



AtliQO Telecom Analysis



AtliQo is one of the leading telecom providers in India and launched its 5G plans in May 2022 along with other telecom providers.

However, the management noticed a decline in their active users and revenue growth post 5G launch in May 2022. AtliQo's business director requested their analytics team to provide a comparison report of KPIs between pre and post-periods of the 5G launch. The management is keen to compare the performance between these periods and get insights that would enable them to make informed decisions to recover their active user rate and other key metrics. They also wonder if they can optimize their internet plans to get more active users. Peter Pandey, a junior data analyst, is assigned to this task.

Revenue Analysis

Market Analysis

Plan Analysis

Revenue Analysis

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All

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After 5G

Before 5G

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Total Revenue 3,187.36

Avg ARPU 200.74

Active Monthly Users 188.22

Un-Subscribed Monthly Users 16.77

Before 5G Rev 1,597.70

Before 5G 190.23

Before 5G 210.88

Before 5G 14.08

After 5G Rev 1,589.66

After 5G 211.25

After 5G 193.43

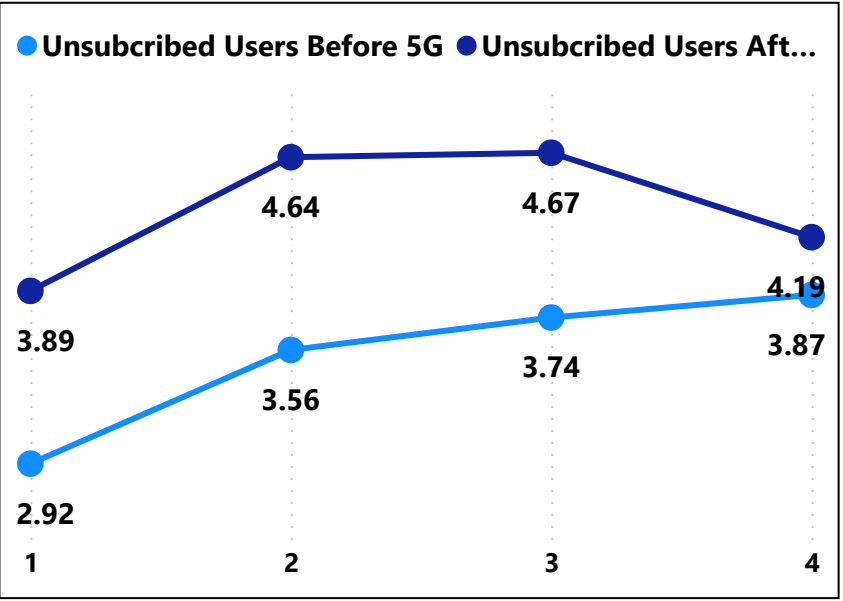
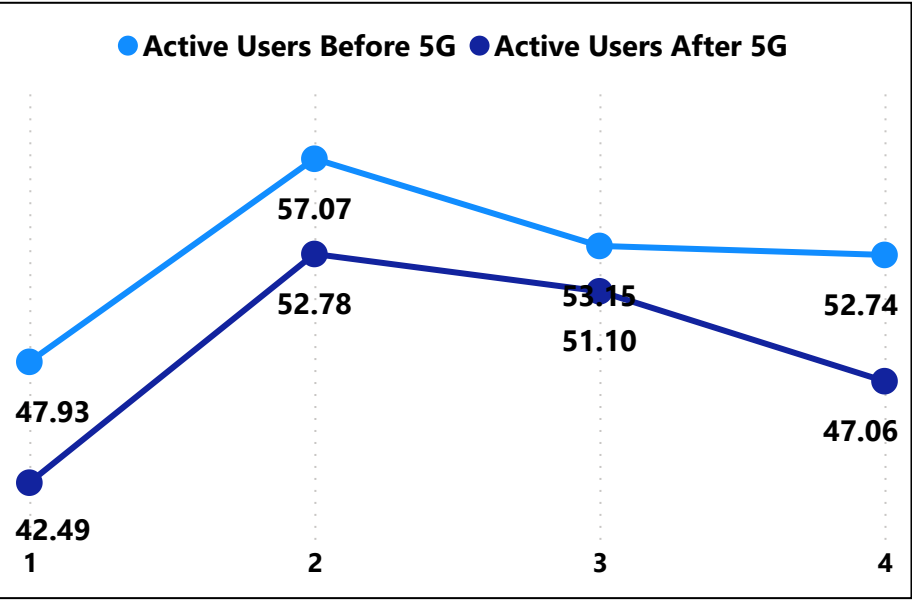
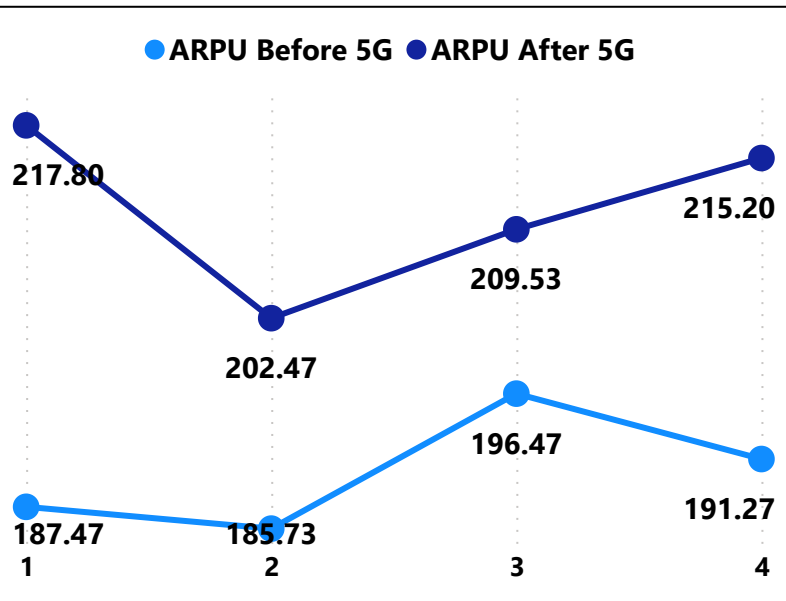
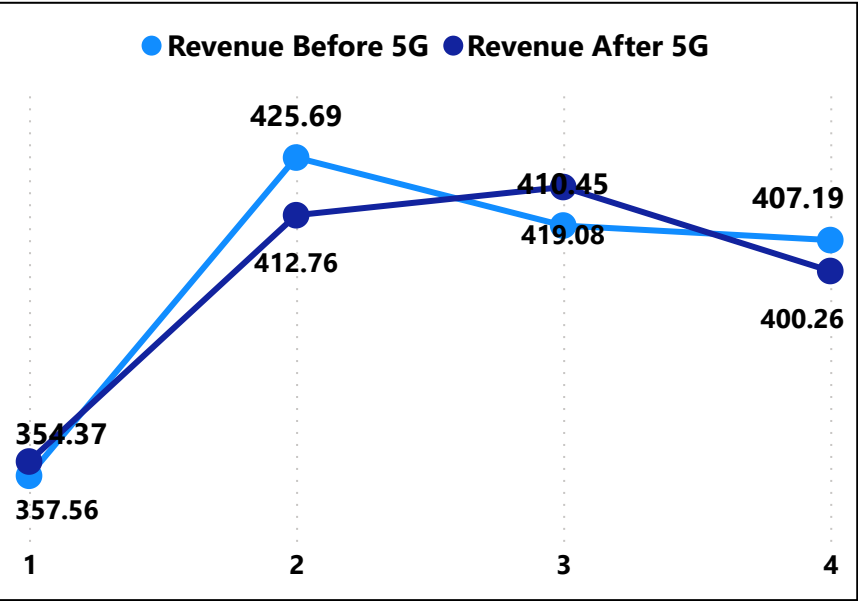
After 5G 17.39

city_name	Before 5G	After 5G	Chng % Revenue
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%
Total	1,597.70	1,589.66	-0.50%

city_name	Before 5G	After 5G	Chng % ARPU
Lucknow	203.25	219.50	8.00%
Chennai	203.00	197.75	-2.59%
Coimbatore	200.00	216.50	8.25%
Pune	200.00	174.25	-12.88%
Mumbai	196.75	231.00	17.41%
Hyderabad	196.50	217.25	10.56%
Jaipur	195.00	209.25	7.31%
Total	190.23	211.25	11.05%

city_name	Before 5G	After 5G	Chng % Active Users
Ahmedabad	13.38	10.85	-18.93%
Bangalore	24.14	20.77	-13.94%
Chandigarh	4.21	4.00	-4.99%
Chennai	18.48	18.54	0.35%
Coimbatore	5.79	5.26	-9.28%
Delhi	27.04	22.28	-17.63%
Gurgaon	3.69	3.20	-13.09%
Total	210.88	193.43	-8.28%

city_name	Before 5G	After 5G	Chng % Unsub
Ahmedabad	0.83	0.97	16.27%
Bangalore	1.43	1.72	20.67%
Chandigarh	0.26	0.38	45.63%
Chennai	1.29	1.77	36.94%
Coimbatore	0.39	0.49	26.45%
Delhi	1.93	2.25	16.62%
Gurgaon	0.23	0.26	12.09%
Total	14.08	17.39	23.50%



Market Share Analysis

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Total Revenue

3,187.36

Avg ARPU

200.74

Before 5G Rev

1,597.70

Before 5G

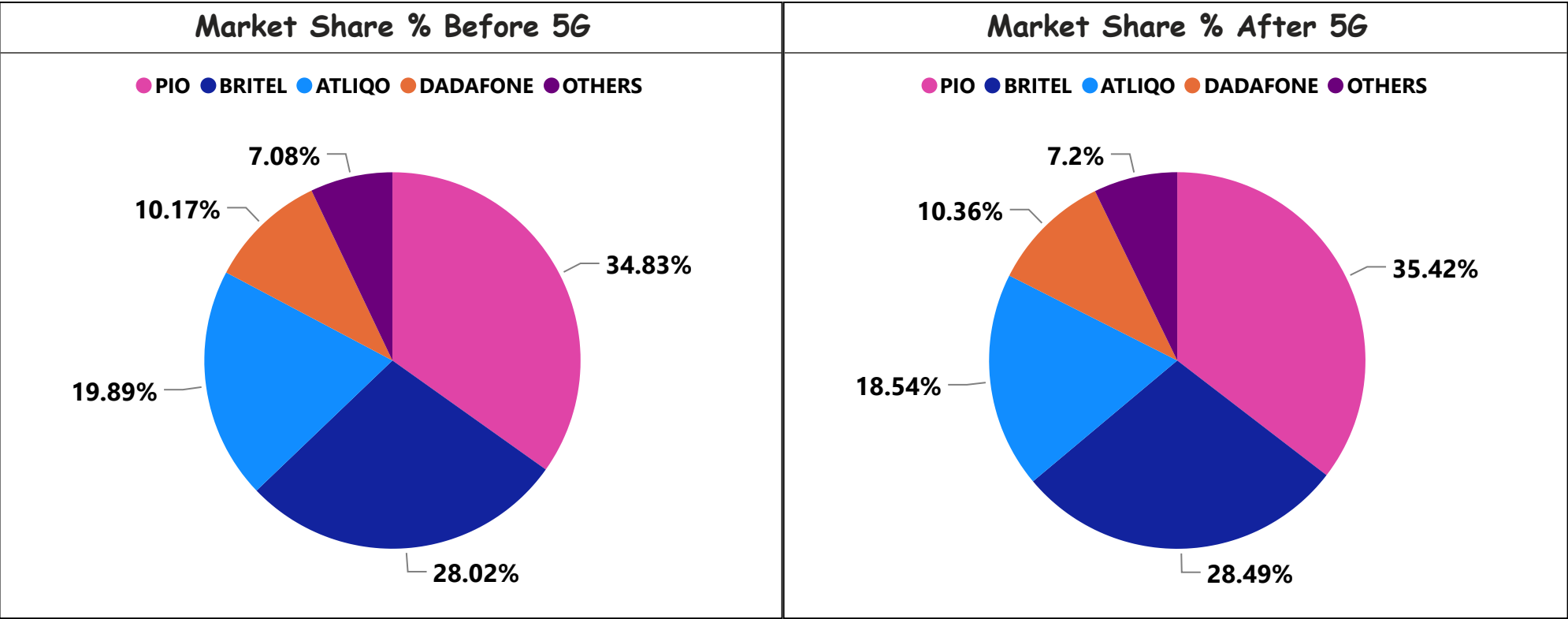
190.23

After 5G Rev

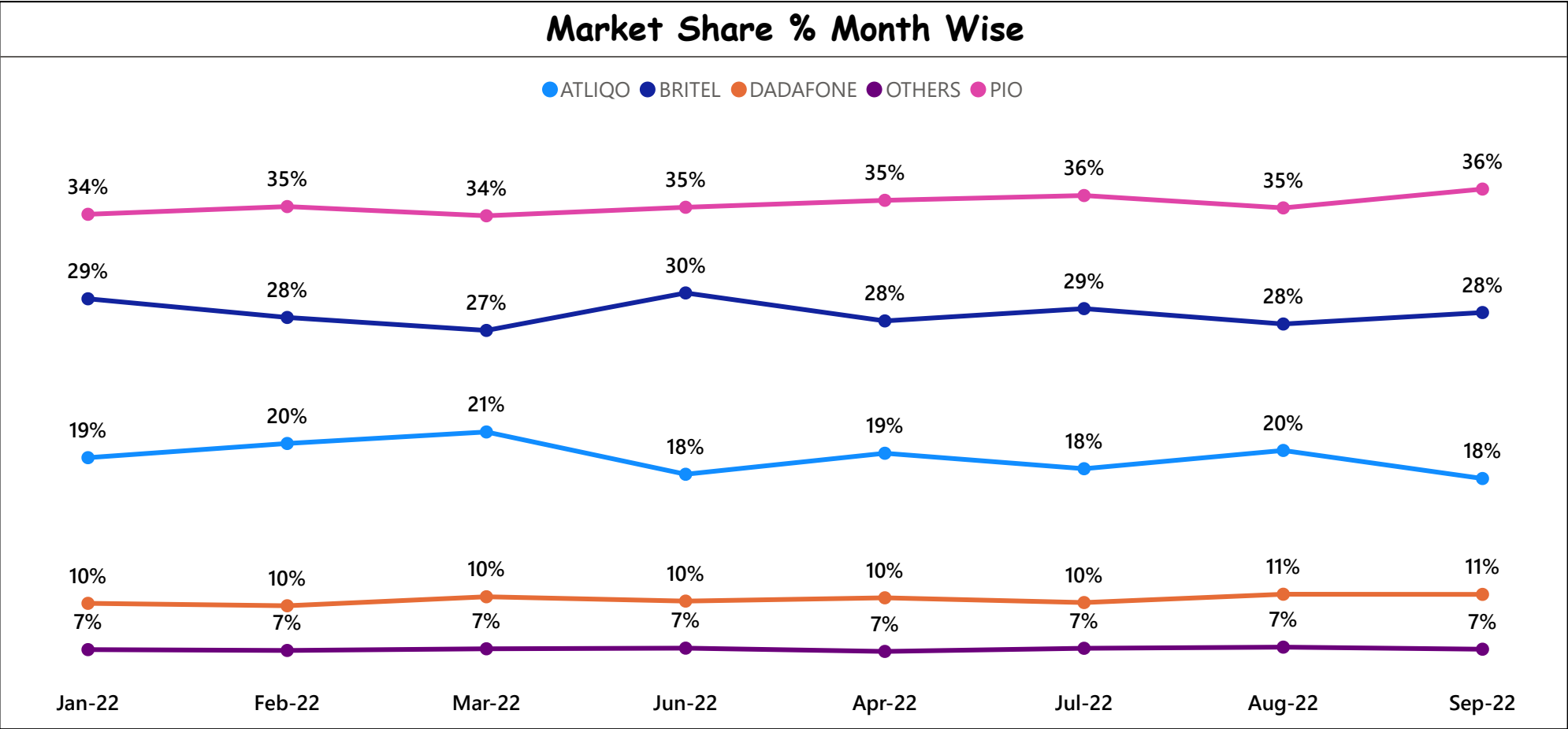
1,589.66

After 5G

211.25



Market Share % City & Month Wise								
city_name	Jan-22	Feb-22	Mar-22	Apr-22	Jun-22	Jul-22	Aug-22	Sep-22
<div><div></div>Ahmedabad</div>								
ATLIQO	19%	16%	25%	19%	18%	15%	23%	18%
BRITEL	30%	27%	20%	28%	31%	28%	21%	29%
DADAFONE	12%	8%	10%	11%	12%	9%	10%	11%
OTHERS	7%	8%	7%	7%	7%	8%	7%	7%
PIO	32%	40%	38%	35%	32%	41%	39%	36%
<div><div></div>Bangalore</div>								
ATLIQO	19%	21%	20%	19%	18%	19%	19%	18%
BRITEL	34%	30%	28%	26%	34%	31%	28%	27%
DADAFONE	8%	9%	11%	11%	9%	9%	11%	12%
OTHERS	5%	7%	7%	8%	6%	8%	7%	8%
PIO	33%	32%	34%	35%	33%	33%	34%	36%
<div><div></div>Chandigarh</div>								
ATLIQO	17%	15%	19%	25%	16%	14%	18%	23%



Plan Analysis

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All



All



After 5G

Before 5G

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Plan Revenue

1,950.75

Before 5G Rev

882.37

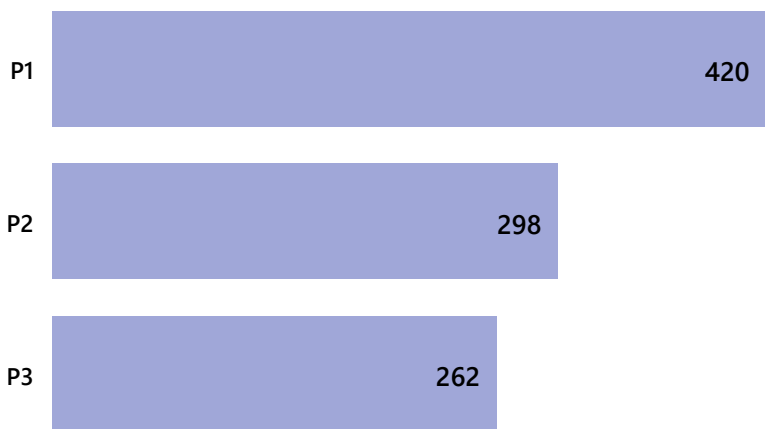
After 5G Rev

1,068.38

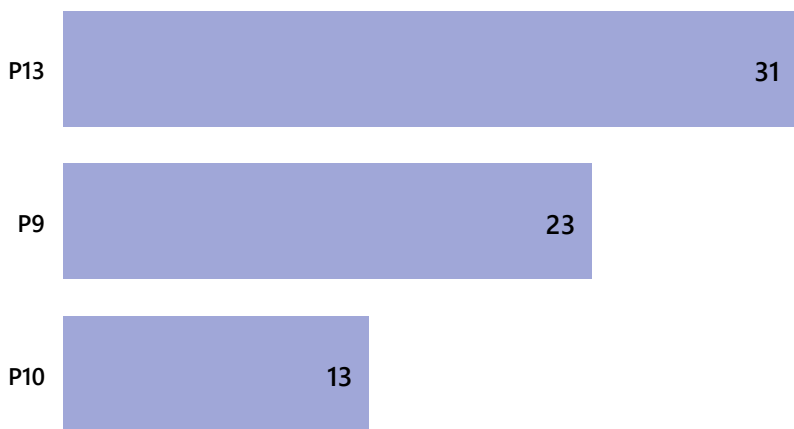
Change %

21.08%

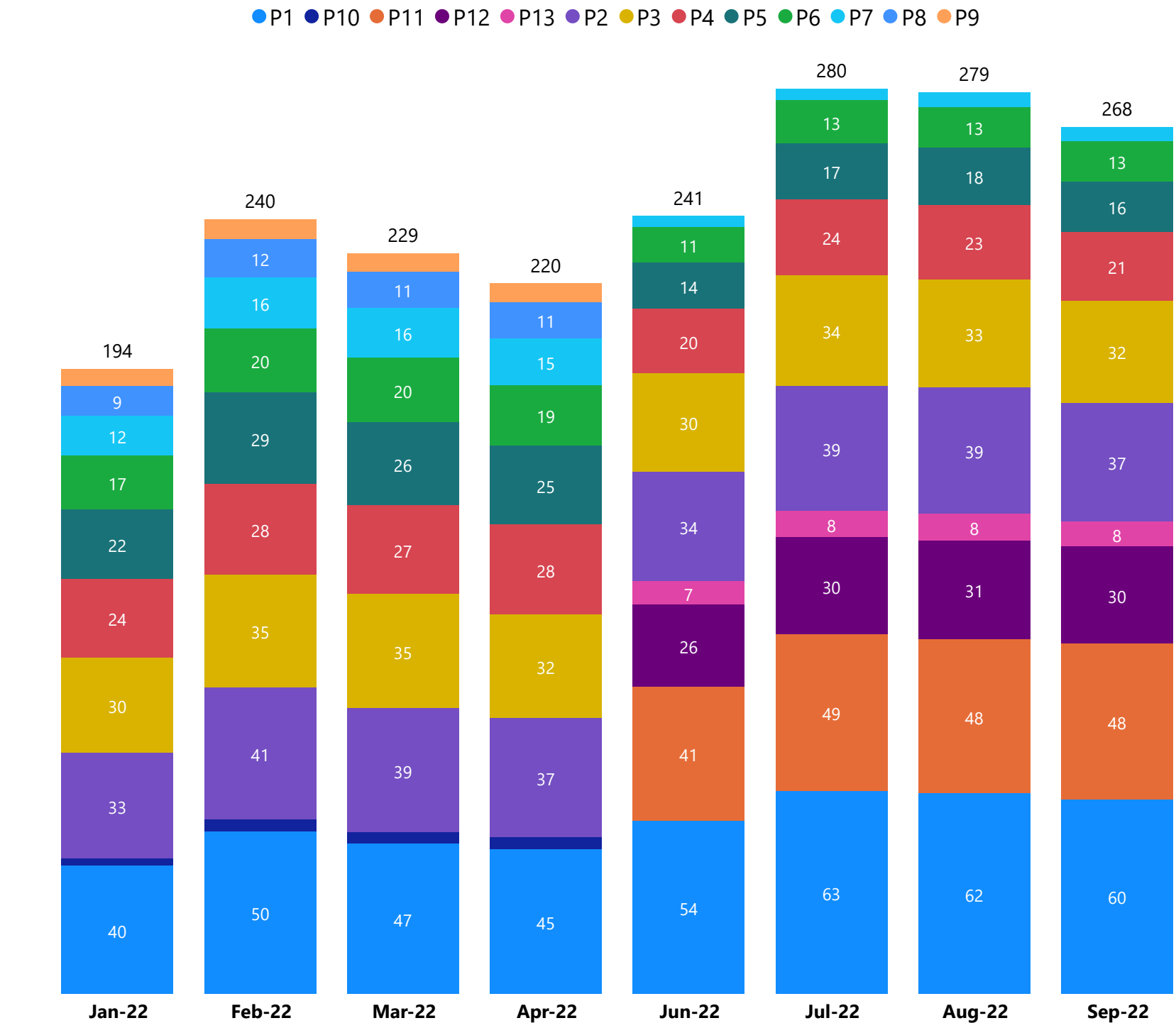
Top 3 Plan By Revenue



Bottom 3 Plan By Revenue



Plan Revenue by Month & City Wise



Plan	Plan_Description	Plan Revenue	Before5G	After5G	Chng% PlanRevenue
P1	Smart Recharge Pack (2 GB / Day Combo For 3 Months)	419.93	181.27	238.66	31.66%
P2	Super Saviour Pack (1.5 GB / Day Combo For 56 Days)	297.53	148.80	148.73	-0.05%
P3	Elite Saver Pack (1 GB/ Day) Valid: 28 Days	261.54	131.93	129.61	-1.76%
P4	Mini Data Saver Pack (500 Mb/ Day) Valid: 20 Days	195.22	107.54	87.68	-18.47%
P6	Xstream Mobile Data Pack: 15GB Data 28 Days	124.37	74.91	49.46	-33.97%
P5	Rs. 99 Full Talktime Combo Pack	165.61	100.46	65.15	-35.15%
P7	25 GB Combo 3G / 4G Data Pack	73.80	58.24	15.56	-73.28%
P10	Big Combo Pack (6 GB / Day) Validity: 3 Days	13.11	13.11		-100.00%
P11	Ultra Fast Mega Pack (3GB / Day Combo For 80 Days)	185.95		185.95	-100.00%
P12	Ultra Duo Data Pack (1.8GB / Day Combo For 55 Days)	116.13		116.13	-100.00%
P13	Mini Ultra Saver Pack (750 Mb/Day For 28 Days)	31.45		31.45	-100.00%
P8	Daily Saviour (1 GB / Day) Validity: 1 Day	43.43	43.43		-100.00%
P9	Combo Topup: 14.95 Talktime And 300 Mb Data	22.68	22.68		-100.00%
Total		1,950.75	882.37	1,068.38	21.08%