

AtliQo Telecom Analysis



AtliQo



Jan

Feb

Mar

Apr

Jun

Jul

Aug

Sep

After 5G

Before 5G

Average Revenue

26.56



Average revenue % change after 5G
-0.50%

Average ARPU

200.74



Average ARPU % change after 5G
11.05%

Monthly active users

202.15



Monthly active users % change after 5G
-8.28%

Monthly unsubscribed users

15.74



Monthly unsubscribed users % change after 5G
23.50%

Average Revenue

City	After 5G	Before 5G	% Change
Ahmedabad	23.15	23.62	-2.02%
Bangalore	42.49	42.17	0.75%
Chandigarh	7.63	7.67	-0.55%
Chennai	36.56	37.53	-2.59%
Coimbatore	11.43	11.42	0.11%
Delhi	47.71	49.10	-2.83%
Gurgaon	6.88	6.78	1.51%
Hyderabad	29.28	29.66	-1.29%
Jaipur	17.70	17.52	0.98%
Kolkata	47.96	48.14	-0.37%
Lucknow	16.50	16.21	1.82%
Mumbai	61.29	61.10	0.31%
Patna	12.37	12.19	1.48%
Pune	32.53	32.41	0.37%
Raipur	3.97	3.92	1.15%

Average ARPU

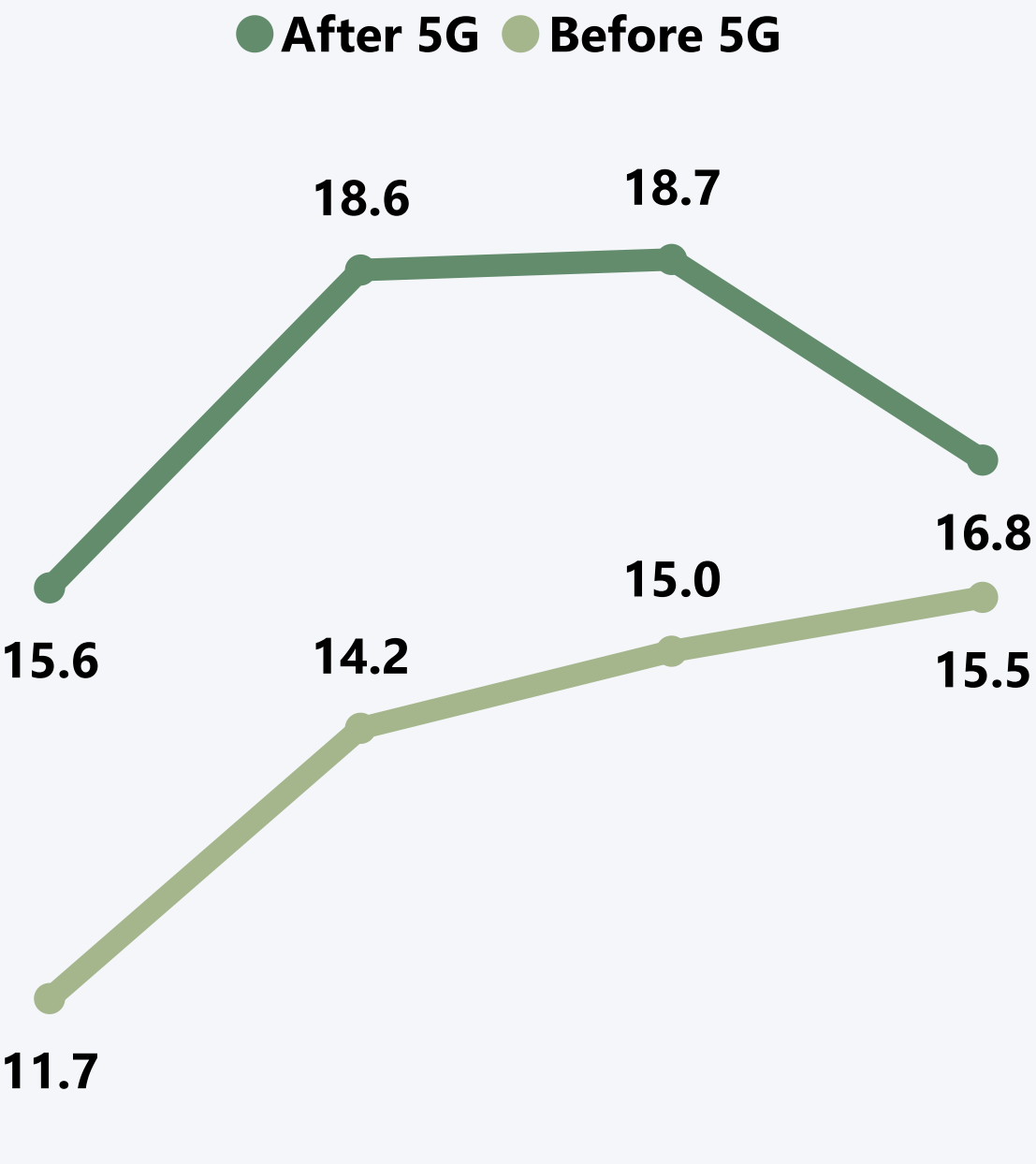
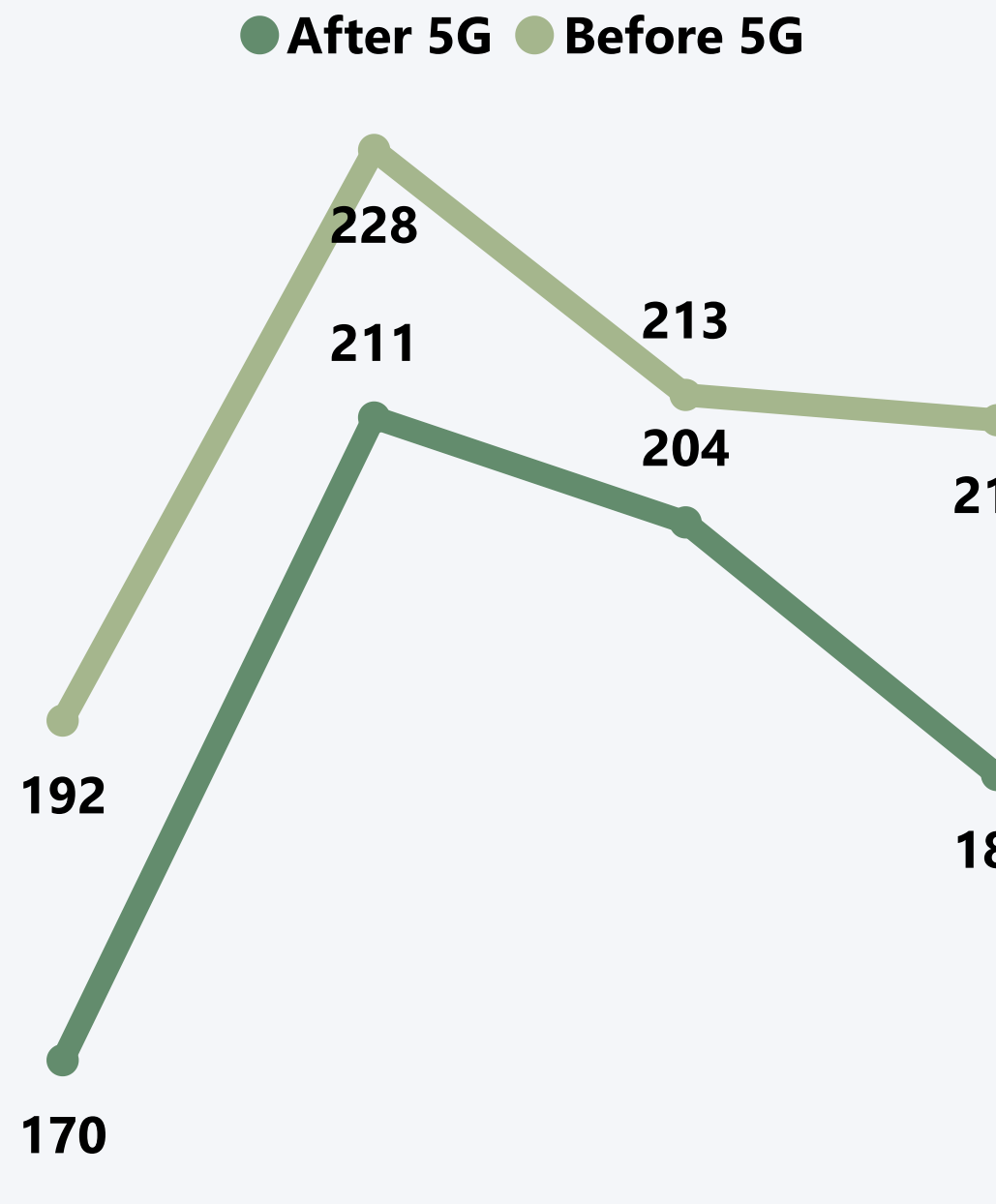
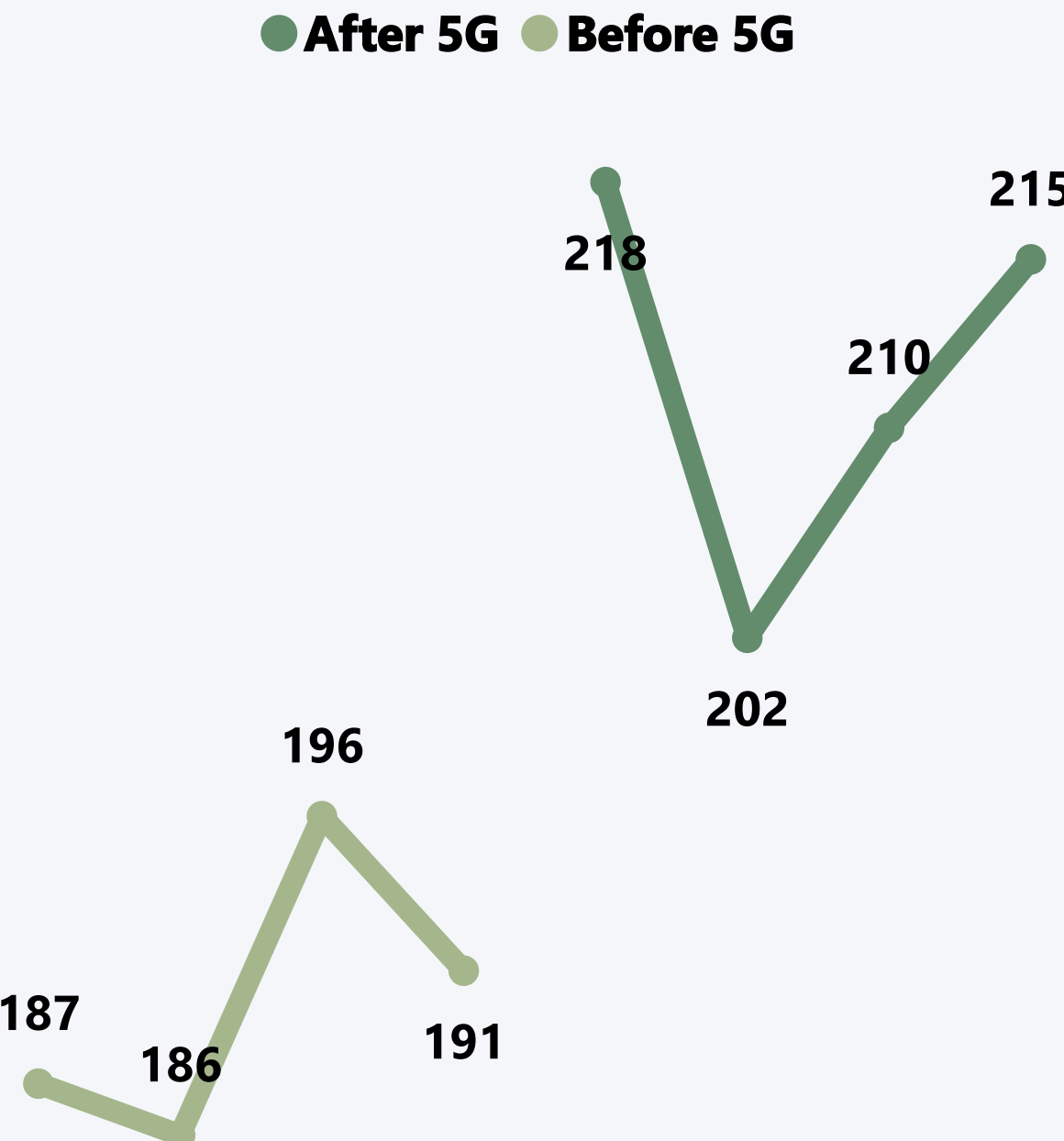
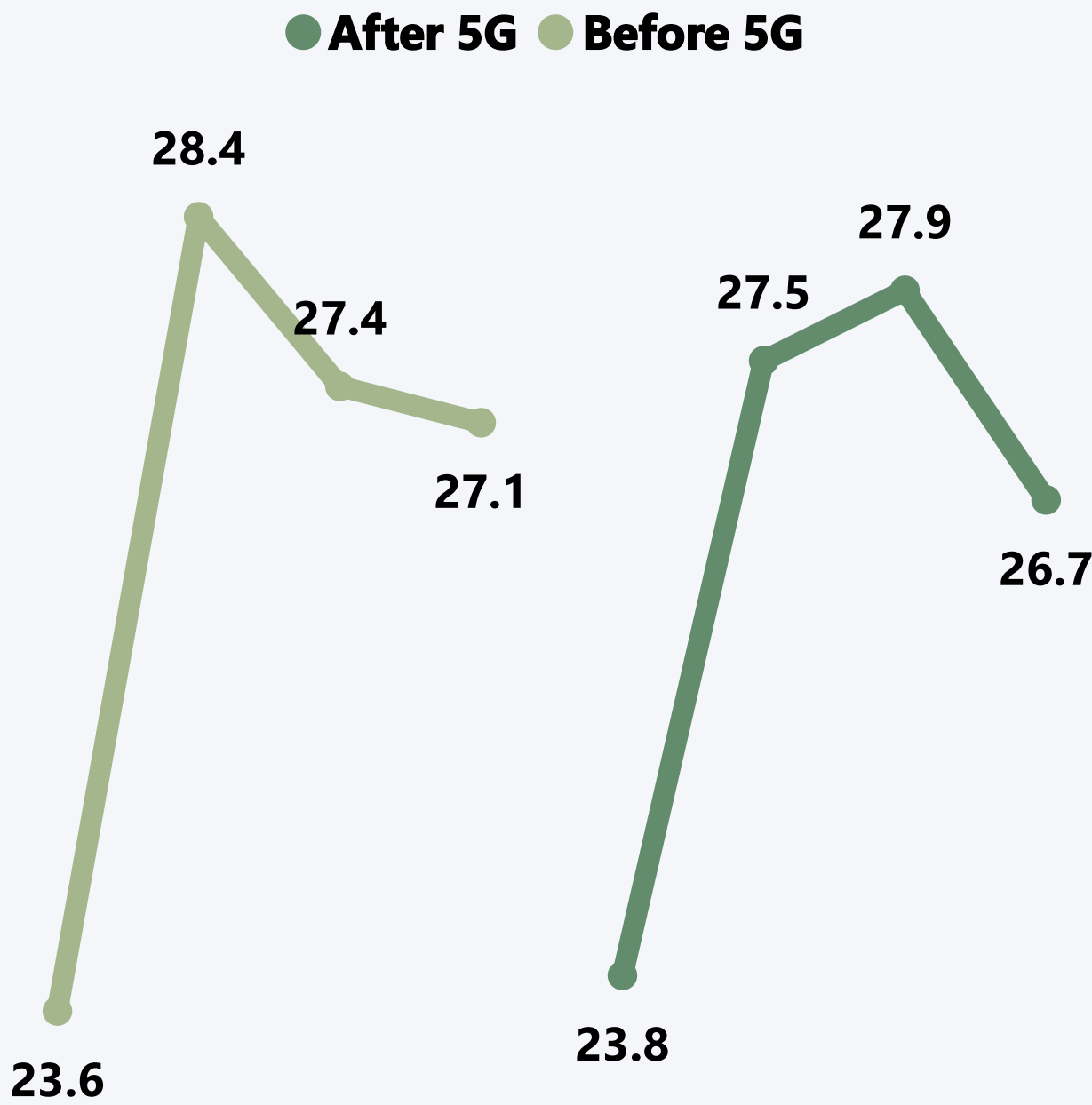
City	After 5G	Before 5G	% Change
Raipur	225.25	184	22.25%
Pune	174.25	200	-12.88%
Patna	231.50	193	20.26%
Mumbai	231.00	197	17.41%
Lucknow	219.50	203	8.00%
Kolkata	193.00	184	5.03%
Jaipur	209.25	195	7.31%
Hyderabad	217.25	197	10.56%
Gurgaon	214.50	184	16.89%
Delhi	214.50	182	18.18%
Coimbatore	216.50	200	8.25%
Chennai	197.75	203	-2.59%
Chandigarh	200.75	183	10.00%
Bangalore	209.00	175	19.60%
Ahmedabad	214.75	176	21.84%

Monthly Active Users

City	After 5G	Before 5G	% Change
Ahmedabad	10.85	13.38	-18.93%
Bangalore	20.77	24.14	-13.94%
Chandigarh	4.00	4.21	-4.99%
Chennai	18.54	18.48	0.35%
Coimbatore	5.26	5.79	-9.28%
Delhi	22.28	27.04	-17.63%
Gurgaon	3.20	3.69	-13.09%
Hyderabad	14.02	15.15	-7.48%
Jaipur	8.54	9.04	-5.53%
Kolkata	24.84	26.08	-4.75%
Lucknow	8.14	7.93	2.65%
Mumbai	26.84	31.34	-14.35%
Patna	5.34	6.36	-16.11%
Pune	19.04	16.13	18.06%
Raipur	1.79	2.15	-16.67%

Monthly Unsubscribed Users

City	After 5G	Before 5G	% Change
Ahmedabad	0.97	0.83	16.27%
Bangalore	1.72	1.43	20.67%
Chandigarh	0.38	0.26	45.63%
Chennai	1.77	1.29	36.94%
Coimbatore	0.49	0.39	26.45%
Delhi	2.25	1.93	16.62%
Gurgaon	0.26	0.23	12.09%
Hyderabad	1.33	0.97	38.08%
Jaipur	0.85	0.56	52.47%
Kolkata	2.22	1.73	27.85%
Lucknow	0.77	0.43	77.91%
Mumbai	2.09	2.40	-12.63%
Patna	0.47	0.43	10.53%
Pune	1.69	1.09	55.30%
Raipur	0.16	0.14	10.53%



Note: ARPU = Average Revenue Per User, MS% = Market Share %

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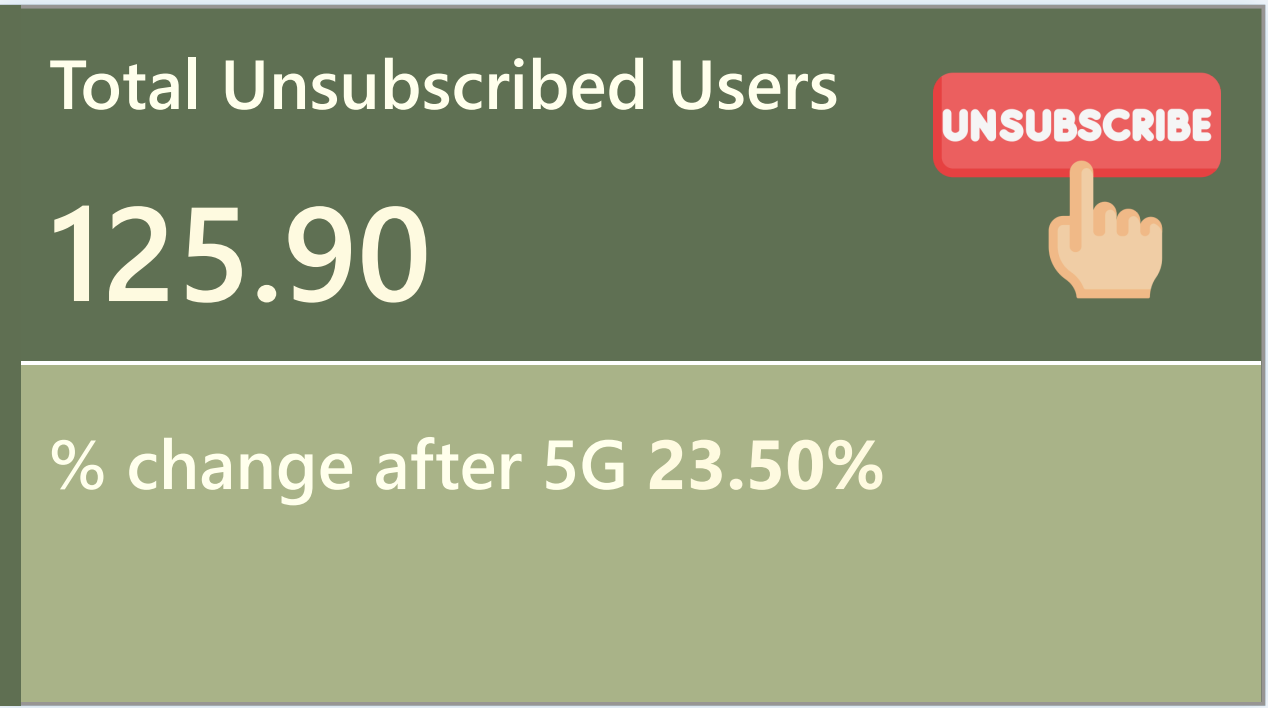
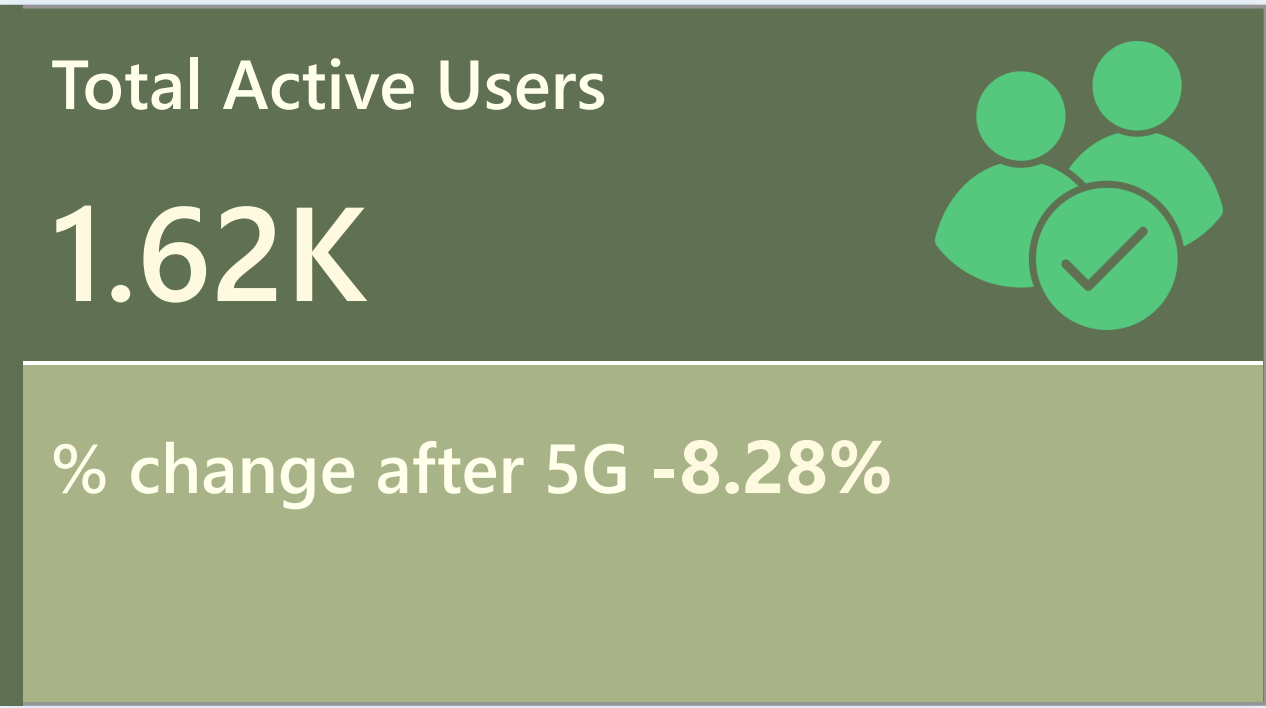
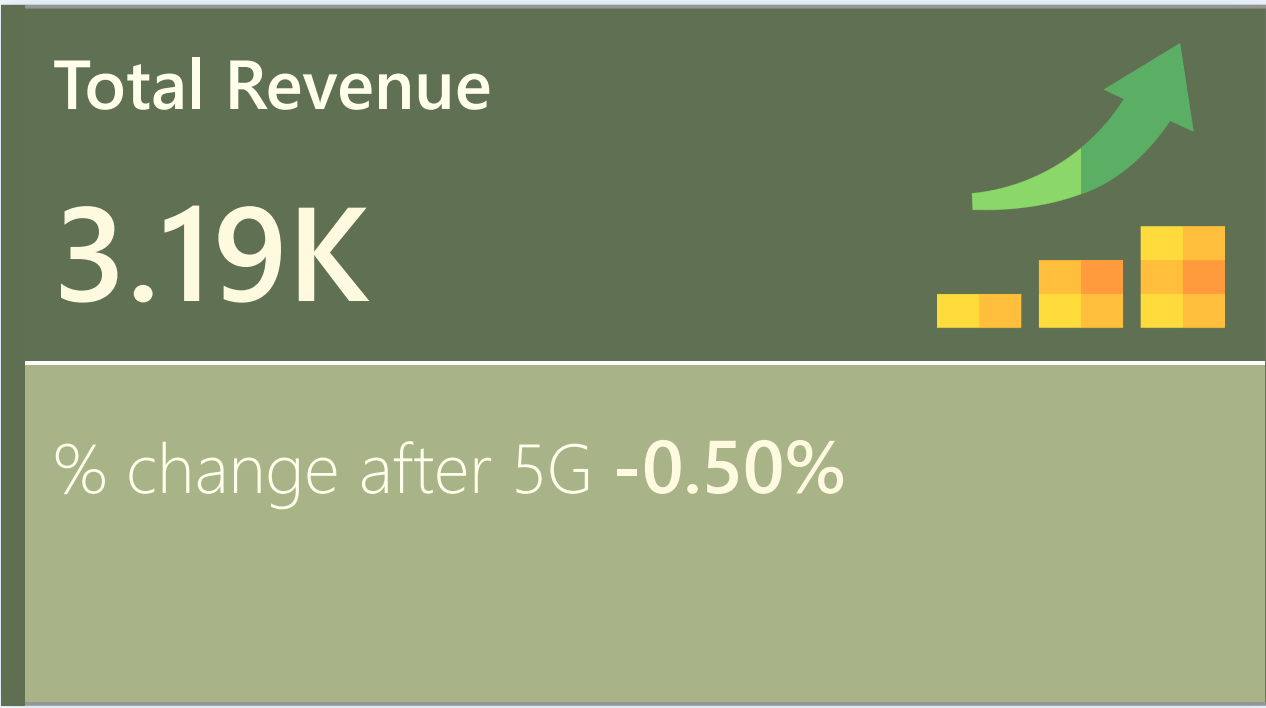
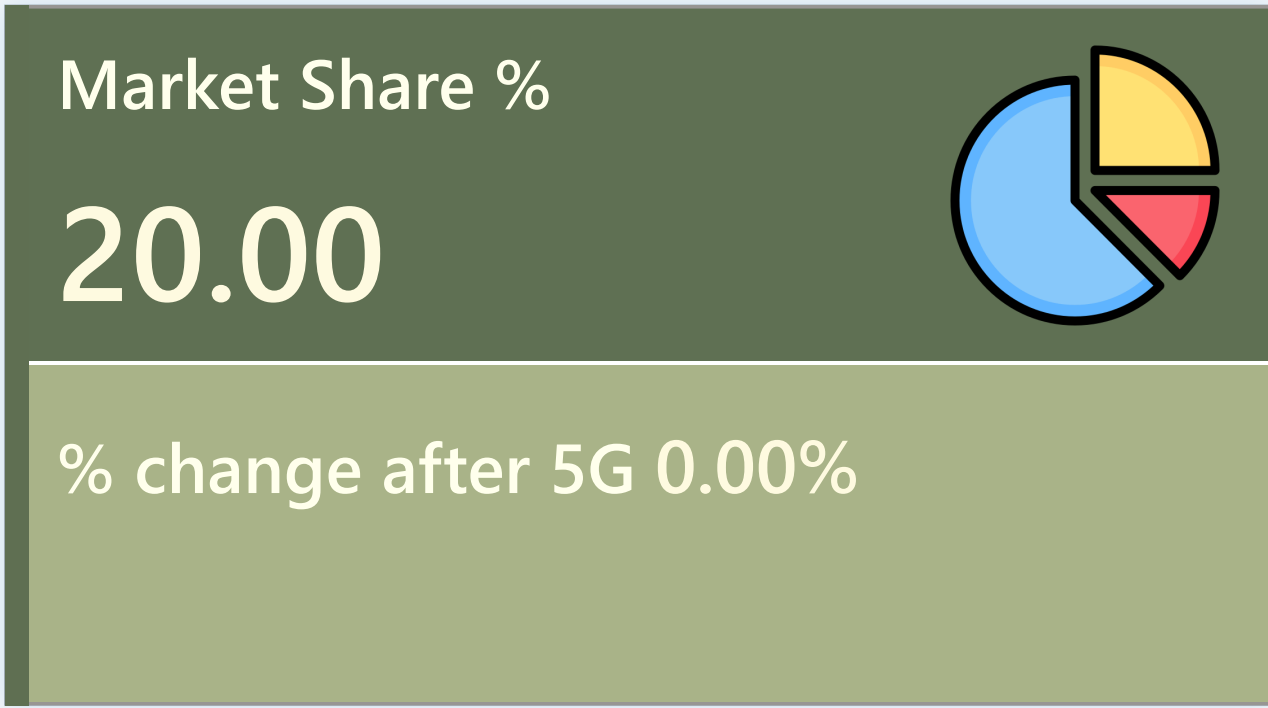
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After 5G

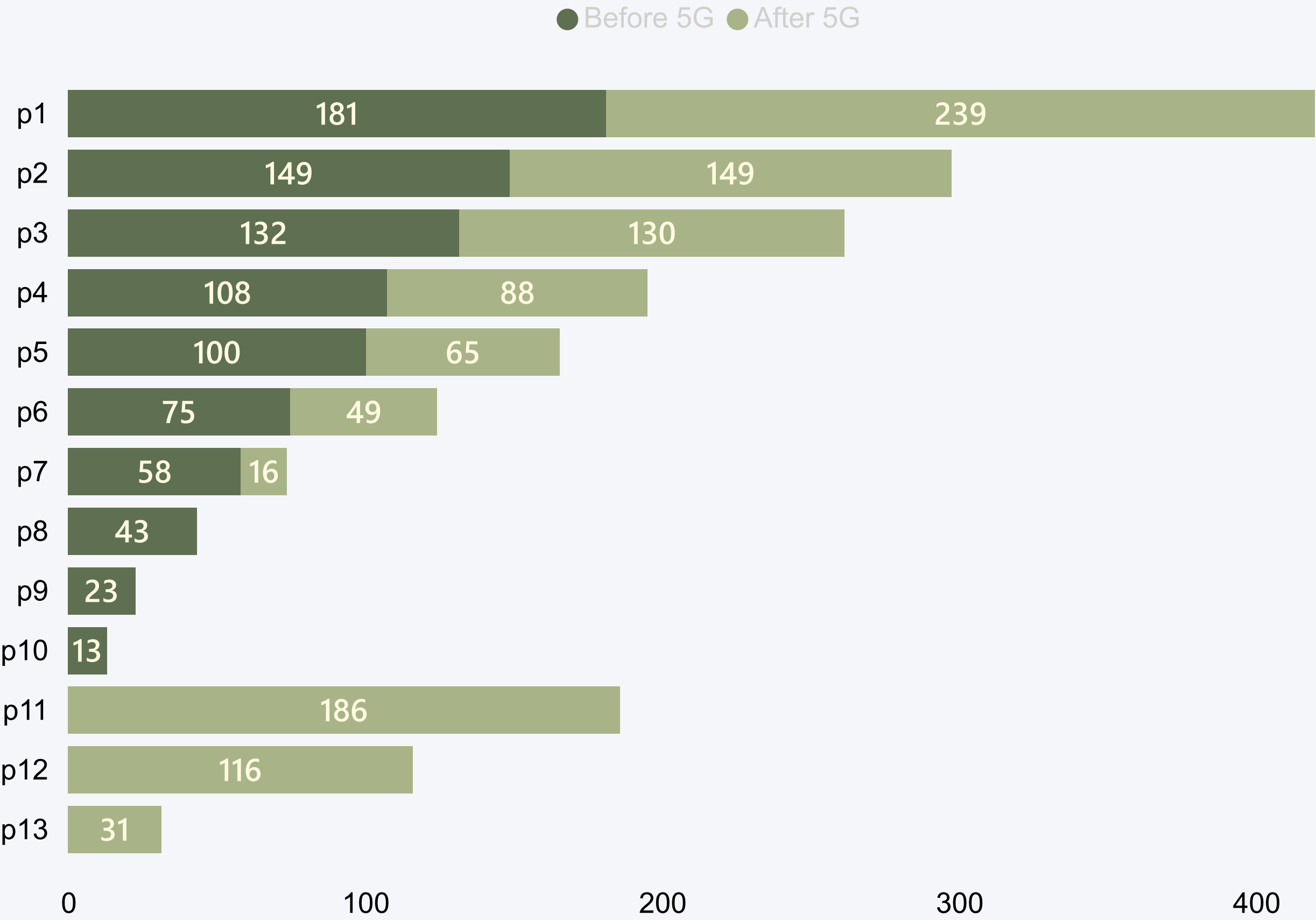
Before 5G



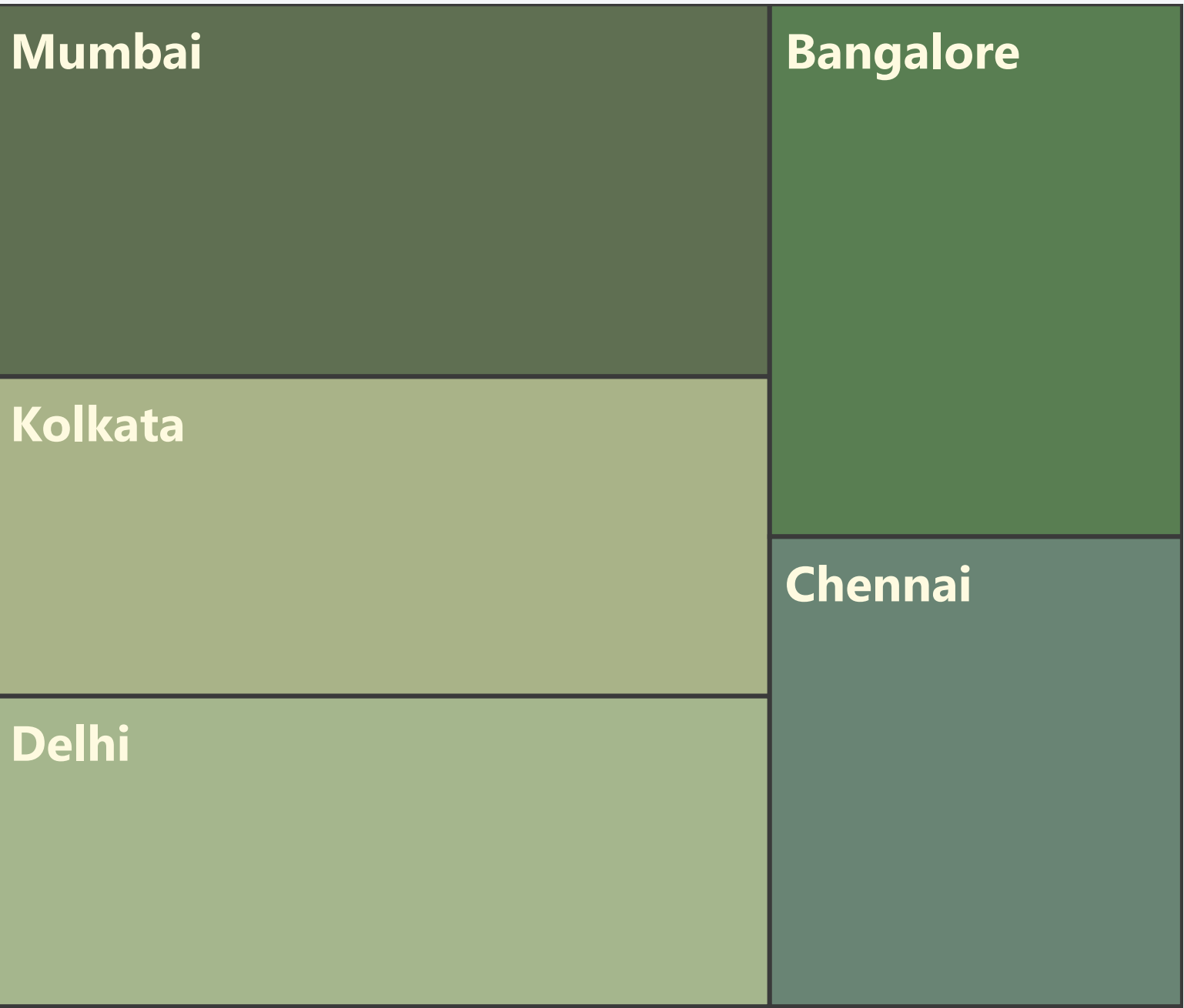
Revenue By City

City	Revenue Before 5G	Revenue After 5G	Revenue % change
Ahmedabad	94.49	92.58	-2.02%
Bangalore	168.67	169.94	0.75%
Chandigarh	30.68	30.51	-0.55%
Chennai	150.13	146.24	-2.59%
Coimbatore	45.67	45.72	0.11%
Delhi	196.38	190.82	-2.83%
Gurgaon	27.12	27.53	1.51%
Hyderabad	118.63	117.10	-1.29%
Jaipur	70.09	70.78	0.98%
Kolkata	192.55	191.84	-0.37%
Lucknow	64.83	66.01	1.82%
Mumbai	244.40	245.15	0.31%
Patna	48.74	49.46	1.48%
Pune	129.64	130.12	0.37%
Raipur	15.68	15.86	1.15%

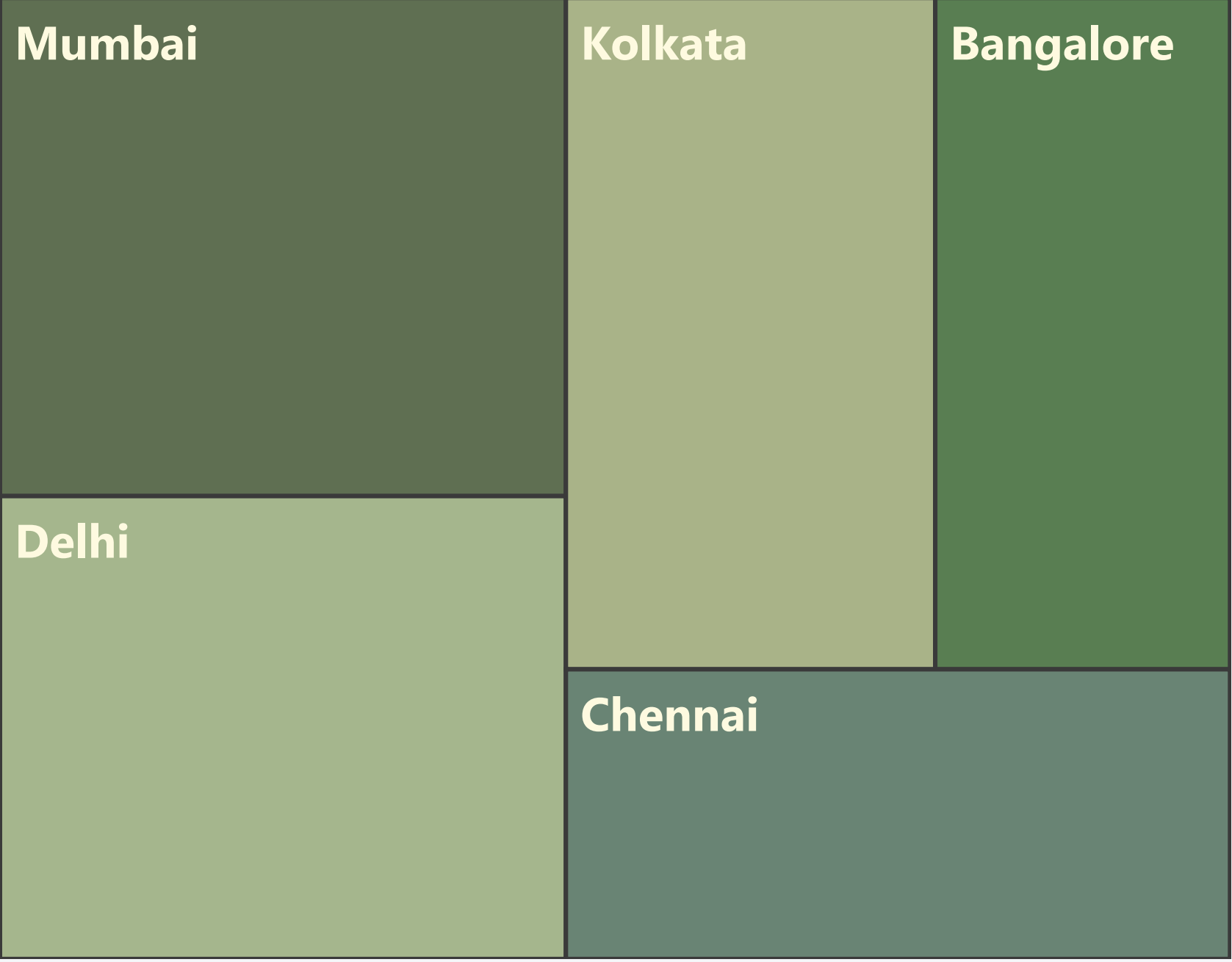
Plan Revenue



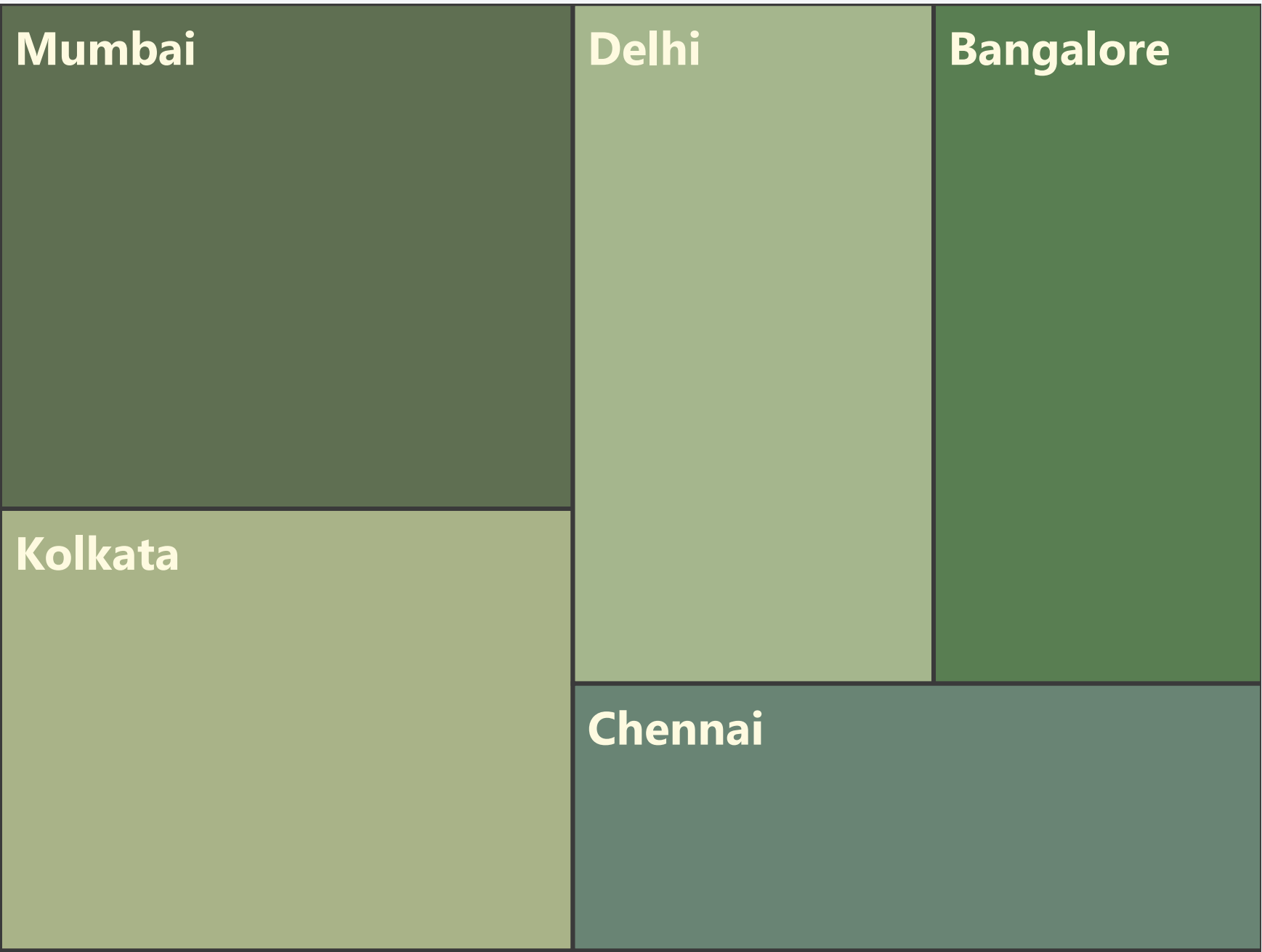
Plan Revenue By Top 5 City



Unsubscribed Users By Top 5 City



Active Users By Top 5 City



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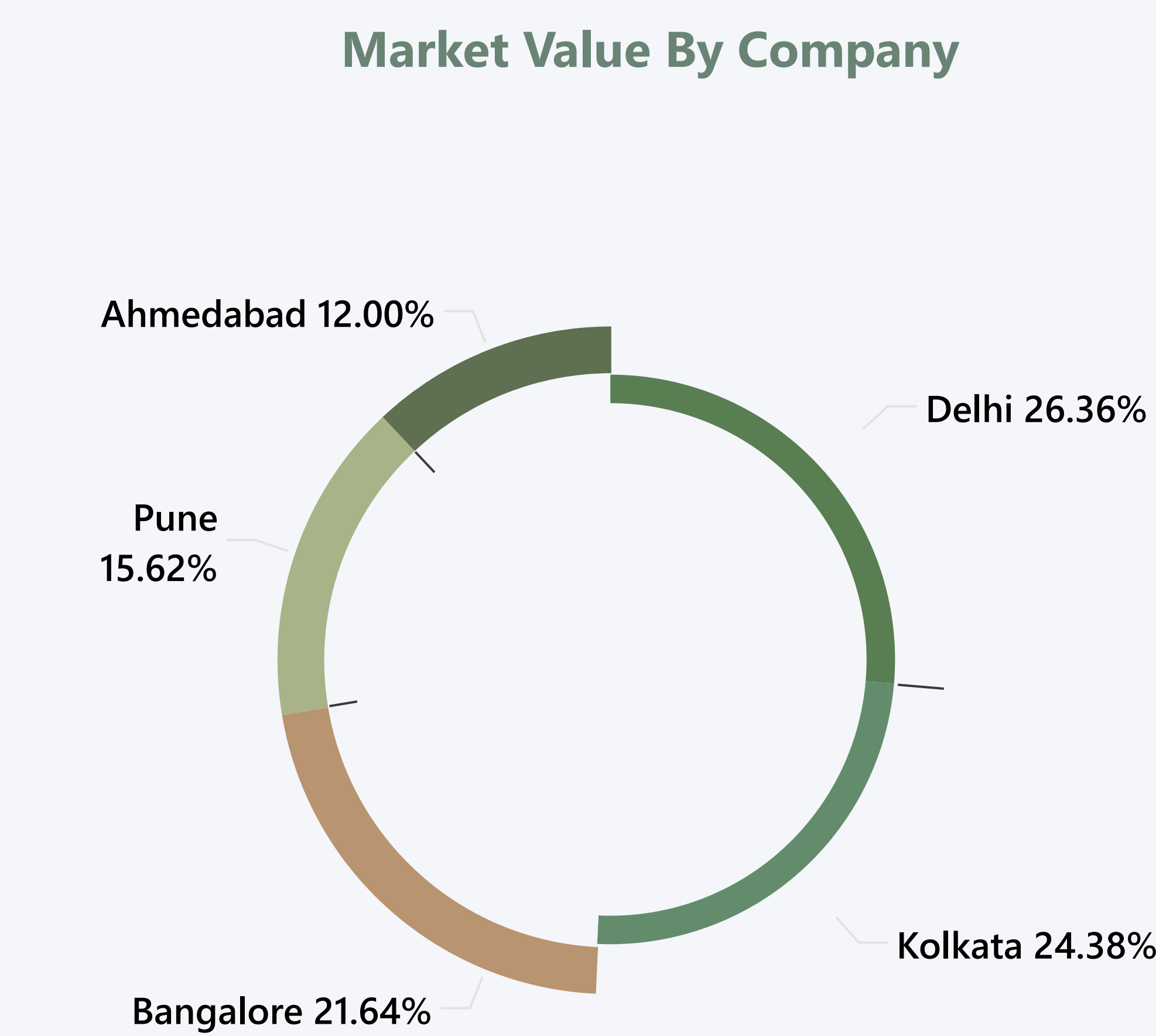
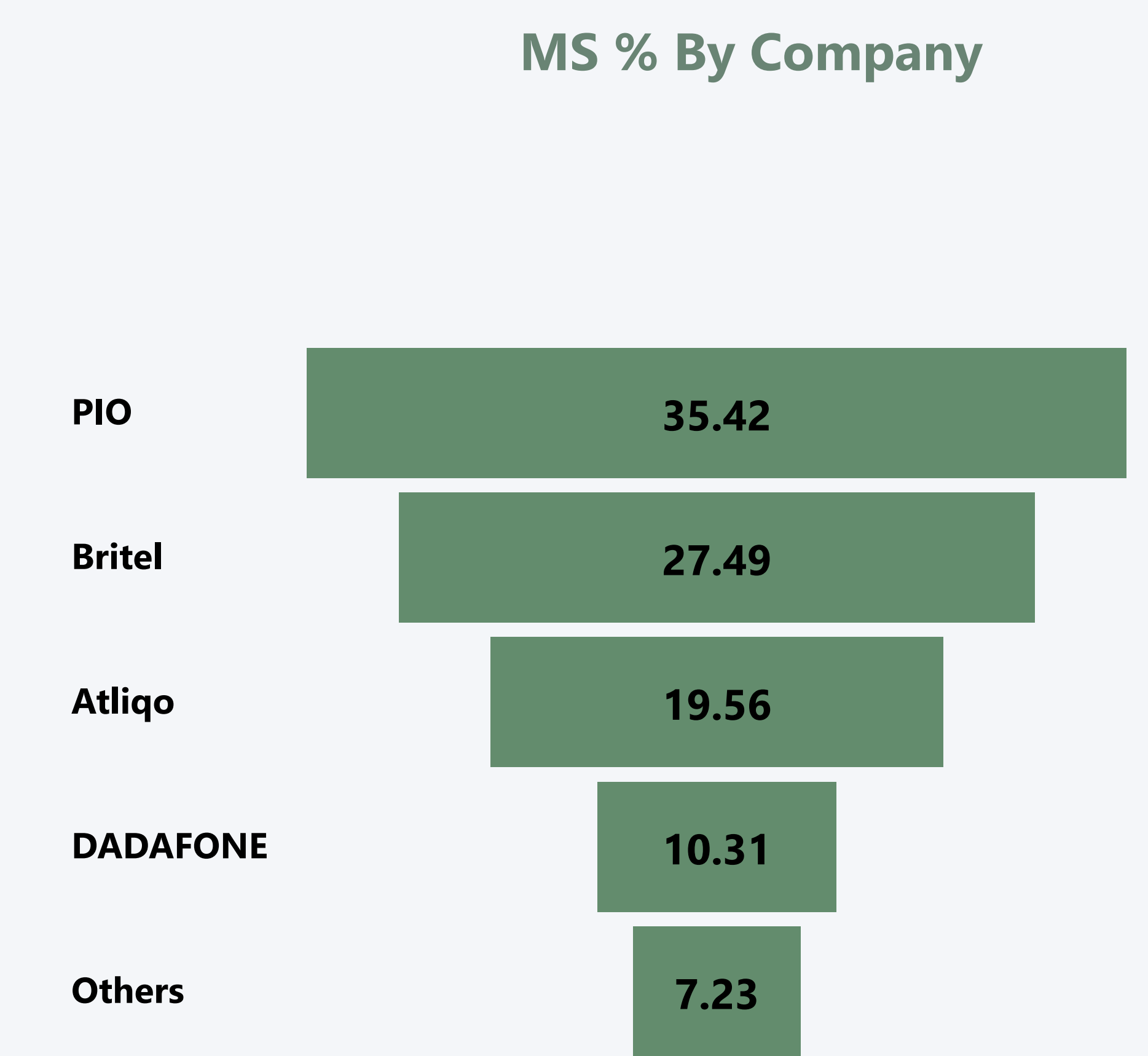
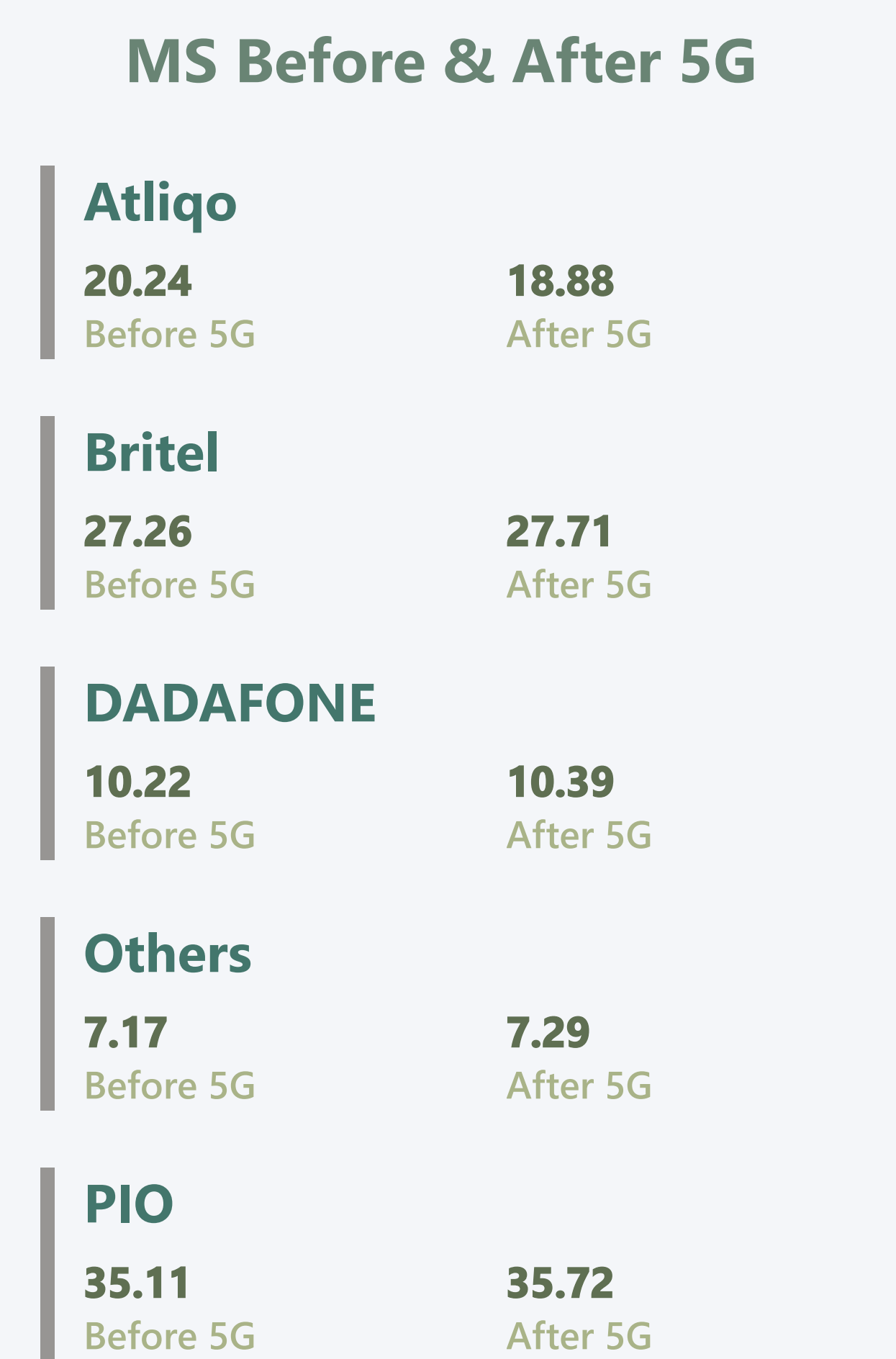
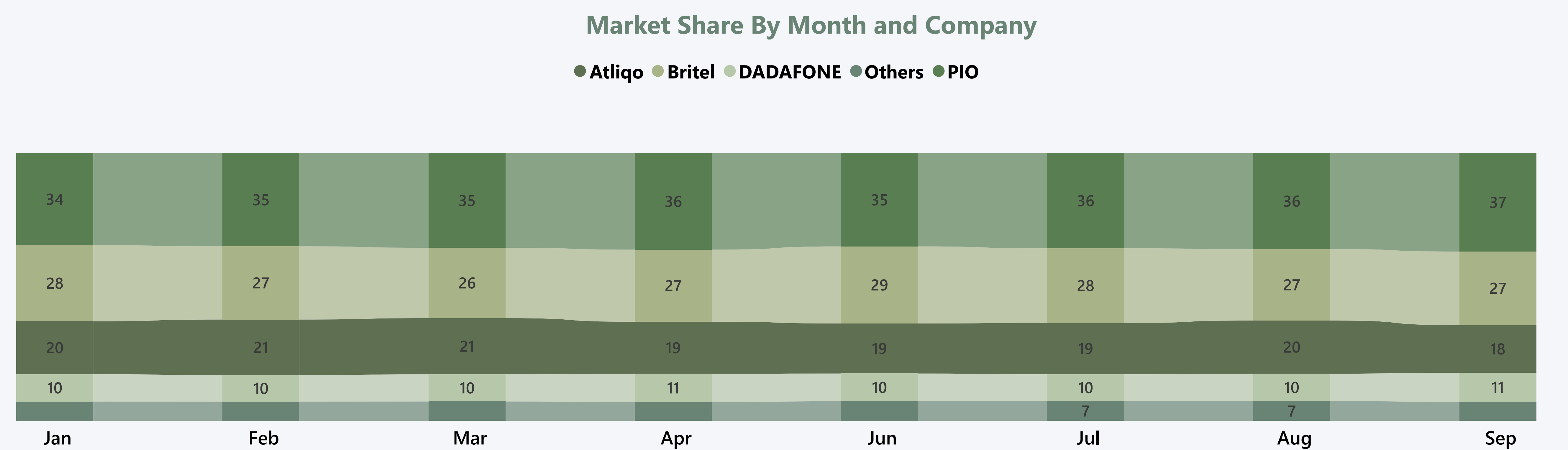
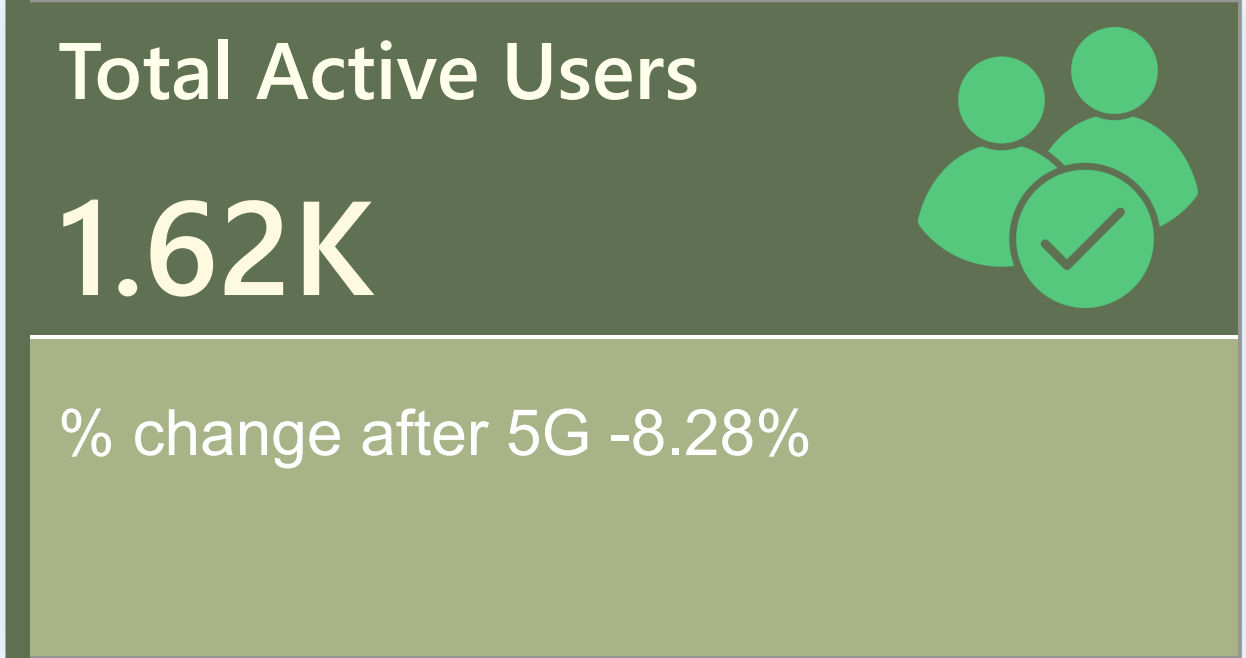
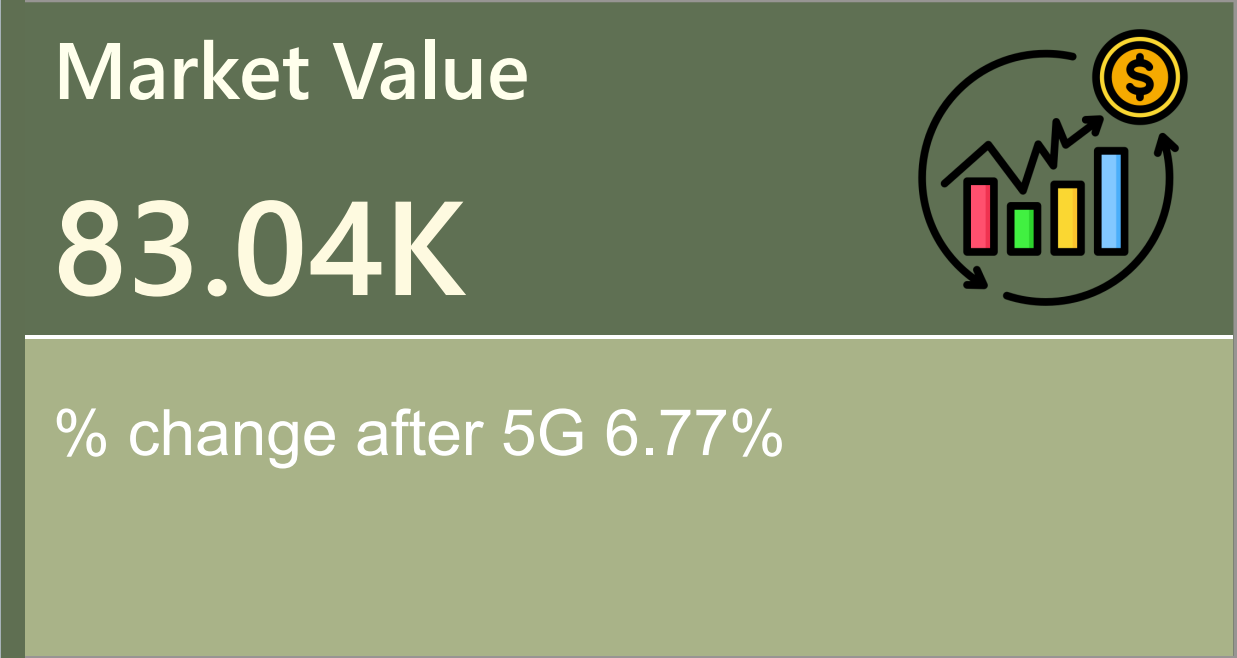
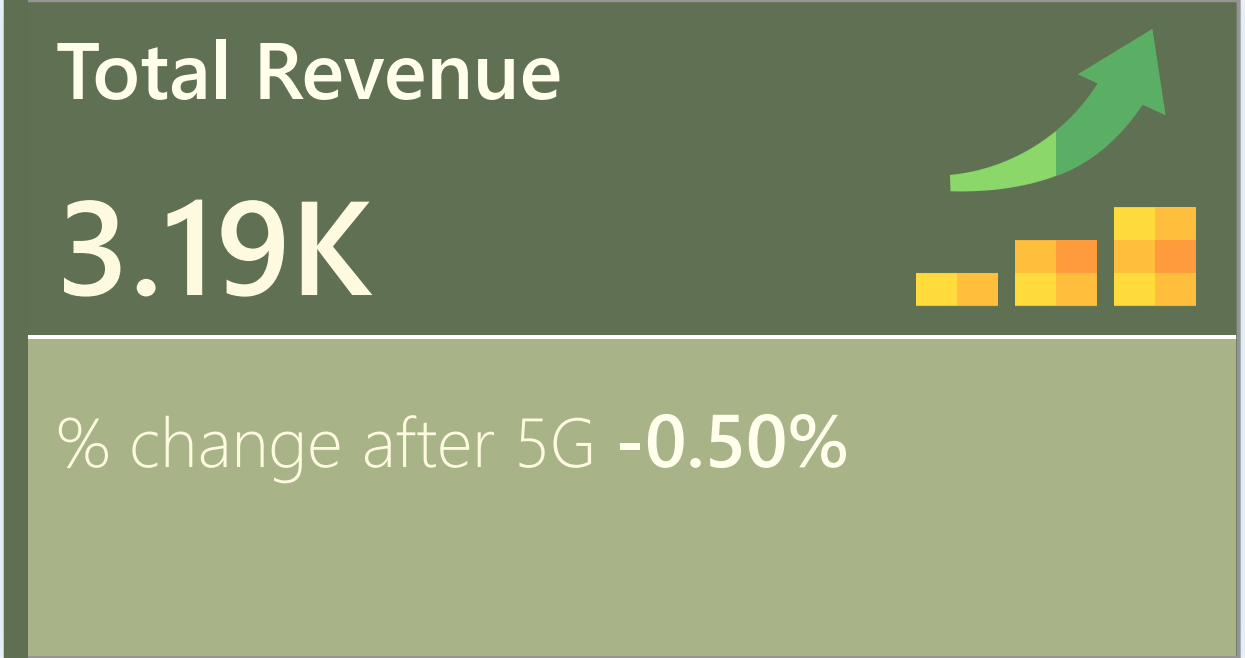
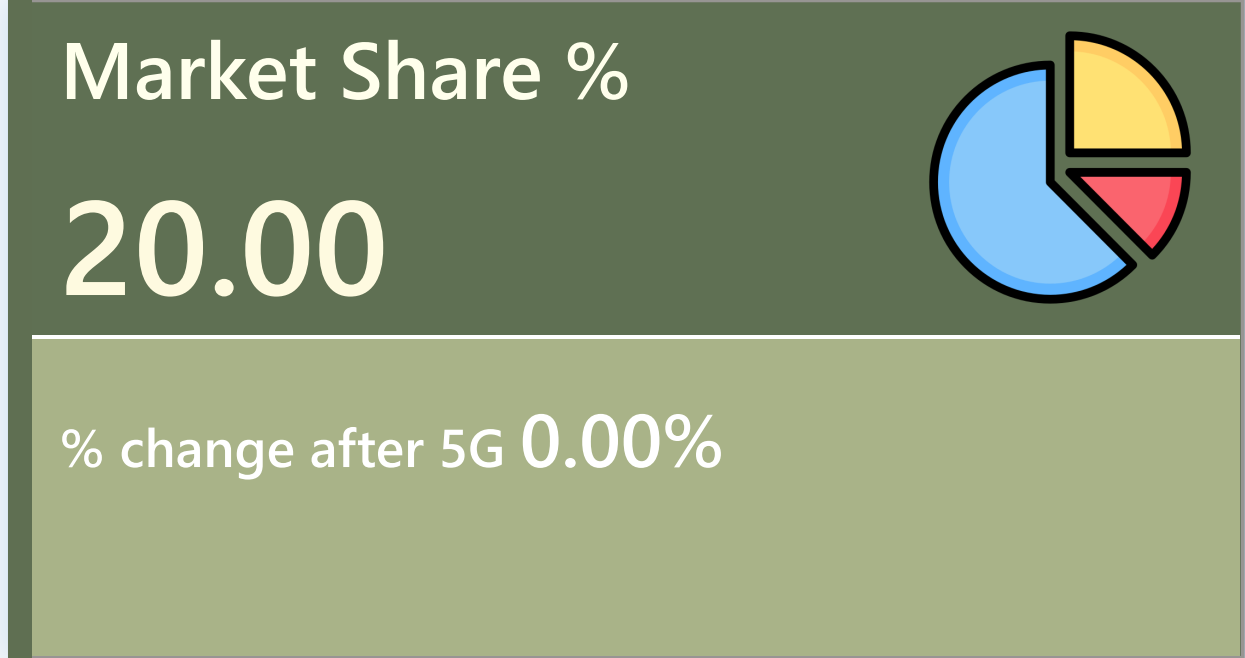
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After 5G

Before 5G



About

AtliQo, a leading telecom provider in India, launched its 5G plans in May 2022. However, management has observed a decline in active users and revenue growth since the launch. The business director has asked the analytics team to prepare a report comparing key performance indicators (KPIs) before and after the 5G rollout. The goal is to gain insights that will help recover active user rates and optimize internet plans.

Key Insights

Atliqo's revenue fluctuates, peaking at ₹419.08 in August 2022 but slightly declining to ₹400.26 in September 2022. **Monitoring seasonal trends can help in predicting future revenues.**

P1O leads the market with an average market share of **35.4%**.

Britel follows with **27.5%**, while *Atliqo* holds **19.6%**.

To improve market position, Atliqo should focus on competitive pricing and service differentiation.

Atliqo has an ARPU of **₹200.74**, indicating decent revenue per customer.

If ARPU can be increased through better plan offerings or premium services, revenue can see significant growth.

Active users peaked at 211.13 users in July 2022 but dropped to 188.22 users by September 2022.

Unsubscribed users also increased from 15.47 in April to 18.67 in August.

This indicates potential customer churn issues that should be addressed with better customer retention strategies.

Plan P1 leads with **₹419.93**, followed by *P2* (₹297.53) and *P3* (₹261.54).

Atliqo should analyze the features of these plans to see why they perform well and replicate similar success in other plans.

