



ATLIQO TELECOM



**Problem
Statement**



Analyses



Insights





AtliQo is one of the leading **telecom providers** in India and launched its 5G plans in May 2022 along with other telecom providers.

However, the management noticed a **decline in their active users and revenue growth post 5G launch** in May 2022. AtliQ's business director requested their analytics team to **provide a comparison report of KPIs between pre and post periods** of the 5G launch.

The management is keen to **compare the performance between these periods** and get insights that would enable them to **make informed decisions** to recover their active user rate and other key metrics. They also wonder if they can **optimize their internet plans** to get more active users.

5G Transition: A Comparative Study on AtliQo Telecom's Transformation

City

All

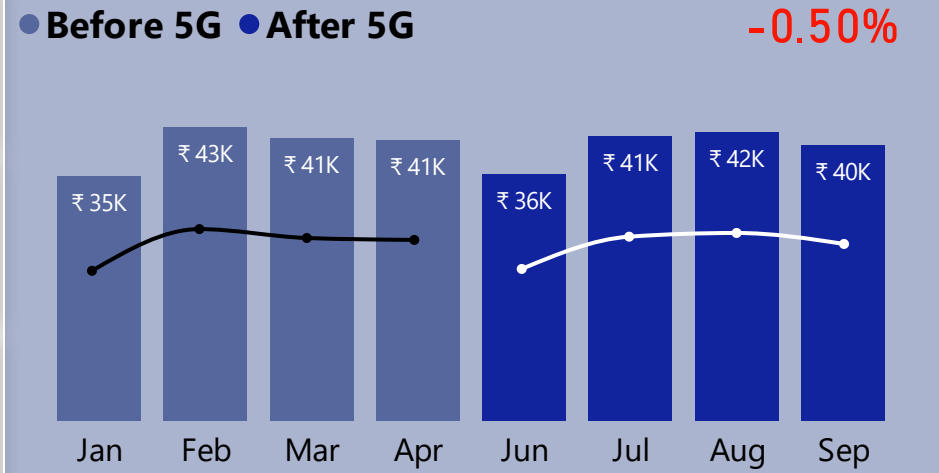


Revenue | In Crore

₹ 318.74K
Total

₹ 159.77K
Before 5G

₹ 158.97K
After 5G

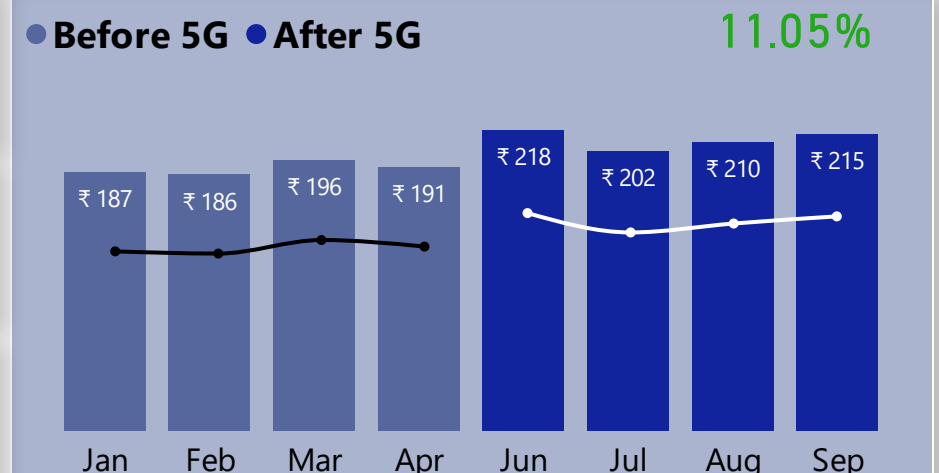


Average Revenue Per User (ARPU)

₹ 200.7
Average

₹ 190
Before 5G

₹ 211
After 5G

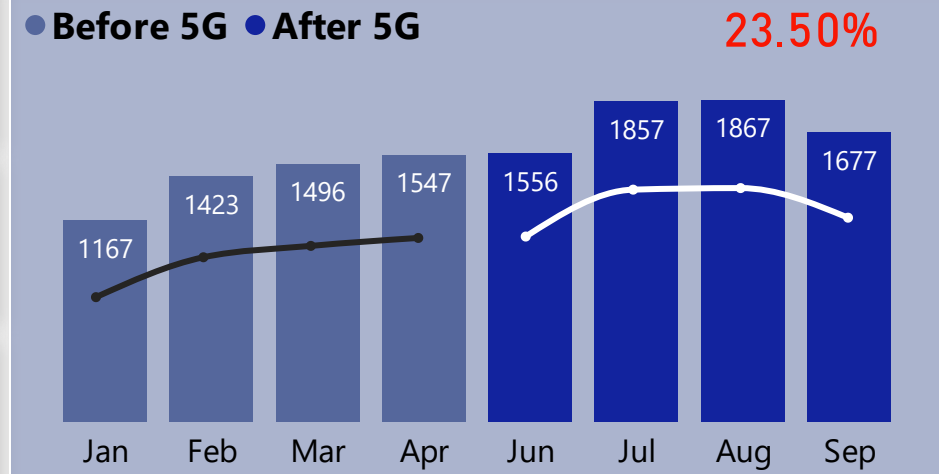


Un Subscriber (USB) | In Lakhs

12,590
Total

5633
Before 5G

6957
After 5G

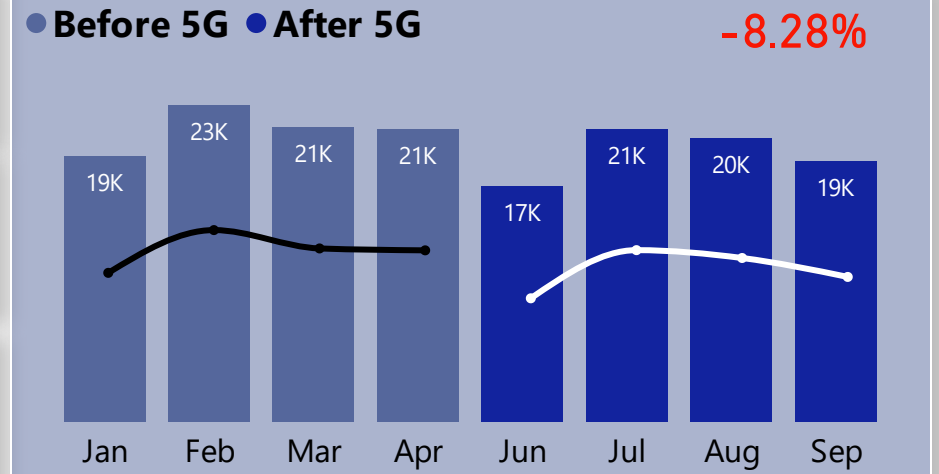


Active User (A. User) | In Lakhs

161.72K
Total

84.35K
Before 5G

77.37K
After 5G



₹ 318.74K
Revenue | In Crore

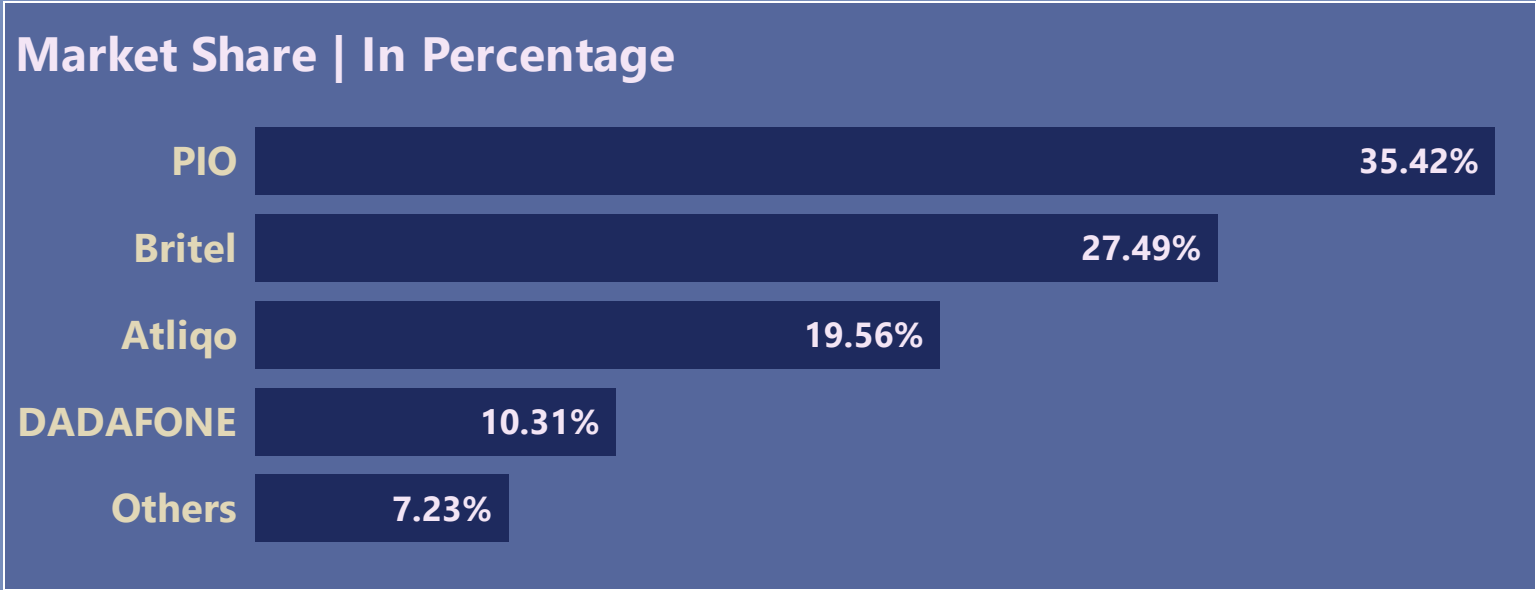
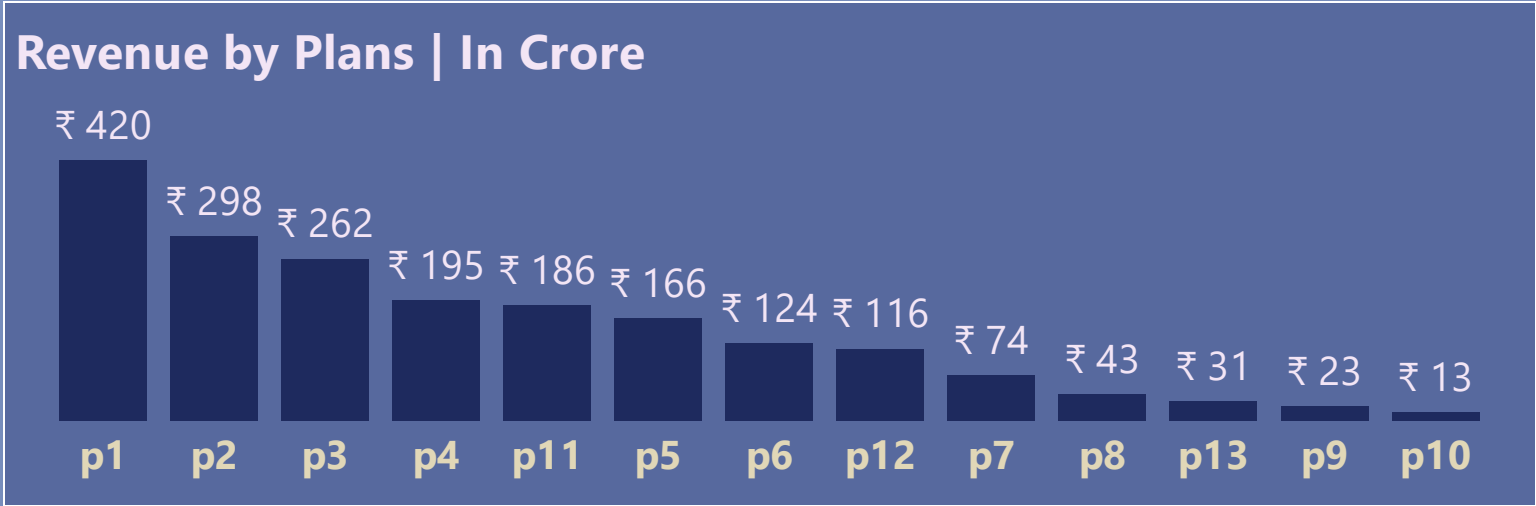
₹ 200.74
ARPU

12,590
Un Sub | In Lakhs

161.72K
A. Users | In Lakhs

Before 5G

After 5G



Revenue	A. User	ARPU	USB
City			
Before 5G	After 5G	Change %	
Lucknow	₹ 6,483	₹ 6,601	1.82%
Gurgaon	₹ 2,712	₹ 2,753	1.51%
Patna	₹ 4,874	₹ 4,946	1.48%
Raipur	₹ 1,568	₹ 1,586	1.15%
Jaipur	₹ 7,009	₹ 7,078	0.98%
Bangalore	₹ 16,867	₹ 16,994	0.75%
Pune	₹ 12,964	₹ 13,012	0.37%
Mumbai	₹ 24,440	₹ 24,515	0.31%
Coimbatore	₹ 4,567	₹ 4,572	0.11%
Kolkata	₹ 19,255	₹ 19,184	-0.37%
Chandigarh	₹ 3,068	₹ 3,051	-0.55%
Hyderabad	₹ 11,863	₹ 11,710	-1.29%
Ahmedabad	₹ 9,449	₹ 9,258	-2.02%
Chennai	₹ 15,013	₹ 14,624	-2.59%
Delhi	₹ 19,638	₹ 19,082	-2.83%



Revenue has **decreased by 0.50%** compared to the period before the implementation of 5G. However, the **Average Revenue Per User (ARPU)** has significantly **increased by 11.05%**, indicating a higher spend per customer post-5G rollout.

Mumbai, Delhi, Kolkata and Bangalore are key markets, **contributing 50% of the total revenue** and hosting **the most active user base**, which also accounts for **approximately 50% of the revenue**.

Customers in **Mumbai, Patna and Lucknow** rank highest in **average revenue per user**, highlighting their strong engagement with the service.



Delhi, Kolkata and Mumbai have the **highest number of unsubscribed users**. This may warrant a deeper look into user satisfaction and retention strategies in these cities.

AtliQo holds the 3rd highest market share in the industry and has consistently maintained this position throughout the year, demonstrating steady market performance.



The plan "**P1**" has been a **top performer**, with a **32% increase in revenue** following the implementation of 5G technology, reflecting strong customer preference.

New plans "P11," "P12," and "P13" were introduced post-5G. While "**P11**" and "**P12**" have contributed **moderately to revenue**, "**P13**" has not gained much traction with customers.

The plans "P2" and "P3" have performed well both before and after the launch of 5G, showcasing their consistent appeal to customers.

