

# PROJECT DOCUMENTATION: ATLIQO POST-5G PERFORMANCE DASHBOARD

Welcome to the comprehensive documentation for the AtliQo Post-5G Performance Dashboard. This guide aims to provide a detailed overview of the dashboard's structure, functionality, insights, and key components. Please refer to this documentation to navigate through the dashboard effectively and interpret the insights it presents.

**1. Dashboard Overview:** The AtliQo Post-5G Performance Dashboard is designed to provide a comprehensive analysis of AtliQo's performance before and after the 5G launch. The dashboard is divided into two sections, each offering unique insights into different aspects of the telecom's performance.

**2. Dashboard Navigation:** The left section of the dashboard features interactive slicers and filters that allow you to customize your view. These include filters for "Before and After 5G," "Month," and "City." These filters are synchronized between both dashboard sections, ensuring consistent insights.

**3. Key Metrics:** At the top of the left dashboard, you'll find key metrics displayed as cards:

- **Avg Revenue:** Average revenue generated by AtliQo.
- **Avg ARPU:** Average revenue per user.
- **Monthly Active Users:** Number of active users each month.
- **Monthly Unsubscribed Users:** Number of users who unsubscribed each month.

Below these cards, you'll see the change in metrics between "Before and After 5G" along with directional arrows indicating improvement or decline.

**4. Key Metrics Comparison Tables:** Directly below the change cards, two tables showcase key metrics for various cities:

- **City:** Name of the city.
- **Before 5G:** Metrics' values before the 5G launch.
- **After 5G:** Metrics' values after the 5G launch.
- **Change (%):** Percentage change in metrics.

**5. Key Metrics Comparison Line Graphs:** Adjacent to the tables, line graphs visualize the key metrics' performance over the months. The graphs provide insights into the trends and shifts over time for both "Before and After 5G" periods.

**6. Market Share Analysis:** On the right side of the dashboard, the second section focuses on market share analysis:

- **Line Graph:** Illustrates the trend of market shares in percentage across different companies over the months.
- **Stacked Bar Graph:** Represents the market shares as horizontal bars, showcasing the percentage share of each company out of 100%.

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**7. Key Performance Indicators (KPIs):** Directly below the market share analysis, you'll find three cards displaying important KPIs:

- **AtliQo Total Market Value Before 5G:** The total market value of AtliQo before the 5G launch.
- **AtliQo Total Market Value After 5G:** The total market value of AtliQo after the 5G launch.
- **AtliQo User Growth Rate:** The percentage growth rate of AtliQo's user base.

**8. Revenue by Plans:** Further down the right section, a bar graph visualizes the revenue generated by different telecom plans. This graph provides insights into the revenue distribution across plans.

**9. Conversion Rate Key:** The bottom section of the dashboard presents a conversion rate key. It clarifies the conversion of values, such as revenue displayed as crores, where 1 crore equals 10 million.

Thank you for using the AtliQo Post-5G Performance Dashboard. This tool empowers you with insights to drive strategic decisions and navigate the dynamic telecom landscape. For any queries or assistance, please refer to this documentation or reach out to our support team.