



IMPACT OF 5G

ON CONSUMER MARKET



TLIQ

TOPICS

- PROBLEM STATEMENT
- APPROACH
- RESULTS
- RECOMMENDATION

PROBLEM STATEMENT

ATLIQO LAUNCHED 5G PLANS IN
VARIOUS CITIES IN INDIA IN MAY 2022
among other competitors.

MANAGEMENT
NOTICES

↘ IN THEIR **REVENUE**
AND **ACTIVE USERS**

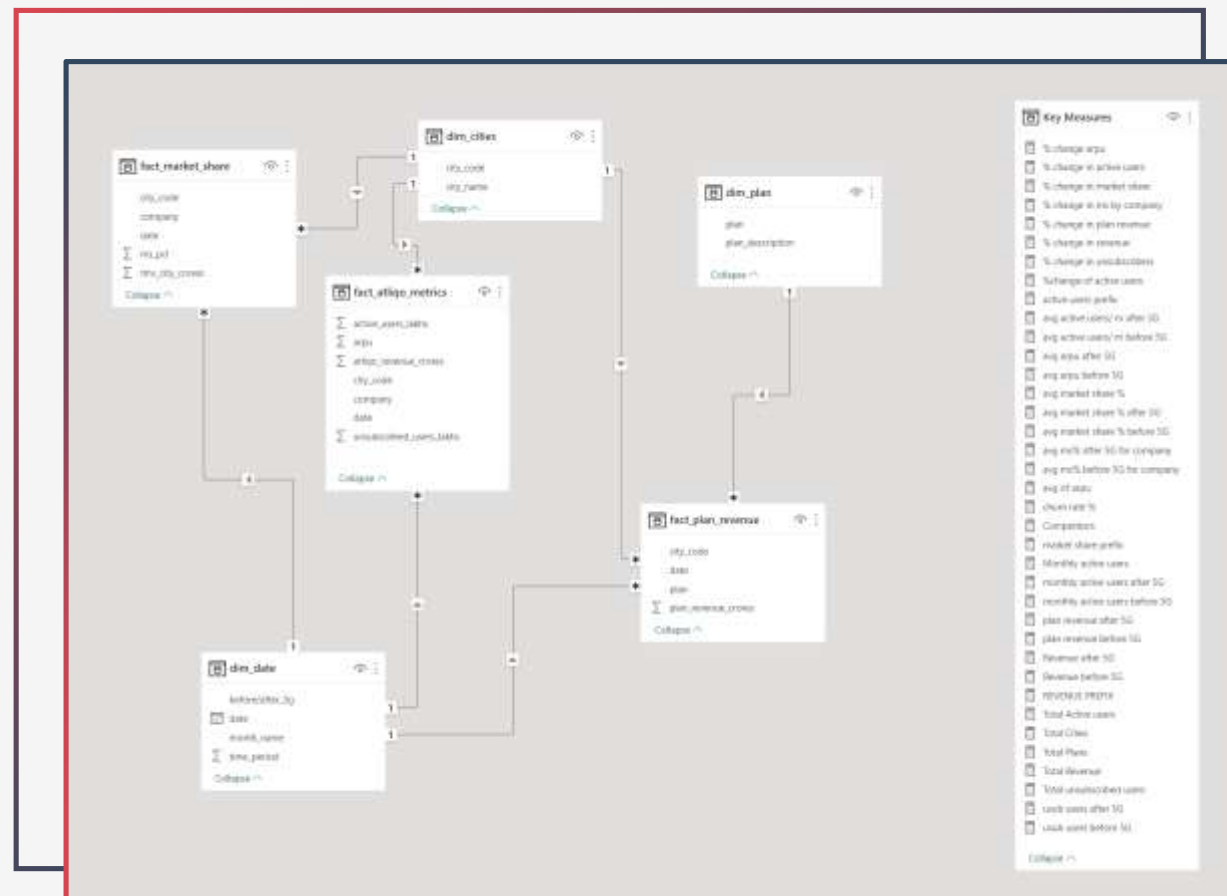
→ IS KEEN TO COMPARE
PRE AND POST 5G
PERFORMANCE TO MAKE
INFORMED DECISIONS

APPROACH

*DATA
MODELING*

*CREATING
MEASURES*

*DATA
VISUALIZATION
AND GETTING
INSIGHTS*



RESULTS - OVERVIEW

✓ 0.5%
Revenue drop

✓ 23.5%
Rise in
unsubscribers

✓ 8.3%
ACTIVE USERS
drop

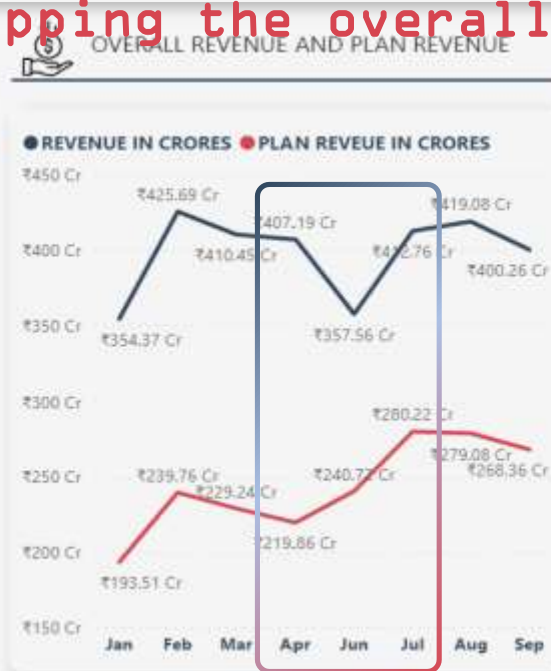
✓ 1.4%
MARKET
SHARE drop



CHURN RATE
AVERAGES ABOVE
8% AFTER 5G

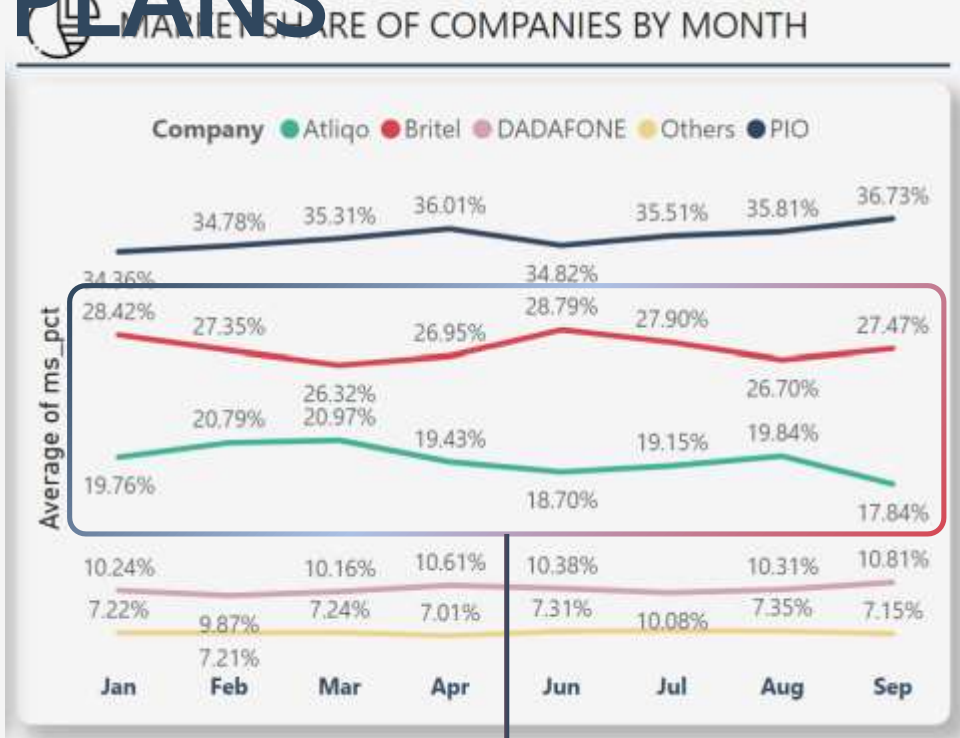
RESULTS – USER BASE

- Arpu increased by ₹21 following the 5g launch.
- Despite a decline of 20% active users, atliqo saw a 22% rise in plan revenue through may and June.
- 40.93 Lakh users became inactive through may and June dropping the overall revenue.



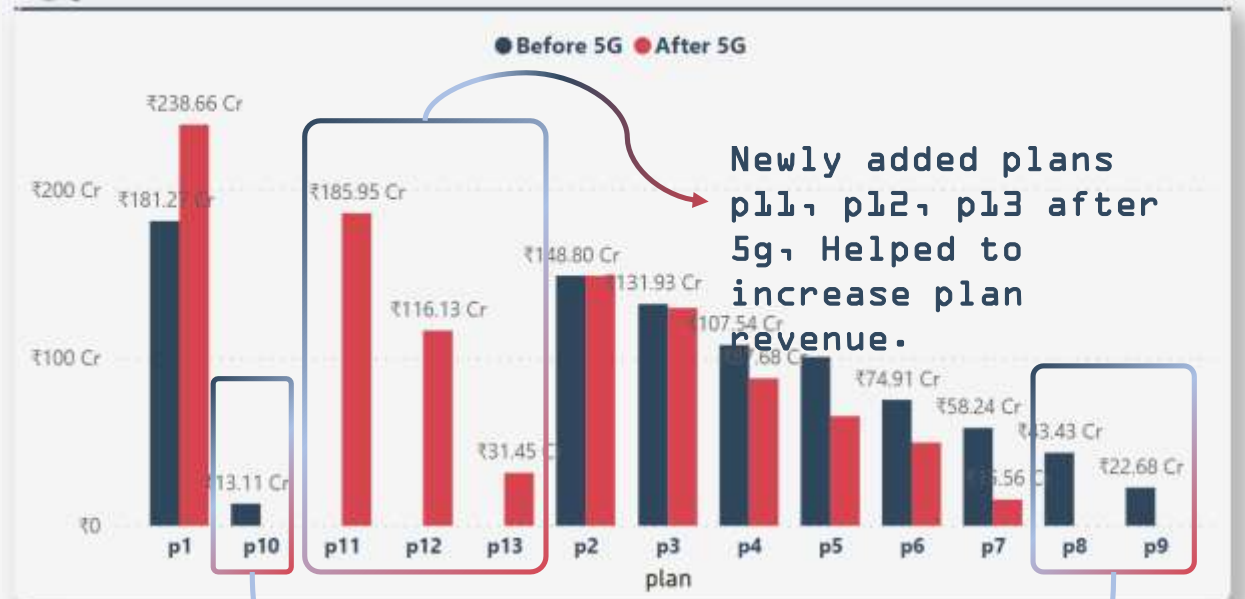
RESULTS – MARKET SHARE /

PLANS



BRITEL AND ATLIQO ARE SHOWING VERY OPPOSITE TRENDS IN MARKET SHARE %. It is possible that most of the unsubscribed users are leaving for britel. britel could be atliqo's fierce competitor.

PLAN REVENUE BEFORE AND AFTER 5G



Newly added plans p11, p12, p13 after 5g. Helped to increase plan revenue.

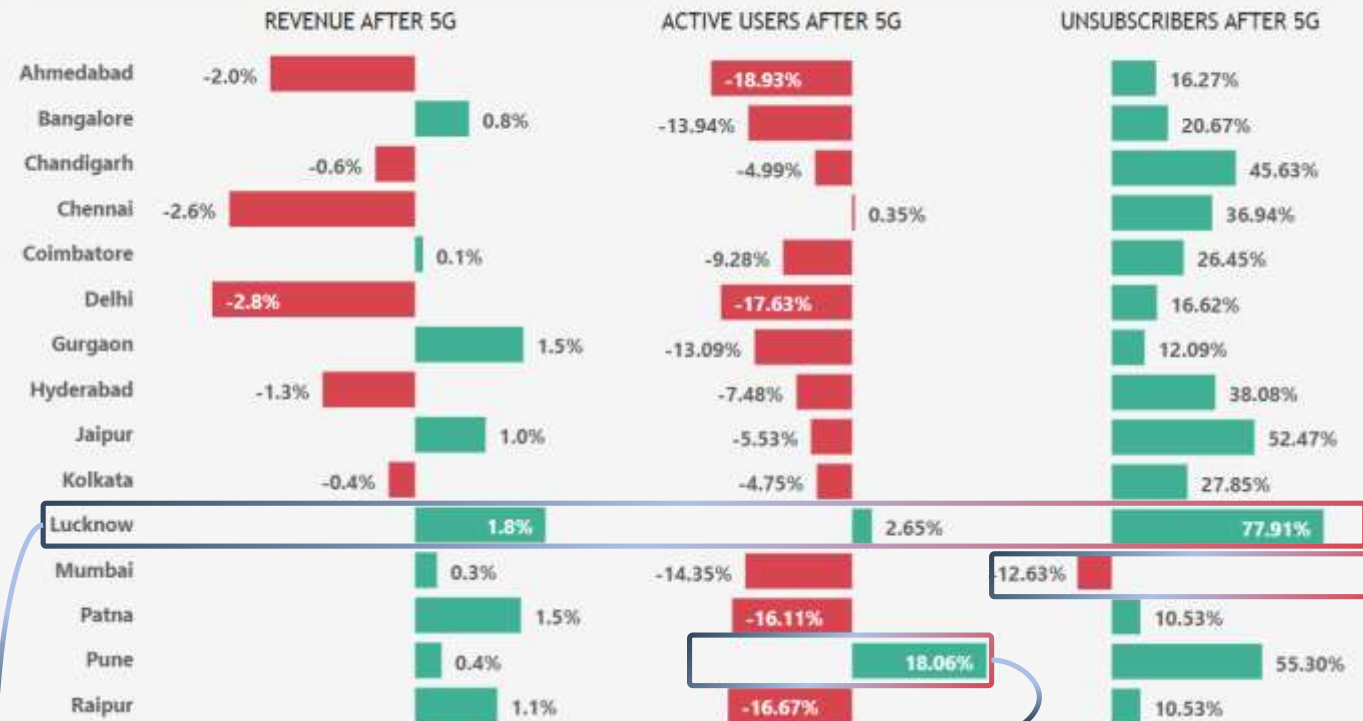
Plans p8, p9, p10 are probably discontinued after 5g launch due to lower revenue prior to 5g or the revenue is so small to be compared.

P5, p6 and p7 plans are performing very **poorly** post 5g launch.

RESULTS- CITY INSIGHTS



CHANGES IN METRICS AFTER 5G PER CITY

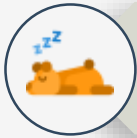


Pune saw an increase in active users after 5g, FOLLOWED BY LUCKNOW AND CHENNAI

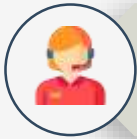
Pune saw an increase in active users after 5g

Mumbai is the only city where number of unsubscribers dropped after 5G launch.

RECOMMENDATIONS



Inactive users add cost to the company and hence they should be terminated with 60 days notice.



Focus on customer retention in cities like DELHI, CHENNAI, HYDERABAD, PUNE. Reduce the churn rate by providing excellent customer service and flexible plans.



Customers prefer to have high validity as well as per day data usage plans rather than a bundle of data pack. Plans P5, P6 and P7 can be revised keeping this in mind and separate plan can be created for users who prefer low validity and bundle data pack.



Plan revenue is better post 5G, however the overall revenue has not seen significant change except the month of June. This could be due to the cost of operating 5G connections, installations, maintaining services, etc.



Find new ways to advertise and promote 5G to compete the market share with competitors. BRITEL is the closest competitor and AtliQO should consider to build strategies accordingly.