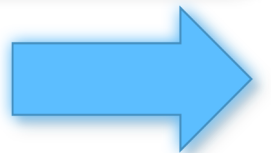




AtliQo is one of the leading telecom providers in India and launched its 5G plans in May 2022 along with other telecom providers.

However, the management noticed a decline in their active users and revenue growth post 5G launch in May 2022. AtliQo'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.





Atliqo Key Metrics

₹31.87bn
Total Revenue

161.72M
Total Active Users

Months

Apr	Aug	Feb	Jan
-----	-----	-----	-----

₹265.61M
Avg Revenue

12.59M
Total Unsubscribed Users

20.00
Market Share %

₹200.74
Average Revenue Per User

1.35M
Monthly active users

after_5g/before_5g

After 5G	Before 5G
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Atliqo Average Revenue

Before 5G / After 5G

All

Months

All

Cities

All

Average Revenue Table

city_name	Average Revenue before 5g	Average Revenue after 5g	Average Revenue change %
Mumbai	₹61,10,00,000.00	₹61,28,75,000.00	0.31%
Delhi	₹49,09,50,000.00	₹47,70,50,000.00	-2.83%
Kolkata	₹48,13,75,000.00	₹47,96,00,000.00	-0.37%
Bangalore	₹42,16,75,000.00	₹42,48,50,000.00	0.75%
Chennai	₹37,53,25,000.00	₹36,56,00,000.00	-2.59%
Average	₹26,62,83,333.33	₹26,49,43,333.33	-0.50%

₹266.28M

Average Revenue before 5g

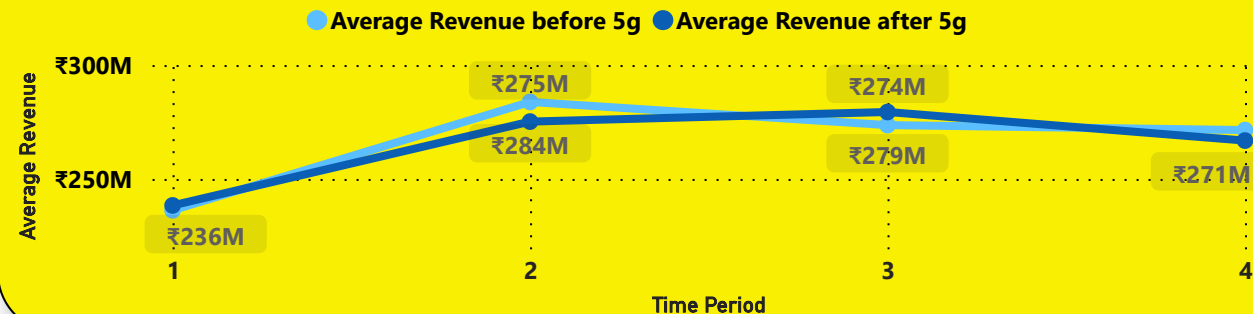
-0.50%

Average Revenue change %

₹264.94M

Average Revenue after 5g

Average Revenue before 5g and Average Revenue after 5g by Time Period





Atliqo Average ARPU (Average Revenue Per Unit)

Before 5G / After 5G

All

Months

All

Cities

All

Average ARPU Table

city_name	Average ARPU before 5g	Average ARPU after 5g	Average ARPU change %
Lucknow	₹203.25	₹219.50	8.00%
Chennai	₹203.00	₹197.75	-2.59%
Coimbatore	₹200.00	₹216.50	8.25%
Pune	₹200.00	₹174.25	-12.88%
Mumbai	₹196.75	₹231.00	17.41%
Hvderabad	₹196.50	₹217.25	10.56%
Average	₹190.23	₹211.25	11.05%

₹190.23

Average ARPU before 5g

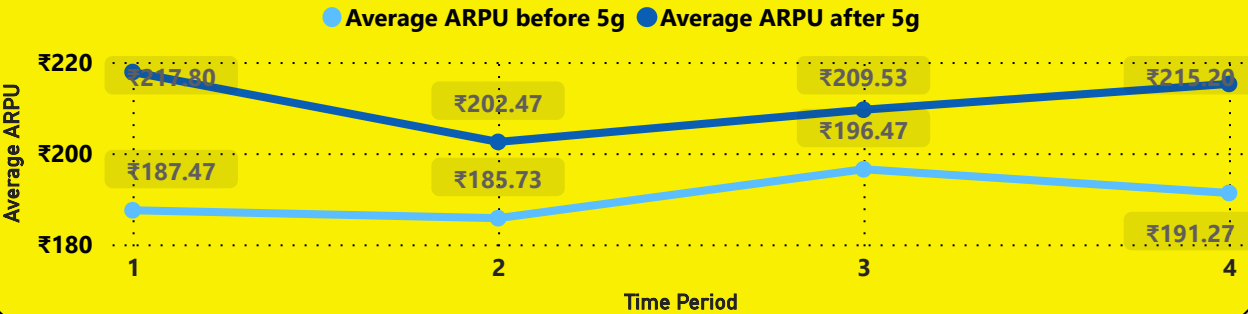
11.05%

Average ARPU change %

₹211.25

Average ARPU after 5g

Average ARPU before 5g and Average ARPU after 5g by Time Period





Atliqo Monthly Active Users

Before 5G / After 5G

All



Months

All



Cities

All



Monthly Active Users Table

city_name	Monthly Active users before 5g	Monthly Active users after 5g	Monthly Active users change %
Mumbai	31,33,500.00	2683750.00	-14.35%
Delhi	27,04,250.00	2227500.00	-17.63%
Kolkata	26,07,750.00	2484000.00	-4.75%
Bangalore	24,13,500.00	2077000.00	-13.94%
Chennai	18,47,750.00	1854250.00	0.35%
Average	14,05,883.33	1289500.00	-8.28%

1.41M

Monthly Active users before 5g

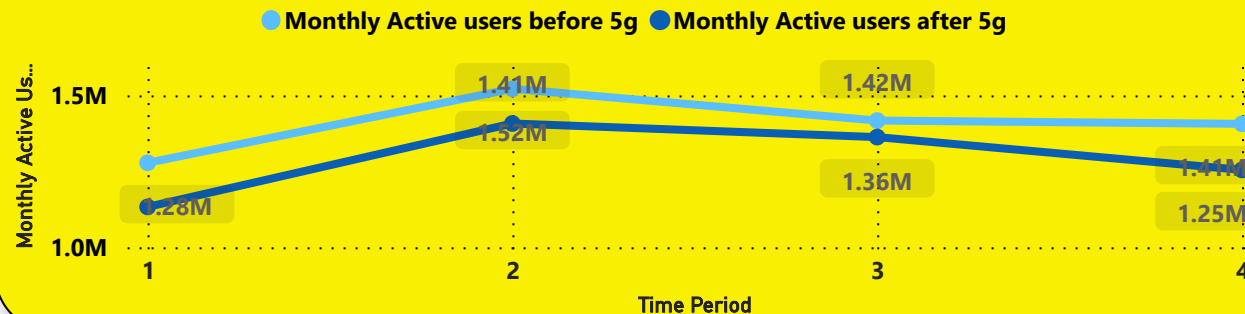
-8.28%

Monthly Active users change %

1.29M

Monthly Active users after 5g

Monthly Active Users before 5g and Monthly Active Users after 5g by Time Period





Atliqo Monthly Unsubscribed Users

Before 5G / After 5G

All

Months

All

Cities

All

Monthly Unsubscribed Users Table

city_name	Monthly Unsubscribed users before 5g	Monthly Unsubscribed users after 5g	Monthly Unsubscribed users change %
Mumbai	2,39,500.00	2,09,250.00	-12.63%
Delhi	1,92,500.00	2,24,500.00	16.62%
Kolkata	1,73,250.00	2,21,500.00	27.85%
Bangalore	1,42,750.00	1,72,250.00	20.67%
Chennai	1,29,250.00	1,77,000.00	36.94%
Average	93,883.33	1,15,950.00	23.50%

93.88K

Monthly Unsubscribed users before 5g

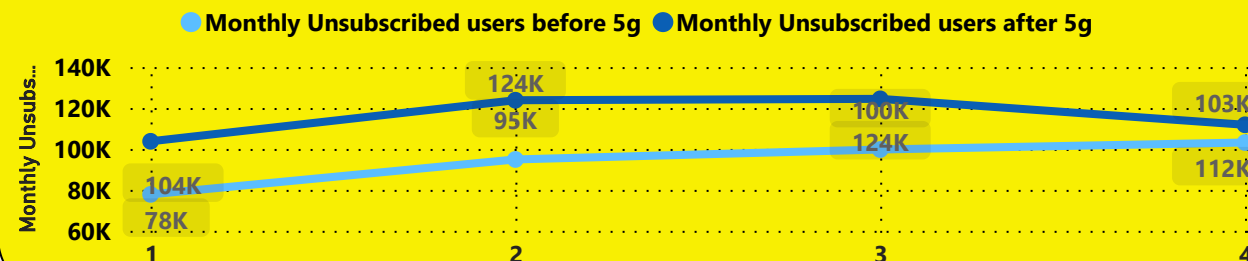
23.50%

Monthly Unsubscribed users change %

115.95K

Monthly Unsubscribed users after 5g

Monthly Unsubscribed Users before 5g and Monthly Unsubscribed Users after 5g by Time Period





Market Share and Plan Revenue

Before 5G / After 5G

All

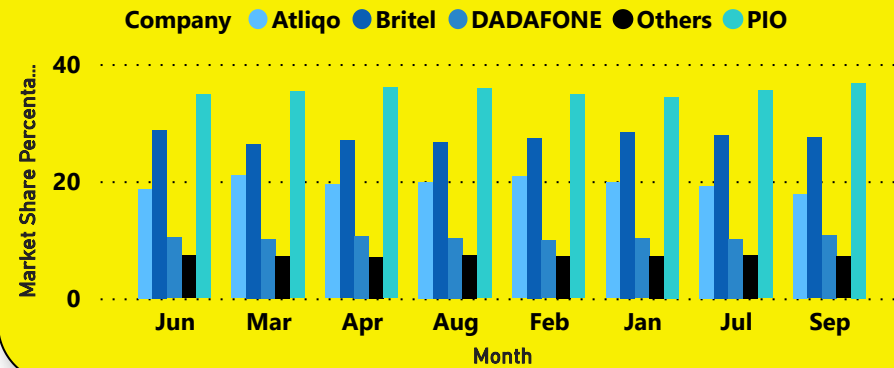
Months

All

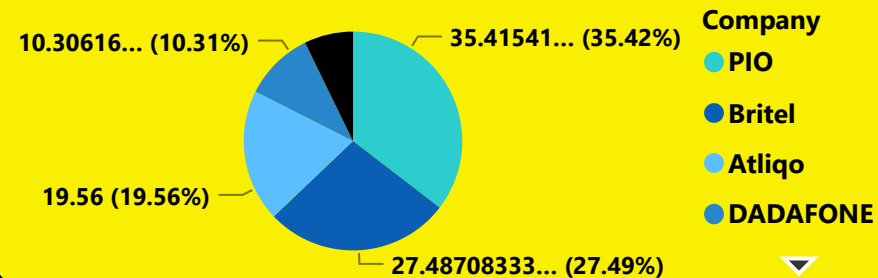
Cities

All

Market Share Percentage by Month and Company

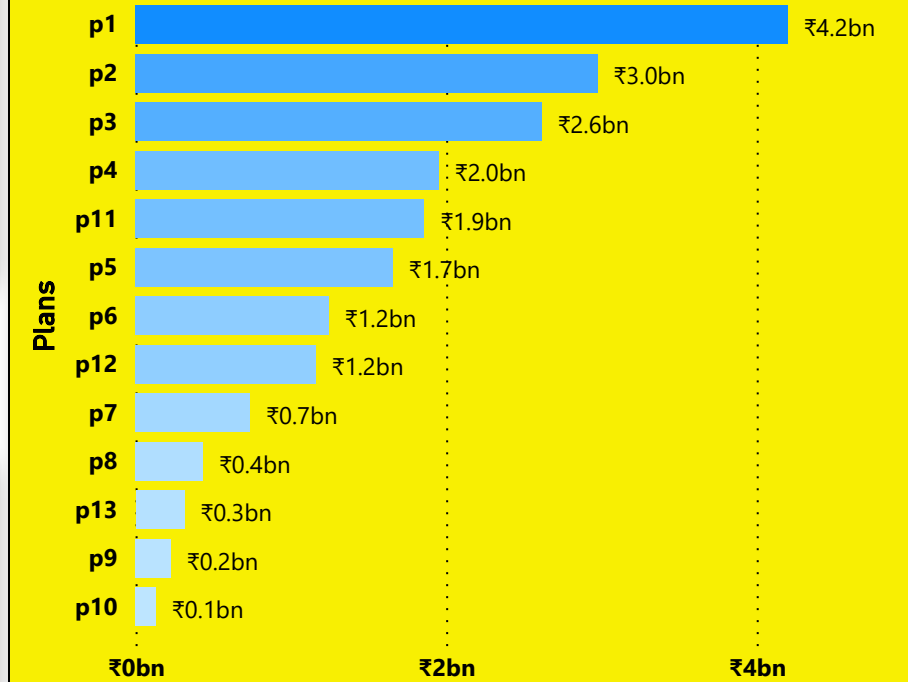


Market Share % by company



Plan Revenue by Plans

Sum of plan_revenue ₹0.13bn ₹4.20bn



Plan Revenue

Insights

- Average Revenue of Atliqo Telecom has decreased slightly after the 5G implementation.
- Average Revenue per User has increased after the 5G implementation.
- Active Users per month has decreased after the 5G implementation.
- Unsubscribed Users per month has increased after 5G implementation which is a bad sign.
- Market share percentage for every company is almost equal for all months.
- PIO has most market share followed by Britel.
- p1 Plan is generating more revenue for Atliqo Telecom.

Key Insight : 5G implementation is affecting the revenue drastically.

Reason : It might be possible that it is because of the increase in the price of the plans after 5G implementation.

Suggestion : We can suggest that either they need to decrease the price for 5G plans or they need to continue with the 4G plans for now.

