Atliqo Telecom

KPI View

Overall view of the KPI's in Atliqo

Before vs After 5G View

View of KPI's before and after the launch of 5G service

City View

KPI's before and after 5G service based on each city

Market share View

Overall Market share view of all companies

Mobile plan View

View on mobile internet plans provided by Atliqo

Insights View

View on key Insights

26.56
Avg Revenue

200.74
Avg Revenue Per User

1.62K
Total Active Users

125.90
Unsubscribed Users

Month

All	⌄

Average revenue Before 5G VS After 5G

City	Avg-Revenue (Before 5G)	Avg-Revenue (After 5G)	% Chg ▲
Delhi	49.10	47.71	-2.91%
Chennai	37.53	36.56	-2.66%
Ahmedabad	23.62	23.15	-2.06%
Hyderabad	29.66	29.28	-1.31%
Chandigarh	7.67	7.63	-0.56%
Kolkata	48.14	47.96	-0.37%
Total	**26.63**	**26.49**	**-0.51%**

Average Arpu Before VS After 5G

City	Arpu (Before 5G)	Arpu (After 5G)	% Chg ▲
Pune	200	174	-14.78%
Chennai	203	198	-2.65%
Kolkata	184	193	4.79%
Jaipur	195	209	6.81%
Lucknow	203	220	7.40%
Coimbatore	200	217	7.62%
Chandigarh	183	201	9.09%
Total	**190**	**211**	**9.95%**

Average Active users Before VS After 5G

City	Active Users (Before 5G)	Active Users (After 5G)	% Chg ▲
Ahmedabad	13.38	10.85	-23.35%
Delhi	27.04	22.28	-21.40%
Raipur	2.15	1.79	-20.00%
Patna	6.36	5.34	-19.20%
Mumbai	31.34	26.84	-16.76%
Bangalore	24.14	20.77	-16.20%
Total	**14.06**	**12.90**	**-9.03%**

Unsubscribed users Before VS After 5G

City	Unsubscribed users (Before 5G)	Unsubscribed users (After 5G)	% Chg ▲
Mumbai	9.58	8.37	-14.46%
Patna	1.71	1.89	9.52%
Raipur	0.57	0.63	9.52%
Gurgaon	0.91	1.02	10.78%
Ahmedabad	3.32	3.86	13.99%
Delhi	7.70	8.98	14.25%
Total	**56.33**	**69.57**	**19.03%**

Based on City

Monthly Trend

☐ After 5G
☐ Before 5G

Avg revenue is in crores, Active and unsubscribed users are in lakhs

Average revenue

Total Revenue 1.59K | 1.60K
1.59K

Before 5G	1597.70
After 5G	1589.66

0   500   1,000   1,500   2,000

Arpu

arpu 11.41K | 12.68K
12.04K

Before 5G	11.4K
After 5G	12.7K

0K   5K   10K

Active users

Active users 773.70 | 843.53
808.62

Before 5G	843.53
After 5G	773.70

0   500   1,000

Unsubscribed users

Total Unsubscribed Users 56.33 | 69.57
62.95

Before 5G	56.33
After 5G	69.57

0   20   40   60

Month
All

City
All

Average active user VS Arpu

5G ● After 5G ○ Before 5G

avg active users

Mumbai
Kolkata
Delhi
Bangalore
Kolkata
Delhi
Chennai
Bangalore
Pune
Chennai
Pune
Hyderabad
Ahmedabad
Hyderabad
Ahmedabad
Jaipur
Jaipur
Gurgaon
Patna
Coimbatore
Lucknow
Chandigarh
Coimbatore
Chandigarh
Lucknow
Raipur
Patna
Raipur
Gurgaon

Average Revenue Per User

Total unsubscribed user VS Arpu

5G ● After 5G ○ Before 5G

Total Unsubscribed Users

Gurgaon
Jaipur
Chandigarh
Chandigarh
Coimbatore
Gurgaon
Raipur
Patna
Lucknow
Jaipur
Coimbatore
Ahmedabad
Lucknow
Hyderabad
Jaipur
Ahmedabad
Pune
Bangalore
Chennai
Pune
Hyderabad
Bangalore
Kolkata
Delhi
Chennai
Kolkata
Delhi
Mumbai
Mumbai

Average Revenue Per User

Avg-revenue

Arpu

Active users

Unsubscribed users

Quadrant Analysis

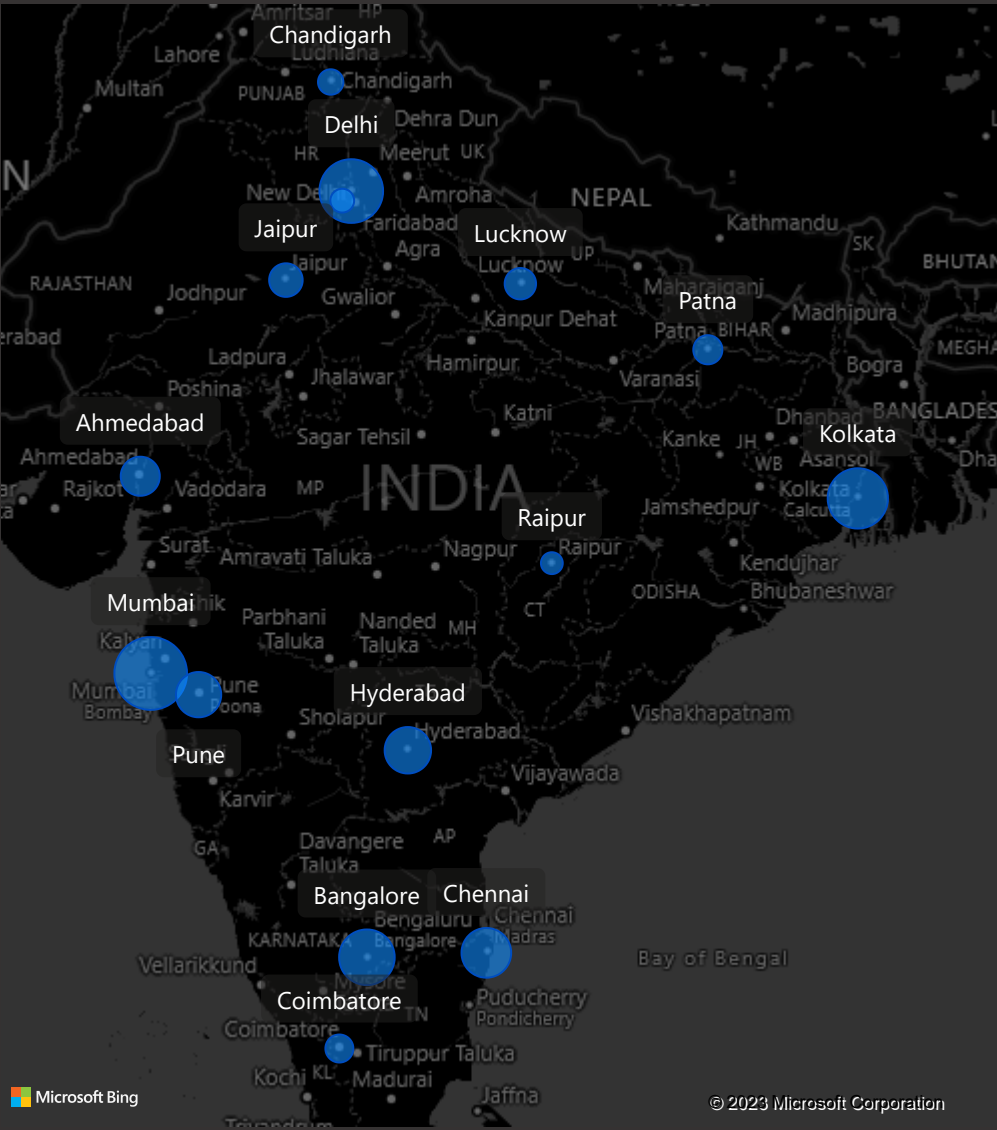# Total Market Share (Before & After 5G)

company	Total Market share % (Before 5G)	Total Market share % (After 5G)	Percent change ▲
Atliqo	1,214.23	1,132.97	-107.75
Britel	1,635.57	1,662.88	24.63
Others	430.24	437.55	25.07
DADAFONE	613.12	623.62	25.28
PIO	2,106.84	2,143.01	25.32

Total Market Value of Cities
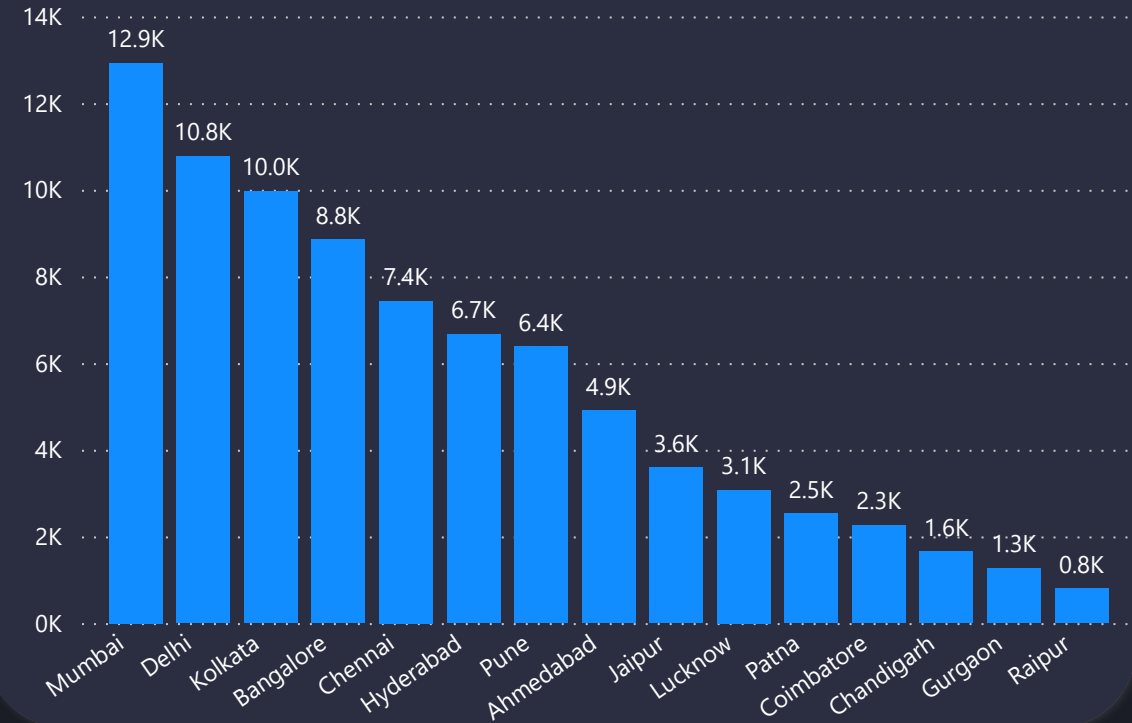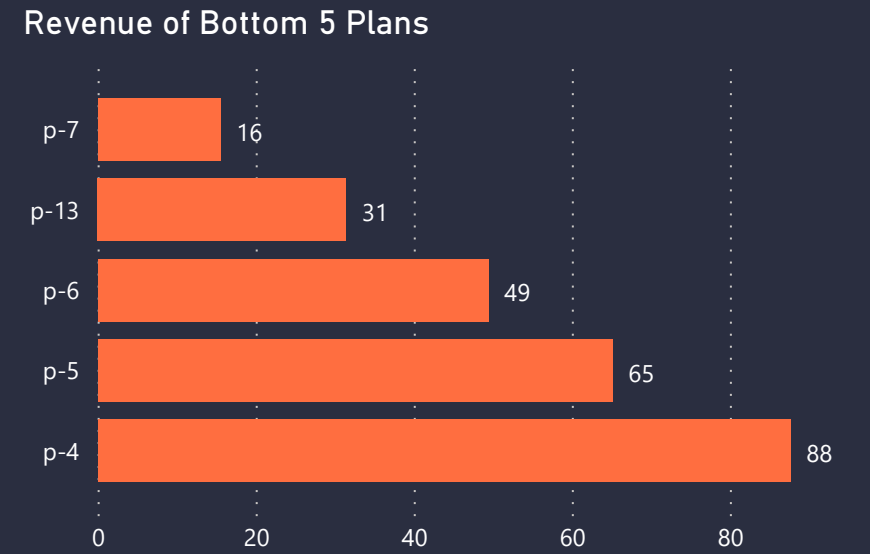

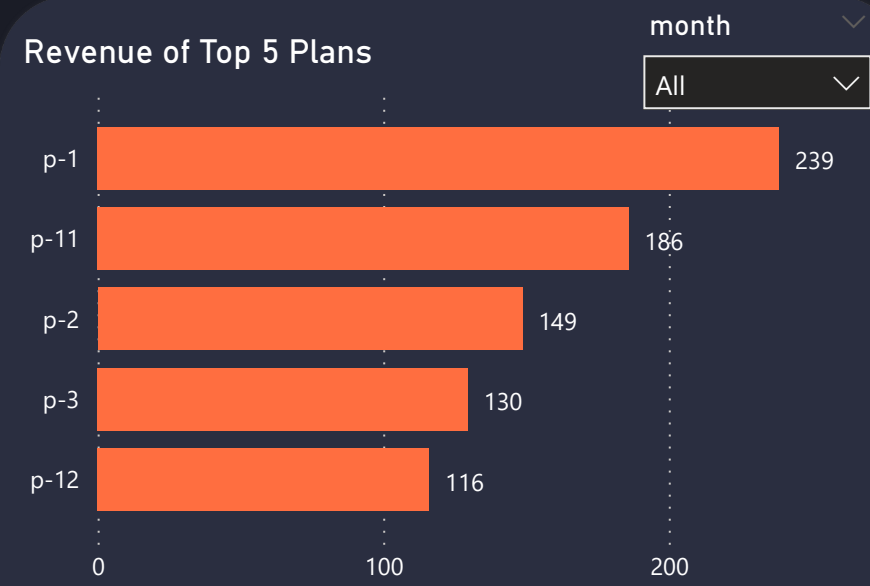# Total Market Share (Before & After 5G)

City

All

Before 5G

Revenue of Top 5 Plans

month

All

Plan	Revenue
p-1	181
p-2	149
p-3	132
p-4	108
p-5	100

0   50   100   150   200

Revenue of Bottom 5 Plans

Plan	Revenue
p-10	13
p-9	23
p-8	43
p-7	58
p-6	75

0   20   40   60   80

After 5G

Revenue of Top 5 Plans

month

All

Plan	Revenue
p-1	239
p-11	186
p-2	149
p-3	130
p-12	116

0   100   200

Revenue of Bottom 5 Plans

Plan	Revenue
p-7	16
p-13	31
p-6	49
p-5	65
p-4	88

0   20   40   60   80

City

All

5
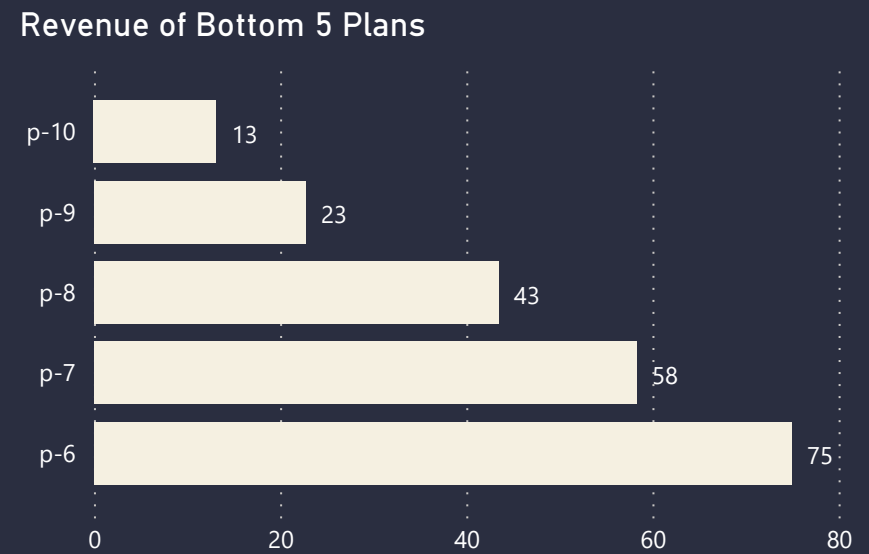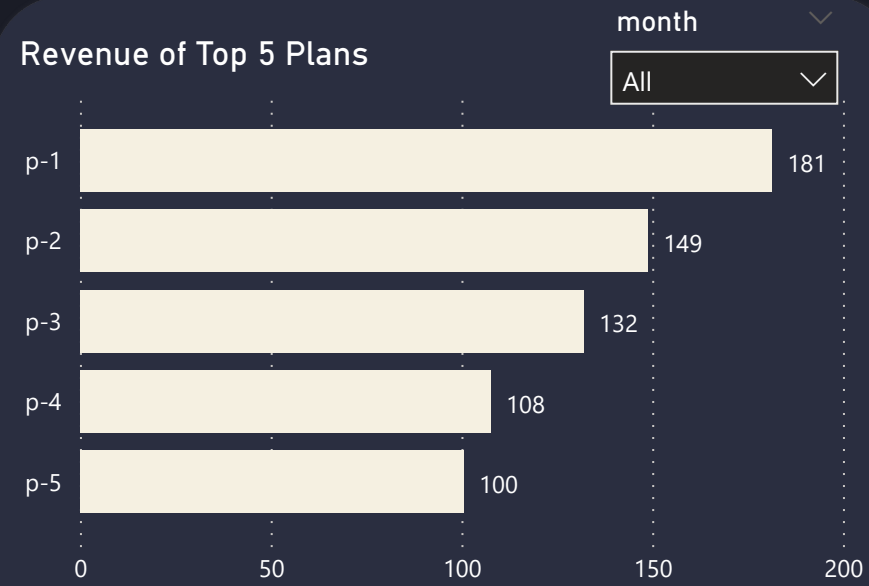
Insights

→

Avg revenue Before 5G VS After 5G

City	Avg-Revenue (Before 5G)	Avg-Revenue (After 5G)	% Chg ▲
Delhi	49.10	47.71	-2.91%
Chennai	37.53	36.56	-2.66%
Ahmedabad	23.62	23.15	-2.06%
Hyderabad	29.66	29.28	-1.31%
Chandigarh	7.67	7.63	-0.56%
Kolkata	48.14	47.96	-0.37%
Total	**26.63**	**26.49**	**-0.51%**

Avg Arpu Before VS After 5G

City	Arpu (Before 5G)	Arpu (After 5G)	% Chg ▼
Raipur	184	225	18.20%
Ahmedabad	176	215	17.93%
Patna	193	232	16.85%
Bangalore	175	209	16.39%
Delhi	182	215	15.38%
Mumbai	197	231	14.83%
Gurgaon	184	215	14.45%
Total	**190**	**211**	**9.95%**

- Lucknow, Gurgaon, Patna, and Raipur had an increase in average revenue above 1 %, compared to the months before 5G
- Delhi, Chennai, Ahmedabad are the 3 cities where the average revenue decreased over 2%, compared to the months before 5G
- Overall, the average revenue decreased by 0.51% after 5G introduction

- Cities Raipur, Ahmedabad, Patna, Bangalore, Delhi, Mumbai, Gurgaon, Hyderabad, Chandigarh, Coimbatore, Lucknow, Jaipur, Kolkata all had an avg arpu above 4.5 %.
- Only two cities Chennai (-2.65%) and Pune (-14.78%) had a decrease in avg arpu.
- Overall, the average arpu decreased by 0.51% after 5G

Avg Active users Before VS After 5G

City	Active Users (Before 5G)	Active Users (After 5G)	% Chg ▲
Ahmedabad	13.38	10.85	-23.35%
Delhi	27.04	22.28	-21.40%
Raipur	2.15	1.79	-20.00%
Patna	6.36	5.34	-19.20%
Mumbai	31.34	26.84	-16.76%
Bangalore	24.14	20.77	-16.20%
Total	**14.06**	**12.90**	**-9.03%**

Unsubscribed users Before VS After 5G

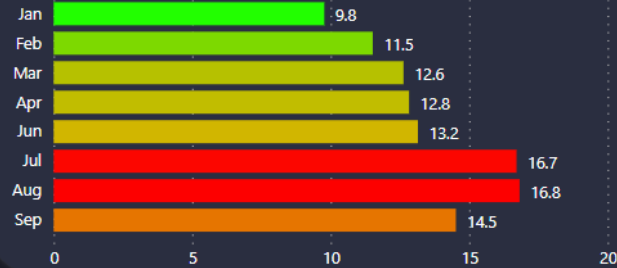| City	Unsubscribed users (Before 5G)	Unsubscribed users (After 5G)	% Chg ▲
Mumbai	9.58	8.37	-14.46%
Patna	1.71	1.89	9.52%
Raipur	0.57	0.63	9.52%
Gurgaon	0.91	1.02	10.78%
Ahmedabad	3.32	3.86	13.99%
Delhi	7.70	8.98	14.25%
Total	**56.33**	**69.57**	**19.03%**

- Only 3 cities Pune (15.30%), Lucknow (2.58%) and Chennai (0.35%) showed improvement in the number average active users.
- All the other cities showed a drastic drop in the avg number of active users.
- Ahmedabad ranking the worst at -23.35%, followed by Delhi at -21.40% and Raipur at -20.00%
- Overall, the average active user decreased by -9.03% after 5G.

- Only Mumbai did not lose any users after 5G implementation.
- All the other cities showed a drastic drop in the number of unsubscribed users.
- The percent change stayed above 9.5 % for these cities, signalling most of users are not enjoying the 5G service provided by Atliqo.
- Overall, the number of unsubscribed users showed a massive increase by 19.03 %

Insights

Unsubscribed users

Total Unsubscribed Users 9.77 ▮▮ 16.82
13.30

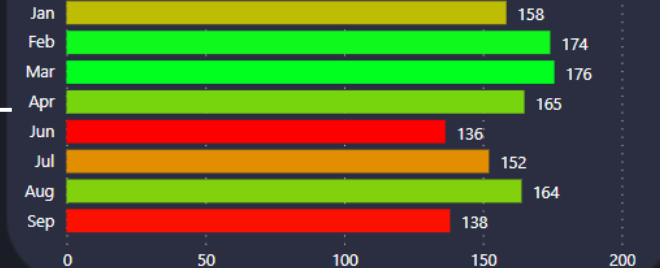| Month	Value
Jan	9.8
Feb	11.5
Mar	12.6
Apr	12.8
Jun	13.2
Jul	16.7
Aug	16.8
Sep	14.5

(0 5 10 15 20)

- Except Mumbai all the other cities showed an increase in the number of unsubscribed users after 5G.
- July and August are the two months where we are most users are unsubscribing.

- Except Pune, Lucknow and Chennai all the other cities showed a decrease in the number of active users after 5G.
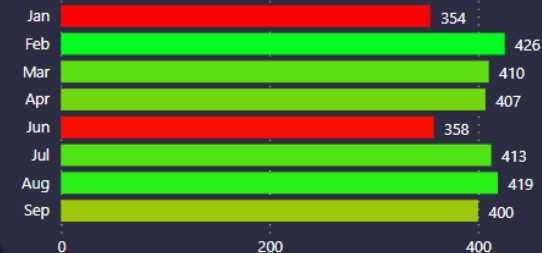- June and September are the two months where we lose most of our active users.
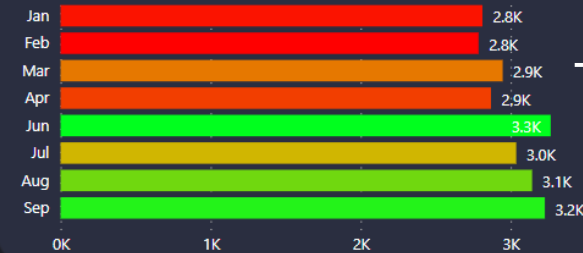
Active users

Active users 136.49 ▮▮ 175.75
156.12

Month	Value
Jan	158
Feb	174
Mar	176
Apr	165
Jun	136
Jul	152
Aug	164
Sep	138

(0 50 100 150 200)

Average revenue

Total Revenue 354.37 ▮▮ 425.69
390.03

Month	Value
Jan	354
Feb	426
Mar	410
Apr	407
Jun	358
Jul	413
Aug	419
Sep	400

(0 200 400)

Arpu

arpu 2.79K ▮▮ 3.27K
3.03K

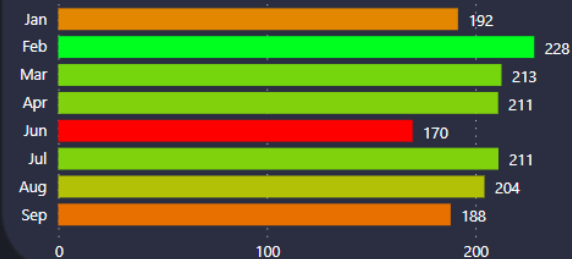| Month	Value
Jan	2.8K
Feb	2.8K
Mar	2.9K
Apr	2.9K
Jun	3.3K
Jul	3.0K
Aug	3.1K
Sep	3.2K

(0K 1K 2K 3K)

- Only in the month of June overall average revenue dropped.

- Overall Arpu was constantly rising in the months after 5G introduction.
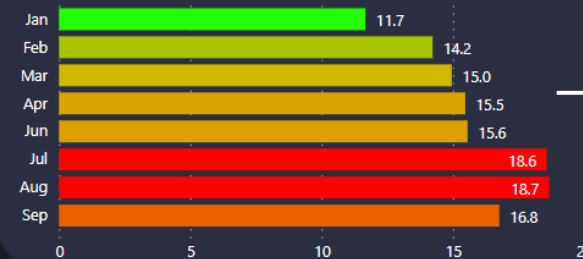
Active users

Active users 169.94 ▮▮ 228.28
199.11

Month	Value
Jan	192
Feb	228
Mar	213
Apr	211
Jun	170
Jul	211
Aug	204
Sep	188

(0 100 200)

Unsubscribed users

Total Unsubscribed Users 11.67 ▮▮ 18.67
15.17

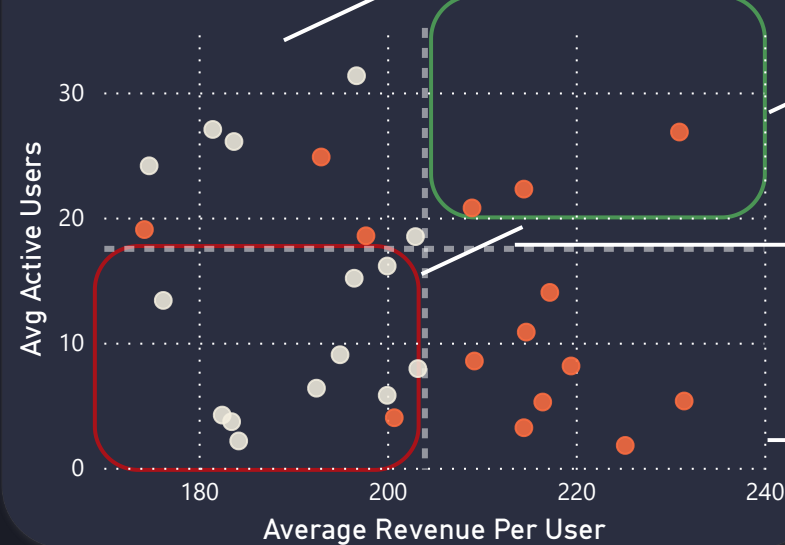| Month	Value
Jan	11.7
Feb	14.2
Mar	15.0
Apr	15.5
Jun	15.6
Jul	18.6
Aug	18.7
Sep	16.8

(0 5 10 15 20)

- Highest number of active users were seen in the month of February.
- Overall Active users dropped significantly in the month of June, the first month after 5G introduction.
- A slight improvement can be seen in the next few months, but the numbers did not reach the levels before 5G.

- Highest number of overall unsubscribed users were seen in the months of July and August.
- Overall unsubscribed users have been rising steadily from the month of January.
- Overall unsubscribed users are up month on month even before the introduction of 5G, this is a major issue in Atiliqo Telecom.

5G ● After 5G ○ Before 5G

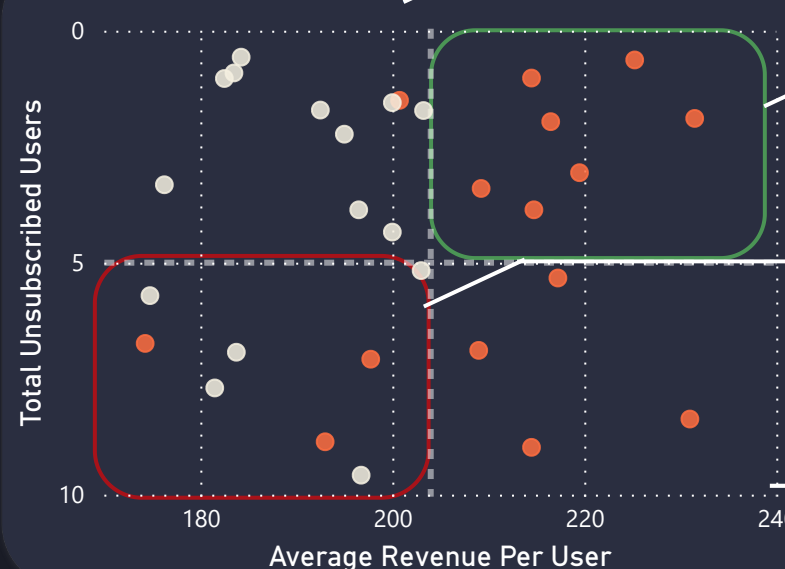Chart 1 (top): Y-axis "Avg Active Users" (0, 10, 20, 30); X-axis "Average Revenue Per User" (180, 200, 220, 240)

- **Quadrant-I** denotes users in cities **Mumbai, Delhi, Bangalore** have both high numbers of active users and high arpu after 5G.

- **Quadrant-II** shows the cities **Pune, Kolkata, Chennai** having high active users and low arpu after 5G.

- From **Quadrant-III** we could see most cities before 5G are in this region with low.
- **Chandigarh** is the only city with low active users and low arpu after 5G present.
- We could see After-5G most cities were out of this Quadrant, but still the number of active users is still in the lower side.

- Majority of cities after 5G are in **Quadrant-IV**.
- Quadrant-IV shows the cities **Hyderabad, Ahmedabad, Jaipur, Lucknow, Gurgaon, Coimbatore, Patna, Raipur** have comparatively low active users and high arpu after 5G.

5G ● After 5G ○ Before 5G

Chart 2 (bottom): Y-axis "Total Unsubscribed Users" (0, 5, 10); X-axis "Average Revenue Per User" (180, 200, 220, 240)

- **Quadrant-I** shows users in cities **Patna, Raipur, Gurgaon, Coimbatore, Lucknow, Ahmedabad, Jaipur** has both low numbers of unsubscribed users and high arpu after 5G.
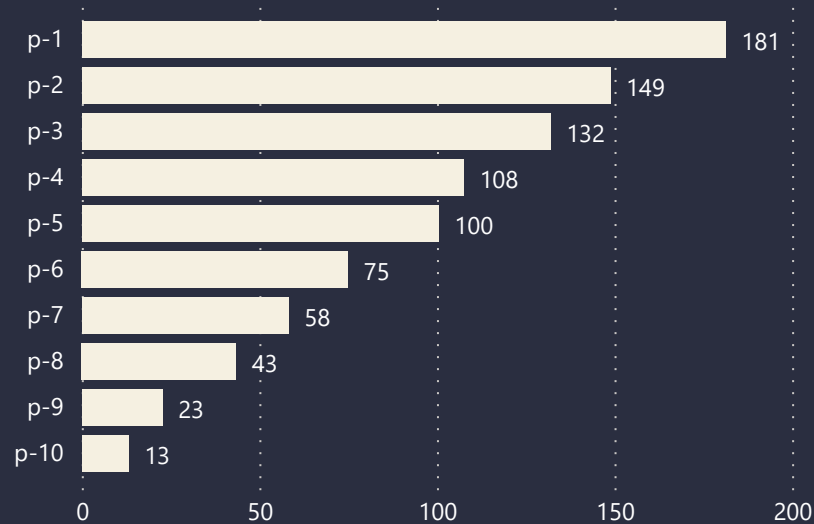
- Most cities before 5G are in **Quadrant-II** with low unsubscribed users and low arpu after 5G.
- Only city after 5G in this quadrant is **Chandigarh**.

- **Quadrant-III** denotes users in cities **Pune, Chennai, Kolkata** after 5G has high number of unsubscribed users and low number of arpu.
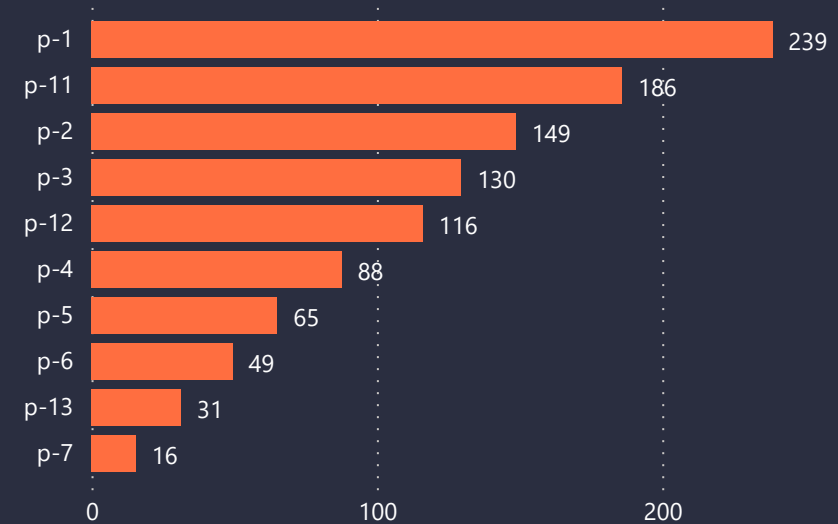
- **Quadrant-IV** shows users in cities **Mumbai, Delhi, Bangalore, Hyderabad** after 5G has high number of unsubscribed users and high number of arpu.
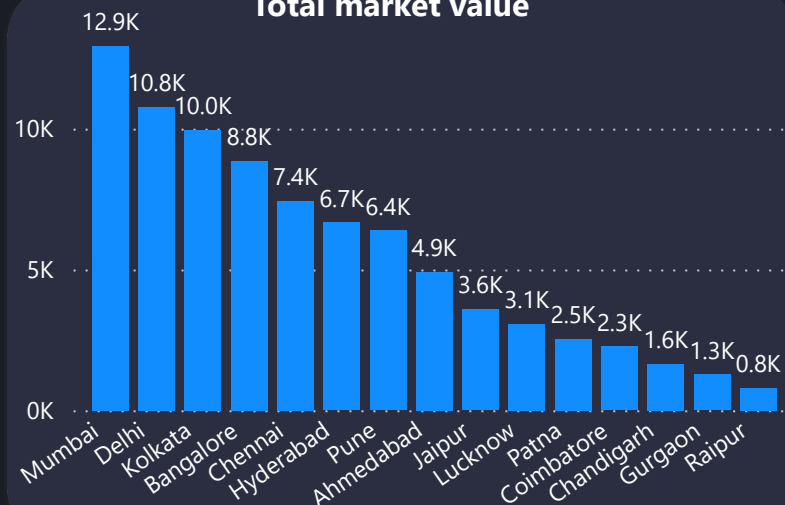
Plans-Revenue Before 5G

Plan	Revenue
p-1	181
p-2	149
p-3	132
p-4	108
p-5	100
p-6	75
p-7	58
p-8	43
p-9	23
p-10	13

Plans-Revenue After 5G

Plan	Revenue
p-1	239
p-11	186
p-2	149
p-3	130
p-12	116
p-4	88
p-5	65
p-6	49
p-13	31
p-7	16

- After 5G introduction users are considering high speed plans and combo plans like p-11, p-12.

- Atliqo plan revenue pattern indicates, most revenue is from **combo plans** which provides **higher validity, higher speeds and higher data.**
- This shows users are preferring combo plans compared to others.

Total market value

Mumbai 12.9K, Delhi 10.8K, Kolkata 10.0K, Bangalore 8.8K, Chennai 7.4K, Hyderabad 6.7K, Pune 6.4K, Ahmedabad 4.9K, Jaipur 3.6K, Lucknow 3.1K, Patna 2.5K, Coimbatore 2.3K, Chandigarh 1.6K, Gurgaon 1.3K, Raipur 0.8K
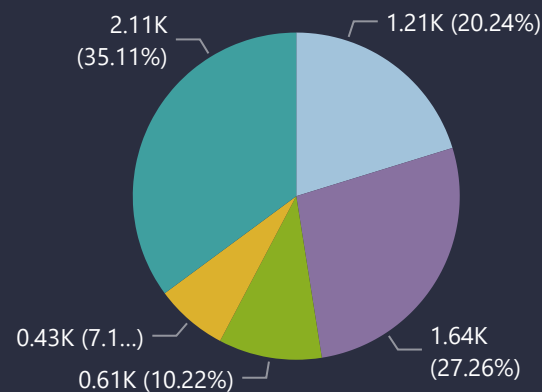
- Atliqo's market share percentage after 5G took a plunge in all the cities.
- Particularly performance of Atliqo is distressing in Tier-1 cities.

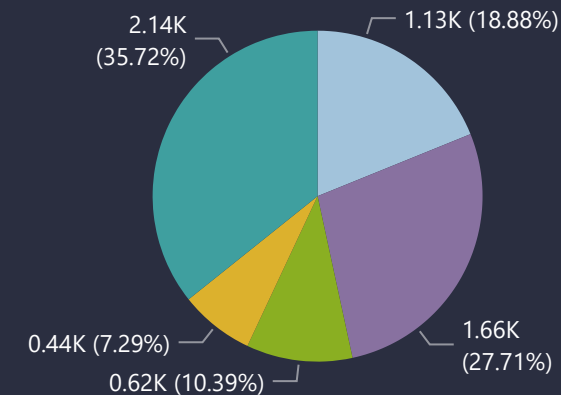- Atliqo occupies third position in the overall market share %, both before and after 5G introduction.

Atliqo's Market share

Company	City	Before_ms_pct	After_ms_pct	%_chg
Atliqo	Delhi	74.66	69.11	-8.03
Atliqo	Chennai	82.22	76.49	-7.49
Atliqo	Chandigarh	77.01	71.69	-7.42
Atliqo	Hyderabad	73.40	68.35	-7.39
Atliqo	Jaipur	82.49	76.82	-7.38
Atliqo	Pune	83.94	78.18	-7.37
Atliqo	Bangalore	79.31	73.92	-7.29
Atliqo	Mumbai	78.67	73.35	-7.25
Atliqo	Ahmedabad	79.20	73.87	-7.22
Atliqo	Gurgaon	88.84	83.01	-7.02
Atliqo	Lucknow	87.48	81.85	-6.88
Atliqo	Patna	80.97	75.78	-6.85
Atliqo	Kolkata	79.86	74.77	-6.81
Atliqo	Coimbatore	83.62	78.33	-6.75
Atliqo	Raipur	82.56	77.45	-6.60

Before 5G

2.11K (35.11%), 1.21K (20.24%), 0.43K (7.1…), 0.61K (10.22%), 1.64K (27.26%)

After 5G

2.14K (35.72%), 1.13K (18.88%), 0.44K (7.29%), 0.62K (10.39%), 1.66K (27.71%)

Company
- Atliqo
- Britel
- DADAFONE
- Others
- PIO

Key issues

- Atliqo occupies **3rd position** in the Total Market share across all cities.

- Except in Mumbai all the other cities are losing subscribers after 5G introduction.
- We could see a **steady decrease** in the number of unsubscribed users **month on month,** even before the introduction of 5G. This is a major issue to be addressed.

  1. Reasons could be the service provided by Atliqo was not on par with the top competitors like Pio and Britel even before 5G service.
  2. Network coverage and internet speed might be an issue from the start.
  3. Poor customer service experience.

- Highest number of overall unsubscribed users were seen in the months of **July and August.** We should particularly investigate these two months.

- Overall Active users dropped significantly in the month of June, the first month after 5G introduction.

  1. Reasons could be customers got dissatisfied with Atliqo 5G quality as there was no significant drop in June.
  2. Another reason again could be the poor network coverage and internet speed.

- Number of users unsubscribing are **very high in Tier-1 cities.**

- After 5G introduction users are considering **high speed plans and combo plans** like p-11, p-12.

Strategy plan

- Installing **new telecom towers** to solve network coverage and speed issues as most users prefer using a network which has good coverage in most cities.

- **Deploy AI Chat bots** in Atliqo site to do effective complaint categorization and routing instantly as users become dissatisfied due to long wait times.

- Providing **more combo plan** options to the users.

- Prioritizing user retention over new user acquisition by giving **regular special offers to loyal users.**

- Creating separate platform for sports, music, entertainment and movies and providing access to users as a **free value-added service** could help Atliqo gain market share and improve revenue in many cities particularly Tier-1.

- **User Complaint Analytics** in social media sites could serve as an invaluable tool to identifying user sentiments much earlier.