monthly Active Users (MAU)**, and **Average Revenue Per User (ARPU)** indicate declining engagement and potential churn risks.

Management requires a dashboard to monitor **Revenue**, **Active Users**, **MAU**, **ARPU**, and **Unsubscribed Users** in order to identify churn drivers, assess post-5G performance, and support data-driven actions to improve customer retention and long-term business stability.

# Data overview

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## Tables Used

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**dim\_date** – Date attributes (date, month, time period, before/after 5G)

**dim\_cities** – City master data (city code, city name)

**dim\_plan** – Plan details (plan, plan description)

**fact\_atliqo\_metrics** – Core KPIs (Active Users, ARPU, Revenue, Unsubscribed Users)

. **fact\_plan\_revenue** – Plan-wise revenue data

. **fact\_market\_share** – Market share and TMV metrics

### Supporting Table

. **DateTable** – KPI / date reference table

- The top five cities contribute 60% of our overall revenue. This highlights the importance of these markets
- MAU(monthly active users) This signals a risk if trends continue to decline. Declining Active Users

REVENUE			
city_name	Before 5G	After 5G	% REVENUE
Mumbai	244.40	245.15	0.31%
Delhi	196.38	190.82	-2.83%
Kolkata	192.55	191.84	-0.37%
Bangalore	168.67	169.94	0.75%
Chennai	150.13	146.24	-2.59%

MAU			
city_name	Before 5g	After 5g	%MONTHLY
Mumbai	125.34	107.35	-14.35%
Delhi	108.17	89.10	-17.63%
Kolkata	104.31	99.36	-4.75%
Bangalore	96.54	83.08	-13.94%
Chennai	73.91	74.17	0.35%

- Cities such as Delhi and Chennai are experiencing a negative trend in active users following the 5G launch. This decline is concerning, as these cities are pivotal to our revenue stream. We must consider targeted marketing campaigns to re-engage these customers. Increase in Unsubscribed Users(UNU)
- There has been a drastic rise in the number of unsubscribed users post-5G. This trend could lead to negative publicity, impacting our brand image and overall market position. Addressing this issue is crucial to maintaining customer loyalty.

UNU			
city_name	After 5G	Before 5G	%USERS
Ahmedabad	3.86	3.32	16.27%
Bangalore	6.89	5.71	20.67%
Chandigarh	1.50	1.03	45.63%
Chennai	7.08	5.17	36.94%
Coimbatore	1.96	1.55	26.45%
Delhi	8.98	7.70	16.62%
Gurgaon	1.02	0.91	12.09%
Hyderabad	5.33	3.86	38.08%

While we have observed a decrease in both revenue and active users since the 5G rollout, the average revenue per user (ARPU) has risen by 11.05%. This indicates that our pricing strategies may be driving away customers, despite generating higher revenue from those who remain. We need to reassess our pricing structure to find a more appealing balance. Inactivity in Key Revenue Cities:

ARPU			
city_name	ARPU Before 5G	ARPU After 5G	%ARPU
Lucknow	1.94	1.85	-4.41%
Pune	1.88	1.57	-16.64%
Hyderabad	1.84	1.91	3.63%
Jaipur	1.83	1.89	3.22%
Mumbai	1.81	2.12	16.95%
Patna	1.79	2.13	18.59%
Gurgaon	1.73	1.99	14.87%
Kolkata	1.73	1.77	2.41%

ARPU			
city_name	ARPU Before 5G	ARPU After 5G	%ARPU
Delhi	1.69	1.95	14.79%
Raipur	1.71	2.04	18.96%
Kolkata	1.73	1.77	2.41%
Gurgaon	1.73	1.99	14.87%
Patna	1.79	2.13	18.59%
Mumbai	1.81	2.12	16.95%
Jaipur	1.83	1.89	3.22%
Hyderabad	1.84	1.91	3.63%

Although cities like Delhi, Ahmedabad, Patna, and Raipur generate significant revenue, they are also witnessing a rise in inactive users. This dual trend necessitates a comprehensive strategy to retain existing customers while attracting new ones.

REVENUE			
city_name	Before 5G	After 5G	% REVENUE
Ahmedabad	94.49	92.58	-2.02%
Delhi	196.38	190.82	-2.83%
Patna	48.74	49.46	1.48%
Raipur	15.68	15.86	1.15%

ARPU			
city_name	ARPU Before 5G	ARPU After 5G	%ARPU
Ahmedabad	1.66	1.96	17.87%
Delhi	1.69	1.95	14.79%
Raipur	1.71	2.04	18.96%
Patna	1.79	2.13	18.59%



**Thank You 1**