

**DATA ANALYST REPORT**



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ATLIQ

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## **UNVEILING ATLIQ'S PERFORMANCE DYNAMICS POST 5G LAUNCH**

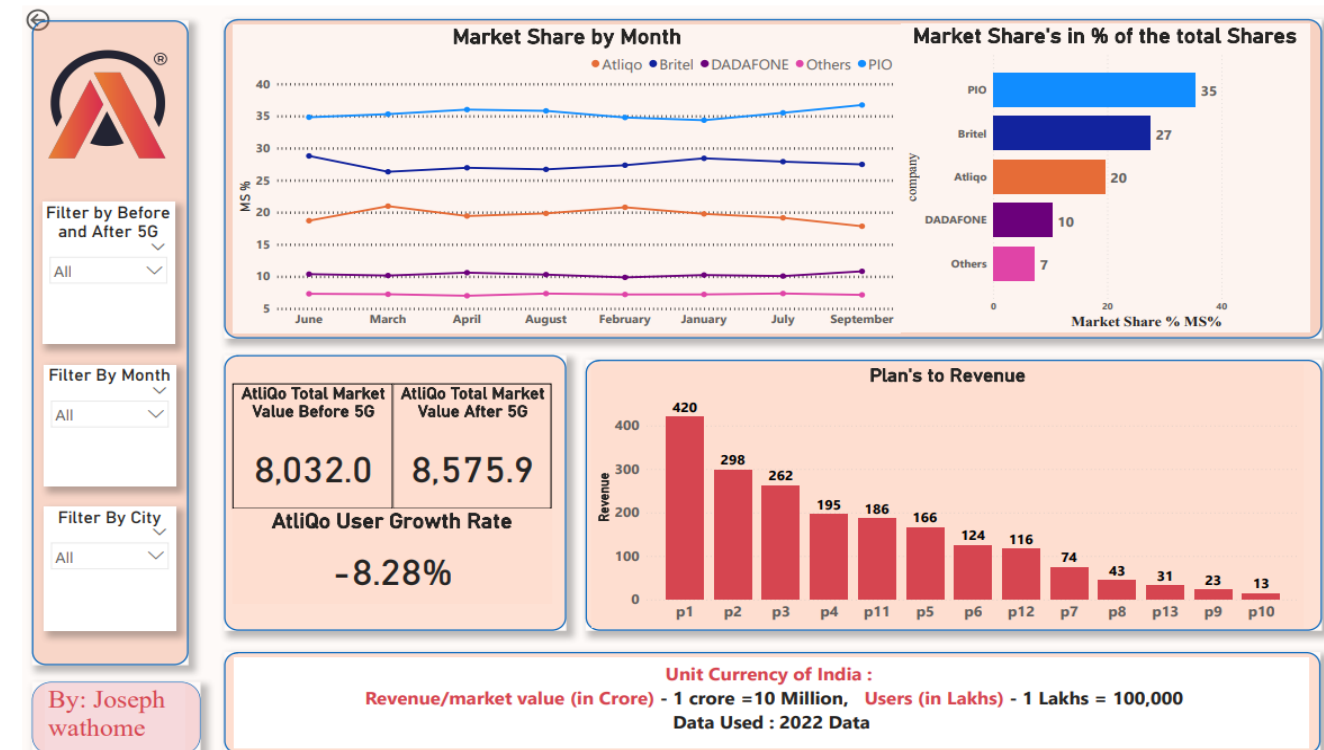
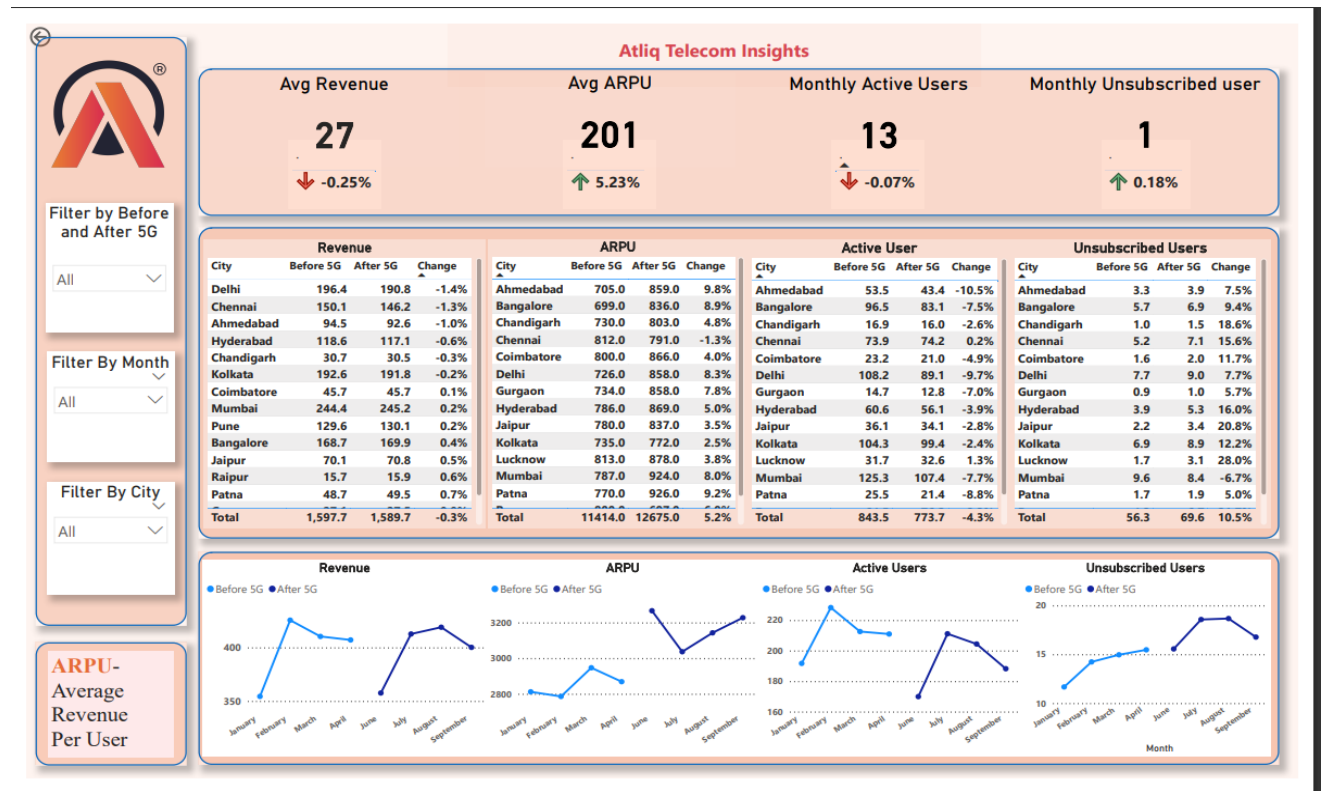
### **INTRODUCTION**

The realm of telecommunications in India is ever-evolving, with companies like AtliQ shaping the landscape. The strategic move to introduce 5G plans in May 2022 propelled AtliQ into a new era of connectivity and opportunity. However, challenges emerged as a dip in active users and revenue growth post-5G launch raised questions. In response, AtliQ initiated a thorough analysis of its performance, with a focus on understanding the post-5G landscape. This report encapsulates the in-depth insights derived from this analysis, aimed at empowering executive management with actionable intelligence to drive effective strategies for recovery and growth.

### **METHODOLOGY**

The analysis was meticulously conducted through Power BI, an advanced data visualization tool. Leading the charge was Peter Pandey, a junior data analyst with an ardent dedication to unraveling insights. The spotlight was on critical performance indicators: revenue, average revenue per user (ARPU), active user counts, and unsubscribed users. To illuminate the performance nuances, the timeline was bifurcated into "Before 5G" (January to April) and "After 5G" (June to September). This temporal segmentation facilitated discerning the dynamic shifts triggered by the 5G wave. With an eye for regional nuances, city-specific data lent depth to the analysis. A symbiotic relationship between data tables, particularly fact\_atliqo\_metrics and dim\_date, underpinned the precision of each calculation.

## DASHBOARD SHOWCASE



## **KEY INSIGHTS AND DISCOVERIES**

### **1. Revenue Dynamics**

A fractional revenue dip of 0.3% post-5G launch, from 1,597.70 crores to 1,589.66 crores.

Cities like Delhi (-1.4%) Chennai (-1.3%), Ahmedabad (-1.02%), and Hyderabad (-0.65%) bucked the trend with growth.

### **2. ARPU Trends**

ARPU, a metric of pivotal importance, showcased divergent trends across cities.

While Raipur, Ahmedabad, Bangalore, and Chandigarh demonstrated a positive trajectory post-5G, Chennai and Pune experienced a dip.

### **3. Active Users Landscape**

A tapestry of active user counts painted an intricate picture.

Pune (8.3%), Lucknow (1.3%) and Chennai (0.2%) emerged as beacons of growth, in contrast to Ahmedabad (-10.13%) and Delhi (-9.7%) grappling with decline.

### **4. Unsubscribed Users Analysis**

Unsubscribed users statistics unraveled intriguing patterns.

Lucknow (28.0%), Pune (21.7%) and Jaipur (20.8%) wrestled with higher unsubscribed rates, while Mumbai displayed an encouraging decrease of 6.7%.

### **5. Market Share Insights**

The market share narrative spotlighted AtliQ's consistency with a steady 20-21% share post-5G.

Rivals showcased marginal fluctuations, painting a landscape of stability and adaptability.

### **6. User Growth Rate**

A panoramic view revealed an overarching decline of 8.28% in user growth post-5G.

Notable contrasts were seen between cities, some radiating positivity while others experienced setbacks.

## **CONCLUSION**

In essence, this analysis embarks on a journey deep into AtliQ's post-5G trajectory. With a canvas painted by the shifts in revenue, ARPU, user counts, market share, and growth rates, this report extends a compass for strategic navigation. Each city's unique pulse breathes life into the insights, shaping strategies that resonate with the local ethos. Armed with this holistic understanding, the executive management stands poised to steer AtliQ's course. Balancing the winds of change with the strength of past successes, the telecom titan can chart a course toward revitalization, anchoring success in the transformative currents of 5G.