Pre & Post 5G Launch (AtliQo)- KPI Comparison Report

Insights & Recommendations for Business Recovery

Overview

- 5G launched in May 2022.
- Notable **decline in active users** and **revenue growth** post-launch.
- **Objective**: Compare **Pre-5G (Jan–Apr)** vs **Post-5G (Jun–Sep)** KPIs to uncover root causes and actionable insights.

Dataset Overview

We have provided 6 CSV files:

1. dim_cities
2. dim_date
3. dim_plan
4. fact_atliqo_metrics
5. fact_market_share
6. fact_plan_revenue

KPI’S

1. **Total Revenue**
2. **Avg Revenue**
3. **Average Revenue Per User**
4. **Total Active Users**
5. **Total Unsubscribed Users**
6. **Monthly active users**
7. **Market Share %**
8. **Revenue Before 5G**
9. **Revenue After 5G**
10. **ARPU Before 5G**
11. **ARPU After 5G**
12. **Active Users Before 5G**
13. **Active Users After 5G**
14. **Unsubscribed users Before 5G**
15. **Unsubscribed users After 5G**

Creating Database

```
CREATE DATABASE atliqo_5g_analysis
```

Creating dim_cities Table

```sql
CREATE TABLE dim_cities (
    city_code INT PRIMARY KEY,
    city_name VARCHAR(50)
);
```

Result Grid | Filter Rov

city_code	city_name
110001	Delhi
122001	Gurgaon
160017	Chandigarh
226001	Lucknow
302001	Jaipur
380001	Ahmedabad
400001	Mumbai
411001	Pune
492001	Raipur
500001	Hyderabad
560001	Bangalore
600001	Chennai
641001	Coimbatore
700001	Kolkata
800008	Patna
NULL	NULL

Creating dim_date Table

```
CREATE TABLE dim_date (
    date DATE PRIMARY KEY,
    month_name VARCHAR(3),
    before_after_5g VARCHAR(10),
    time_period INT
);
```

Result Grid | Filter Rows: | Edit:

date	month_name	before_after_5g	time_period
2022-01-01	Jan	Before 5G	1
2022-02-01	Feb	Before 5G	2
2022-03-01	Mar	Before 5G	3
2022-04-01	Apr	Before 5G	4
2022-06-01	Jun	After 5G	1
2022-07-01	Jul	After 5G	2
2022-08-01	Aug	After 5G	3
2022-09-01	Sep	After 5G	4
NULL	NULL	NULL	NULL

Creating dim_plan Table

```sql
CREATE TABLE dim_plan (
    plan VARCHAR(10) PRIMARY KEY,
    plan_description VARCHAR(255)
);
```

Result Grid | Filter Rows: | Edit:

plan	plan_description
p1	Smart Recharge Pack (2 GB / Day Combo For 3 ...
p10	Big Combo Pack (6 GB / Day) validity: 3 Days
p11	Ultra Fast Mega Pack (3GB / Day Combo For 80 ...
p12	Ultra Duo Data Pack (1.8GB / Day Combo For 5...
p13	Mini Ultra Saver Pack (750 MB/Day for 28 Days)
p2	Super Saviour Pack (1.5 GB / Day Combo For 56...
p3	Elite saver Pack (1 GB/ Day) Valid: 28 Days
p4	Mini Data Saver Pack (500 MB/ Day) Valid: 20 D...
p5	Rs. 99 Full Talktime Combo Pack
p6	Xstream Mobile Data Pack: 15GB Data | 28 days
p7	25 GB Combo 3G / 4G Data Pack
p8	Daily Saviour (1 GB / Day) validity: 1 Day
p9	Combo TopUp: 14.95 Talktime and 300 MB data
NULL	NULL

Creating fact_atliqo_metrics Table

```sql
CREATE TABLE fact_atliqo_metrics (
    date DATE,
    city_code INT,
    company VARCHAR(50),
    atliqo_revenue_crores DECIMAL(10, 2),
    arpu DECIMAL(10, 2),
    active_users_lakhs DECIMAL(10, 2),
    unsubscribed_users_lakhs DECIMAL(10, 2),
    PRIMARY KEY (date, city_code, company),
    FOREIGN KEY (city_code) REFERENCES dim_cities(ci
    FOREIGN KEY (date) REFERENCES dim_date(date)
);
```

Result Grid | Filter Rows: | Edit: | Export/Import: | Wrap Cell Content:

date	city_code	company	atliqo_revenue_crores	arpu	active_users_lakhs	unsubscribed_users_lakhs
2022-01-01	110001	Atliqo	42.71	175.00	24.41	1.31
2022-01-01	122001	Atliqo	5.32	181.00	2.94	0.25
2022-01-01	160017	Atliqo	6.35	185.00	3.43	0.17
2022-01-01	226001	Atliqo	11.86	198.00	5.99	0.45
2022-01-01	302001	Atliqo	22.21	189.00	11.75	0.52
2022-01-01	380001	Atliqo	20.97	165.00	12.71	0.62
2022-01-01	400001	Atliqo	60.69	192.00	31.61	1.90
2022-01-01	411001	Atliqo	24.22	200.00	12.11	1.08
2022-01-01	492001	Atliqo	4.27	191.00	2.24	0.16
2022-01-01	500001	Atliqo	28.25	183.00	15.44	0.78
2022-01-01	560001	Atliqo	37.40	175.00	21.37	1.39
2022-01-01	600001	Atliqo	30.80	203.00	15.17	1.12
2022-01-01	641001	Atliqo	7.82	212.00	3.69	0.28
2022-01-01	700001	Atliqo	36.91	175.00	21.09	1.25
2022-01-01	800008	Atliqo	14.59	188.00	7.76	0.39
2022-02-01	110001	Atliqo	54.18	189.00	28.67	1.85
2022-02-01	122001	Atliqo	9.45	187.00	5.05	0.27
2022-02-01	160017	Atliqo	6.34	162.00	3.91	0.17
2022-02-01	226001	Atliqo	24.77	210.00	11.80	0.55

Creating fact_market_share Table

```sql
CREATE TABLE fact_market_share (
    date DATE,
    city_code INT,
    tmv_city_crores DECIMAL(10, 2),
    company VARCHAR(50),
    ms_pct DECIMAL(5, 2),
    PRIMARY KEY (date, city_code, company),
    FOREIGN KEY (city_code) REFERENCES dim_cities(city_code),
    FOREIGN KEY (date) REFERENCES dim_date(date)
);
```

Result Grid | Filter Rows: | Edit:

date	city_code	tmv_city_crores	company	ms_pct
2022-01-01	110001	241.59	Atliqo	17.68
2022-01-01	110001	241.59	Britel	29.34
2022-01-01	110001	241.59	DADAFONE	10.64
2022-01-01	110001	241.59	Others	6.57
2022-01-01	110001	241.59	PIO	35.77
2022-01-01	122001	27.89	Atliqo	19.07
2022-01-01	122001	27.89	Britel	27.41
2022-01-01	122001	27.89	DADAFONE	10.22
2022-01-01	122001	27.89	Others	7.97
2022-01-01	122001	27.89	PIO	35.33
2022-01-01	160017	36.57	Atliqo	17.36
2022-01-01	160017	36.57	Britel	32.97
2022-01-01	160017	36.57	DADAFONE	8.37
2022-01-01	160017	36.57	Others	8.81
2022-01-01	160017	36.57	PIO	32.49
2022-01-01	226001	67.60	Atliqo	17.54
2022-01-01	226001	67.60	Britel	32.71
2022-01-01	226001	67.60	DADAFONE	13.12
2022-01-01	226001	67.60	Others	5.35

Creating fact_market_share Table

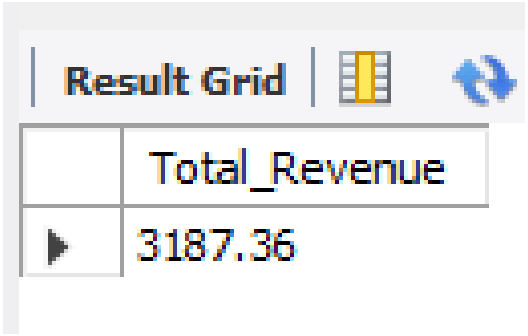
```sql
CREATE TABLE fact_plan_revenue (
    date DATE,
    city_code INT,
    plans VARCHAR(10),
    plan_revenue_crores DECIMAL(10, 2),
    PRIMARY KEY (date, city_code, plans),
    FOREIGN KEY (city_code) REFERENCES dim_cities(city_code),
    FOREIGN KEY (date) REFERENCES dim_date(date),
    FOREIGN KEY (plans) REFERENCES dim_plan(plan)
);
```

Result Grid | Filter Rows: | Edit:

date	city_code	plans	plan_revenue_crores
2022-01-01	110001	p1	4.58
2022-01-01	110001	p10	0.29
2022-01-01	110001	p2	4.01
2022-01-01	110001	p3	4.01
2022-01-01	110001	p4	3.29
2022-01-01	110001	p5	2.86
2022-01-01	110001	p6	2.00
2022-01-01	110001	p7	1.86
2022-01-01	110001	p8	1.15
2022-01-01	110001	p9	0.72
2022-01-01	122001	p1	0.48
2022-01-01	122001	p10	0.06
2022-01-01	122001	p2	0.42
2022-01-01	122001	p3	0.45
2022-01-01	122001	p4	0.36
2022-01-01	122001	p5	0.31
2022-01-01	122001	p6	0.20
2022-01-01	122001	p7	0.19
2022-01-01	122001	p8	0.14

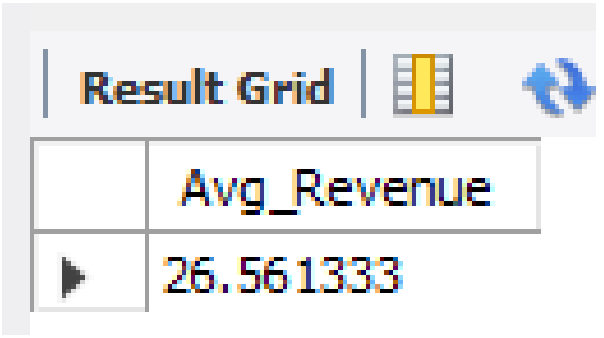
1. Total Revenue

```sql
SELECT
    SUM(atliqo_revenue_crores) as Total_Revenue
FROM
    fact_atliqo_metrics
```



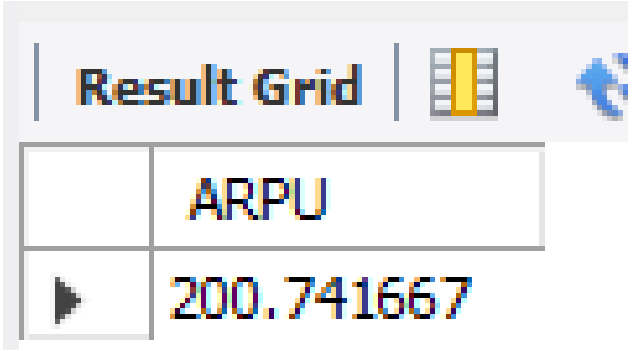
2. Avg Revenue

```sql
SELECT
    Avg(atliqo_revenue_crores) as Avg_Revenue
FROM
    fact_atliqo_metrics
```



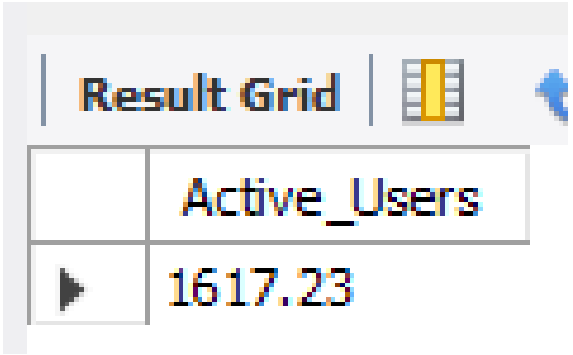
3. Average Revenue Per User

```sql
SELECT
    Avg(arpu) as ARPU
FROM
    fact_atliqo_metrics
```



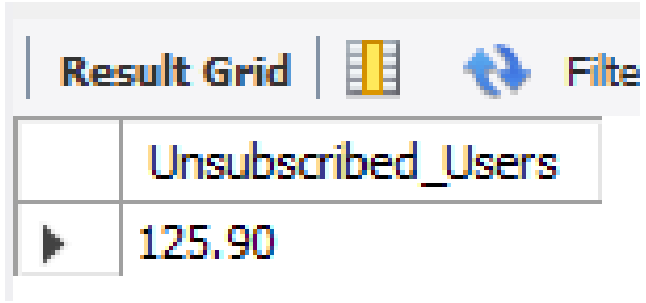
4. Total Active Users

```sql
SELECT
    SUM(active_users_lakhs) as Active_Users
FROM
    fact_atliqo_metrics
```



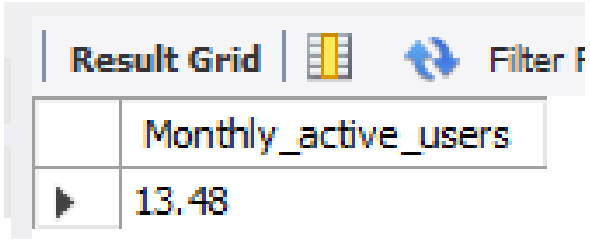
5. Total Unsubscribed Users

```sql
SELECT
    SUM(unsubscribed_users_lakhs) as Unsubscribed_Users
FROM
    fact_atliqo_metrics
```



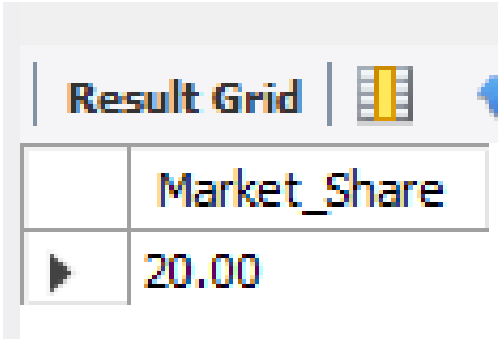
6. Monthly active users

```sql
SELECT
    ROUND(Avg(active_users_lakhs),2) as  Monthly_active_users
FROM
    fact_atliqo_metrics
```



7. Market Share %

```
SELECT
    ROUND(Avg(ms_pct),2) as Market_Share
FROM
    fact_market_share
```



8. Revenue Before 5G and After 5G

```sql
SELECT
    SUM(atliqo_revenue_crores) AS Revenue,
    before_after_5g
FROM
    dim_date
        JOIN
    fact_atliqo_metrics ON dim_date.date = fact_atliqo_metrics.date
GROUP BY before_after_5g
```

Result Grid | Filter Rows:

	Revenue	before_after_5g
▶	1597.70	Before 5G
	1589.66	After 5G

9. ARPU Before 5G and After 5G

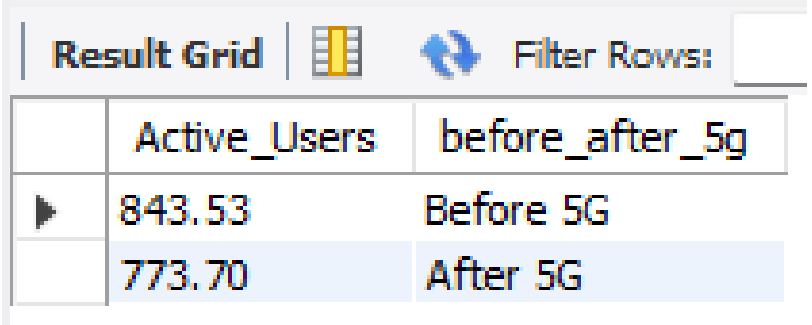
```sql
SELECT
    Avg(arpu) AS ARPU,
    before_after_5g
FROM
    dim_date
        JOIN
    fact_atliqo_metrics ON dim_date.date = fact_atliqo_metrics.date
GROUP BY before_after_5g
```

Result Grid | Filter Rows:

ARPU	before_after_5g
190.233333	Before 5G
211.250000	After 5G

10. Active Users Before 5G and After 5G

```sql
SELECT
    SUM(active_users_lakhs) AS Active_Users,
    before_after_5g
FROM
    dim_date
        JOIN
    fact_atliqo_metrics ON dim_date.date = fact_atliqo_metrics.date
GROUP BY before_after_5g
```



Active_Users	before_after_5g
843.53	Before 5G
773.70	After 5G

11. Unsubscribed users Before 5G and After 5G

```sql
SELECT
    SUM(unsubscribed_users_lakhs) AS Unsubscribed_users,
    before_after_5g
FROM
    dim_date
        JOIN
    fact_atliqo_metrics ON dim_date.date = fact_atliqo_metrics.date
GROUP BY before_after_5g
```

Result Grid | Filter Rows:

Unsubscribed_users	before_after_5g
56.33	Before 5G
69.57	After 5G

Key Insights:

- **Decline in Total Revenue** and **Active Users** post-5G launch.
- **ARPU** (Average Revenue Per User) dropped significantly, indicating reduced customer spending or plan downgrade.
- **Unsubscribed users increased**, reflecting dissatisfaction or poor customer retention.
- **Market Share** declined, suggesting competitors capitalized on AtliQo's transition phase.

Recommendations

1. **Re-evaluate 5G Pricing Strategy** – Align plan pricing with customer expectations and competitor offerings.
2. **Customer Retention Initiatives** – Launch loyalty programs or exclusive offers for long-term users.
3. **Service Quality Feedback Loop** – Use NPS and churn data to identify 5G service pain points.
4. **Aggressive Marketing Campaigns** – Focus on cities and demographics with largest churn rates.
5. **Segmented Plans** – Offer customizable plans based on usage patterns post-5G.
6. **Improve Onboarding Experience** – Ensure smooth migration to 5G with better support and incentives.