



₹ 478.10K

Total Revenue(Crores)

₹ 26.56

Average Revenue(Crores)

200.74

Average ARPU

242.58K

Total active users(Lakhs)

18.89K

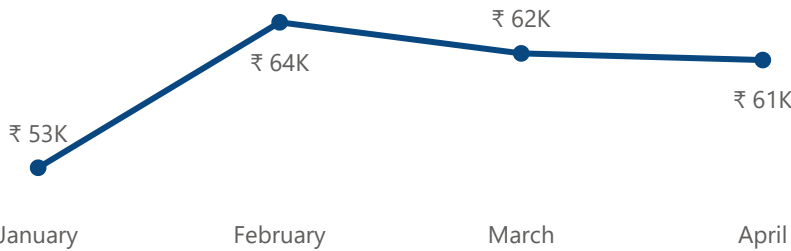
Unsubscribed users(Lakhs)

Before 5G

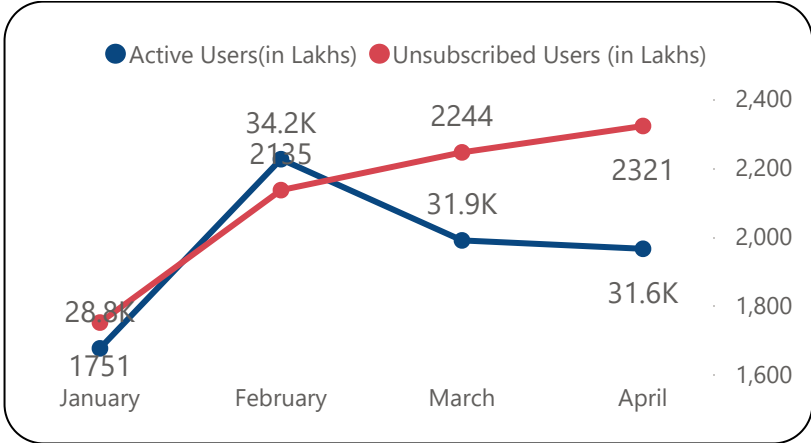
After 5G

Insights

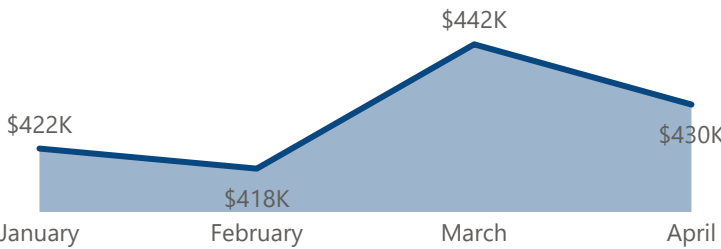
Total Revenue(Crores)



Users



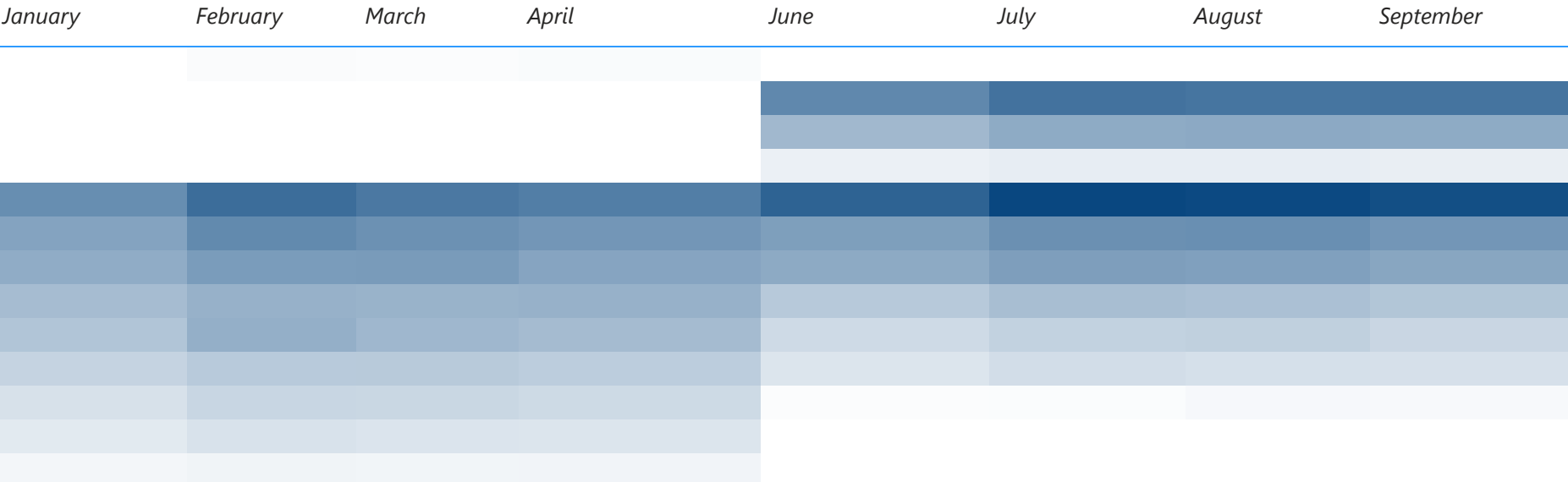
ARPU



Plan revenues in Crores

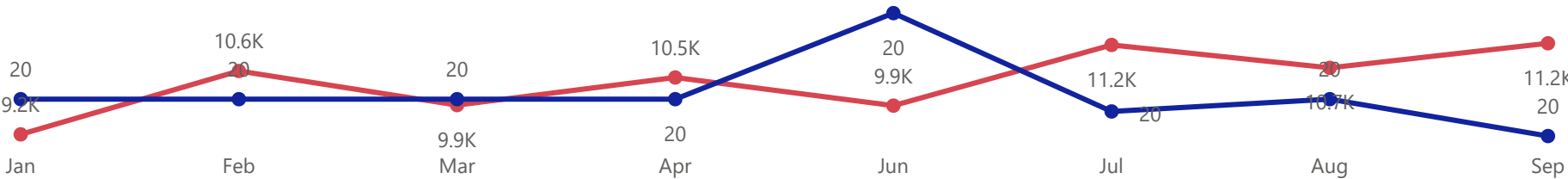
Custom January February March April

Plan 10
Plan 11
Plan 12
Plan 13
Plan1
Plan2
Plan3
Plan4
Plan5
Plan6
Plan7
Plan8
Plan9



Total market value and Marketshare%

Total market value Market share %



Market Share % vs Competitors

company	Jan	Feb	Mar	Apr	Jun	Jul	Aug	Sep
Atliqo	296	312	315	291	281	287	298	268
Britel	426	410	395	404	432	419	400	412
DADAFONE	154	148	152	159	156	151	155	162
Others	108	108	109	105	110	110	110	107
PIO	515	522	530	540	522	533	537	551

Recommendations:

- Analyze the market offers from competitors and adjust the current plans accordingly
- Implement competitive offers to new users and conduct activation campaigns
- Analyze the technical glitches if faced by customers based on complaints received any and fix the issues
- Create new attractive advertisements and concentrate on least contributing cities

The Revenue got dropped after launch of 5G and this may be due to technical glitches and attractive **offerings from competitors** in the market

There is a hike in unsubscribed users from the month March, this may be due to **competitors' advertisements in the market to attract new users** before launch of 5G. And the **discontinuation of plans 8 to plan 10** may also be a trigger for unsubscribed users

The Average Revenue Per User is dipped in the months of February and July due to the reason of increase in Active users. Also, it's clear that new users opted for **low-cost plans**

Plan 1 holds its demand for 5G, and it is the most attracted plan from users. Although four new plans have been introduced in 5G, users preferred plan 1 to plan 6. Reasons may be new plans might be costly. But still, we see hike in revenue from plan11 and plan12, this is due to the long validity of the plan. So, customers prefer plans which have more **validity period**.

Although the overall revenue is not much affected after 5G, the total market share % is declining, this is due to **more addition of new users from the competitors** (PIO, Britel, Dadafone), we have to look at the market competitors' advertisements and offers from them to the new users. It is noted that the total market value is not declined much.

This dashboard shows the Altiquo Telecom company's data. Here we made a comparison study of various factors that impacts the revenue of the company before and after 5G technology. The factors considered are Revenue, ARPU, Active/unsubscribed users, Market share % and Total market value. This study is based on data from 15 cities, as they contribute more than 70% of company's revenue.