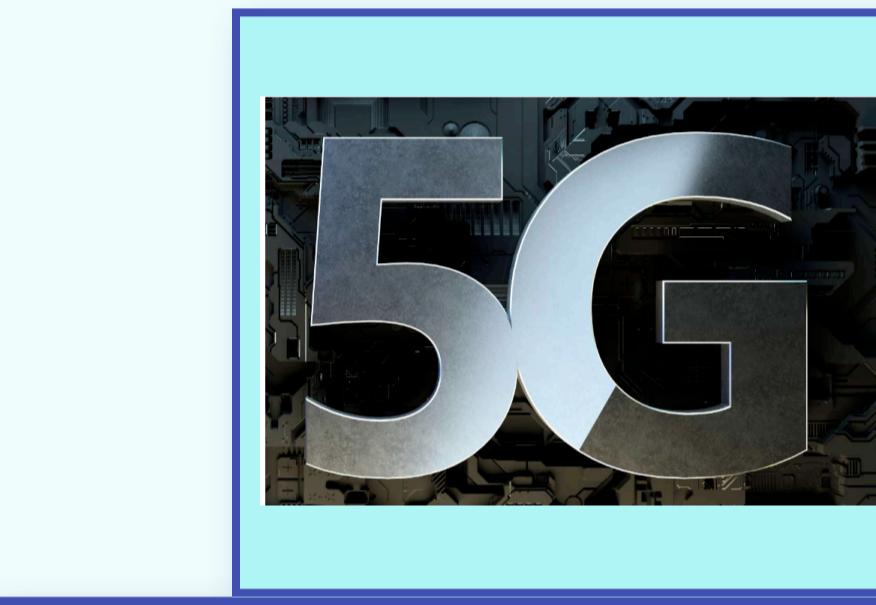
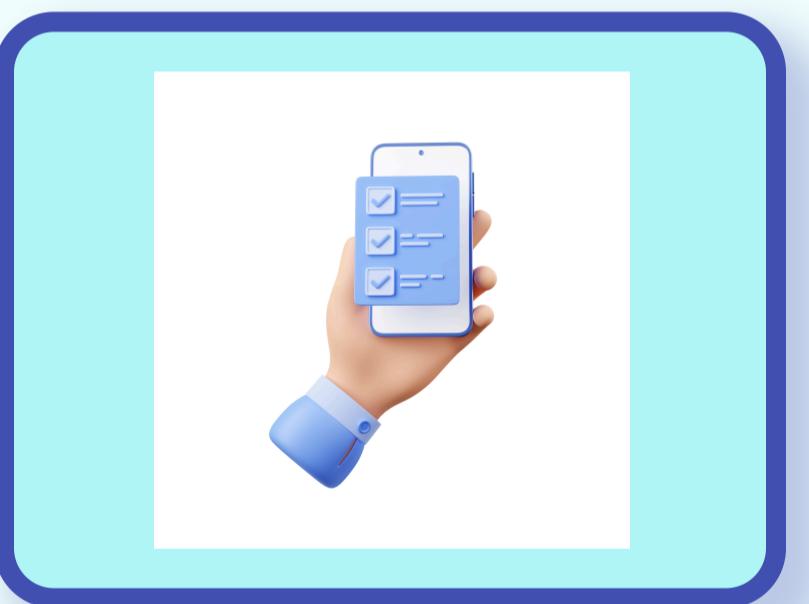


Revenue & User View



AtliQo Telecom Analysis



Market Plans

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

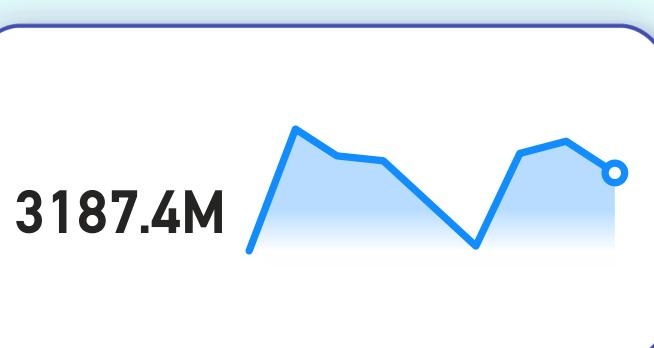
However, the management noticed a decline in their active users and revenue growth post 5G launch in May 2022.

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.

Revenue



ARPU



TAU



TUU



After 5G

Time_period

All

City

All

Month

All



Revenue by City

city_name	Revenue before 5G	Revenue After 5G	Revenue chng %
Delhi	196.4M	190.8M	-2.83%
Chennai	150.1M	146.2M	-2.59%
Ahmedabad	94.5M	92.6M	-2.02%
Hyderabad	118.6M	117.1M	-1.29%
Chandigarh	30.7M	30.5M	-0.55%
Kolkata	192.6M	191.8M	-0.37%
Coimbatore	45.7M	45.7M	0.11%
Mumbai	244.4M	245.2M	0.31%
Pune	129.6M	130.1M	0.37%
Bangalore	168.7M	169.9M	0.75%
Jaipur	70.1M	70.8M	0.98%
Raipur	15.7M	15.9M	1.15%
Patna	48.7M	49.5M	1.48%
Gurgaon	27.1M	27.5M	1.51%
Lucknow	64.8M	66.0M	1.82%
Total	1597.7M	1589.7M	-0.50%

ARPU by City

city_name	Total ARPU		ARPU chg %
	before 5G	After 5G	
Ahmedabad	176.25	214.75	21.84%
Bangalore	174.75	209.00	19.60%
Chandigarh	182.50	200.75	10.00%
Chennai	203.00	197.75	-2.59%
Coimbatore	200.00	216.50	8.25%
Delhi	181.50	214.50	18.18%
Gurgaon	183.50	214.50	16.89%
Hyderabad	196.50	217.25	10.56%
Jaipur	195.00	209.25	7.31%
Kolkata	183.75	193.00	5.03%
Lucknow	203.25	219.50	8.00%
Mumbai	196.75	231.00	17.41%
Patna	192.50	231.50	20.26%
Pune	200.00	174.25	-12.88%
Raipur	184.25	225.25	22.25%
Total	190.23	211.25	11.05%

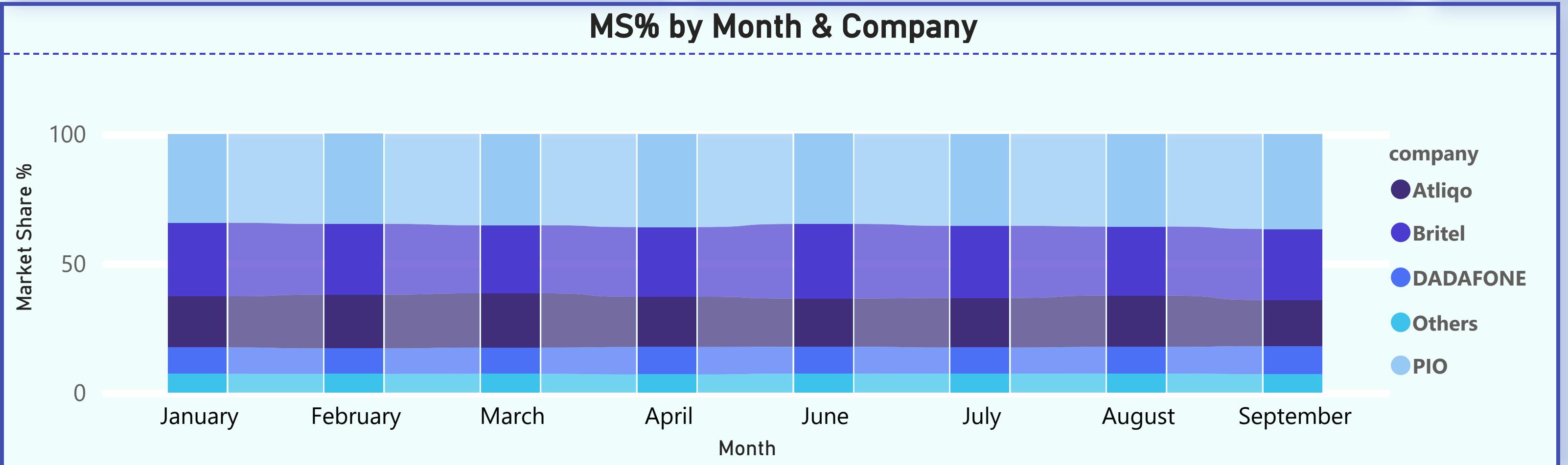
Active User by City

city_name	Active user After 5G	Active user Before 5G	Active user chg%
Ahmedabad	43.4M	53.5M	-18.93%
Bangalore	83.1M	96.5M	-13.94%
Chandigarh	16.0M	16.9M	-4.99%
Chennai	74.2M	73.9M	0.35%
Coimbatore	21.0M	23.2M	-9.28%
Delhi	89.1M	108.2M	-17.63%
Gurgaon	12.8M	14.7M	-13.09%
Hyderabad	56.1M	60.6M	-7.48%
Jaipur	34.1M	36.1M	-5.53%
Kolkata	99.4M	104.3M	-4.75%
Lucknow	32.6M	31.7M	2.65%
Mumbai	107.4M	125.3M	-14.35%
Patna	21.4M	25.5M	-16.11%
Pune	76.2M	64.5M	18.06%
Raipur	7.2M	8.6M	-16.67%
Total	773.7M	843.5M	-8.28%

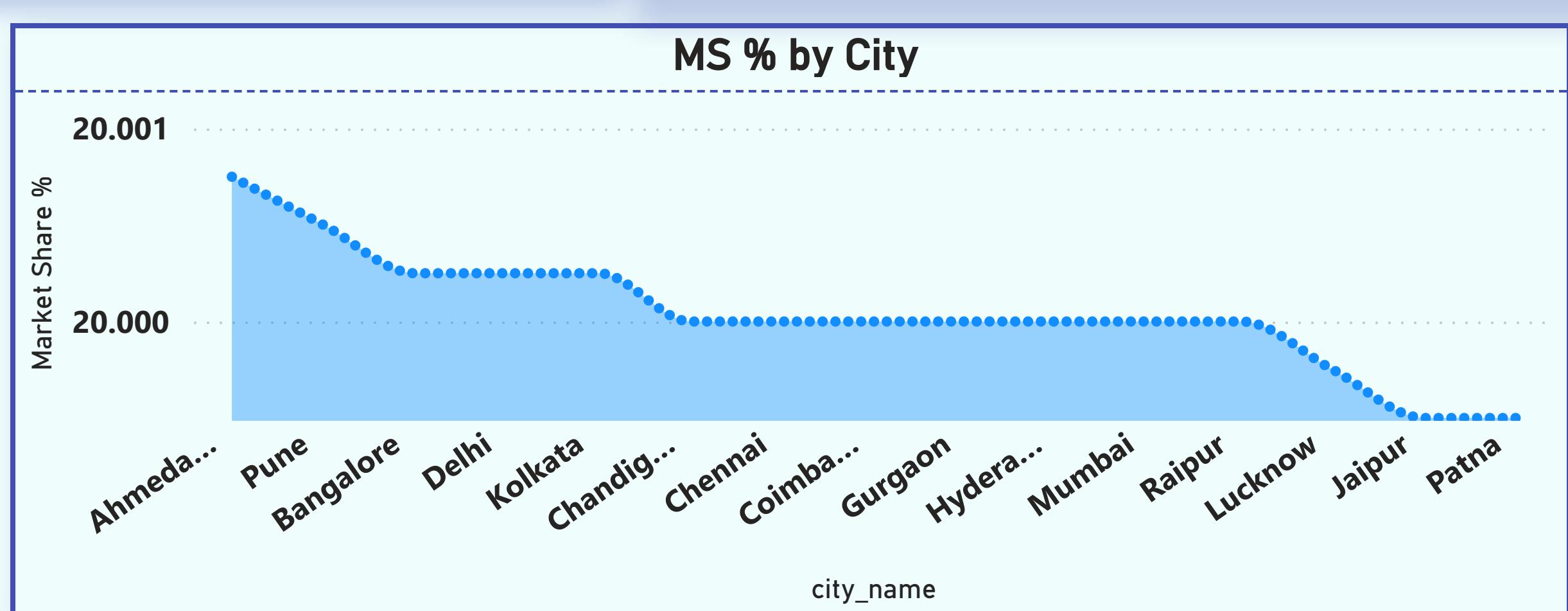
Unsubscriber by City

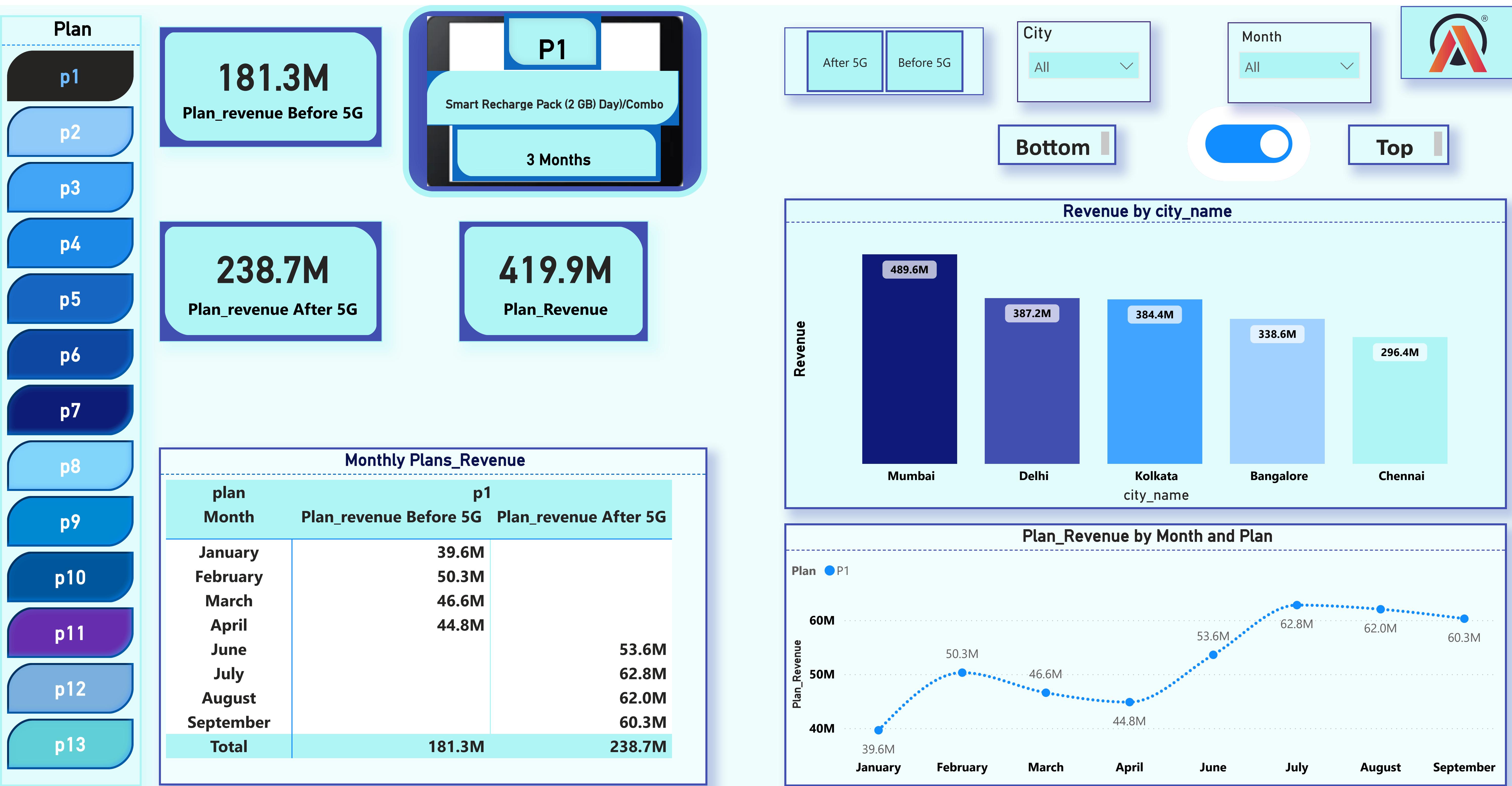
city_name	Unsubscriber user before 5G	Unsubscriber user After 5G	Unsubscriber chg %
Ahmedabad	3.3M	3.9M	16.27%
Bangalore	5.7M	6.9M	20.67%
Chandigarh	1.0M	1.5M	45.63%
Chennai	5.2M	7.1M	36.94%
Coimbatore	1.6M	2.0M	26.45%
Delhi	7.7M	9.0M	16.62%
Gurgaon	0.9M	1.0M	12.09%
Hyderabad	3.9M	5.3M	38.08%
Jaipur	2.2M	3.4M	52.47%
Kolkata	6.9M	8.9M	27.85%
Lucknow	1.7M	3.1M	77.91%
Mumbai	9.6M	8.4M	-12.63%
Patna	1.7M	1.9M	10.53%
Pune	4.3M	6.7M	55.30%
Raipur	0.6M	0.6M	0.53%
Total	56.3M	69.6M	23.50%

MS% by Month & Company



MS % by City

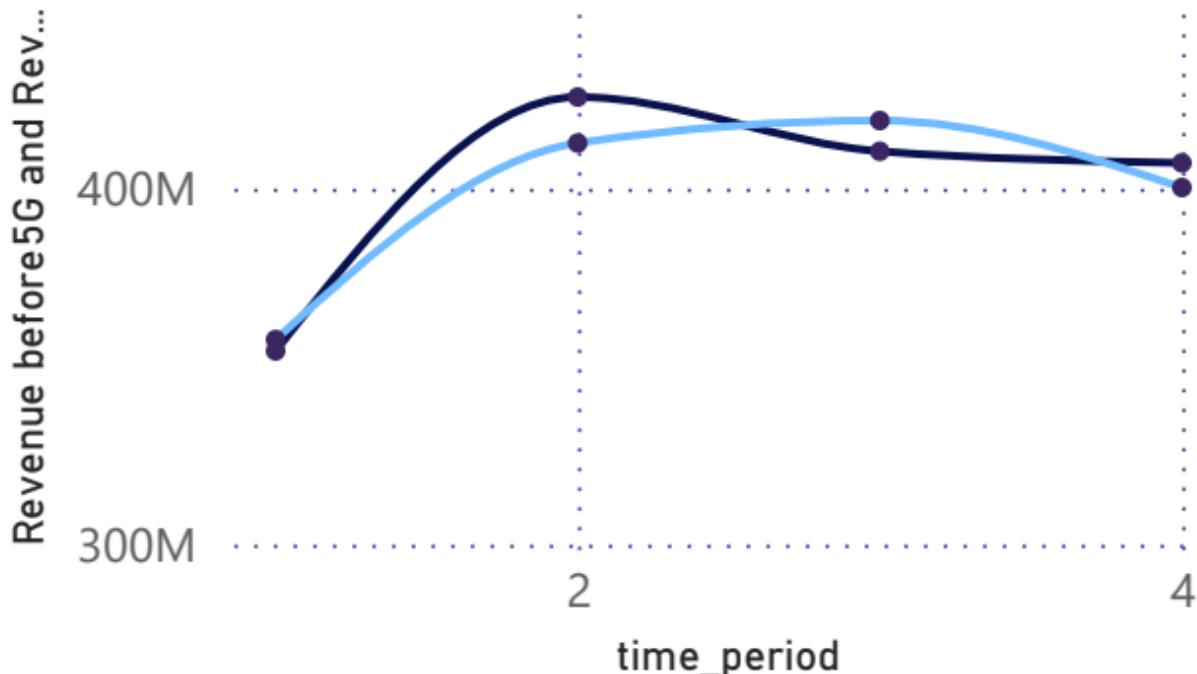




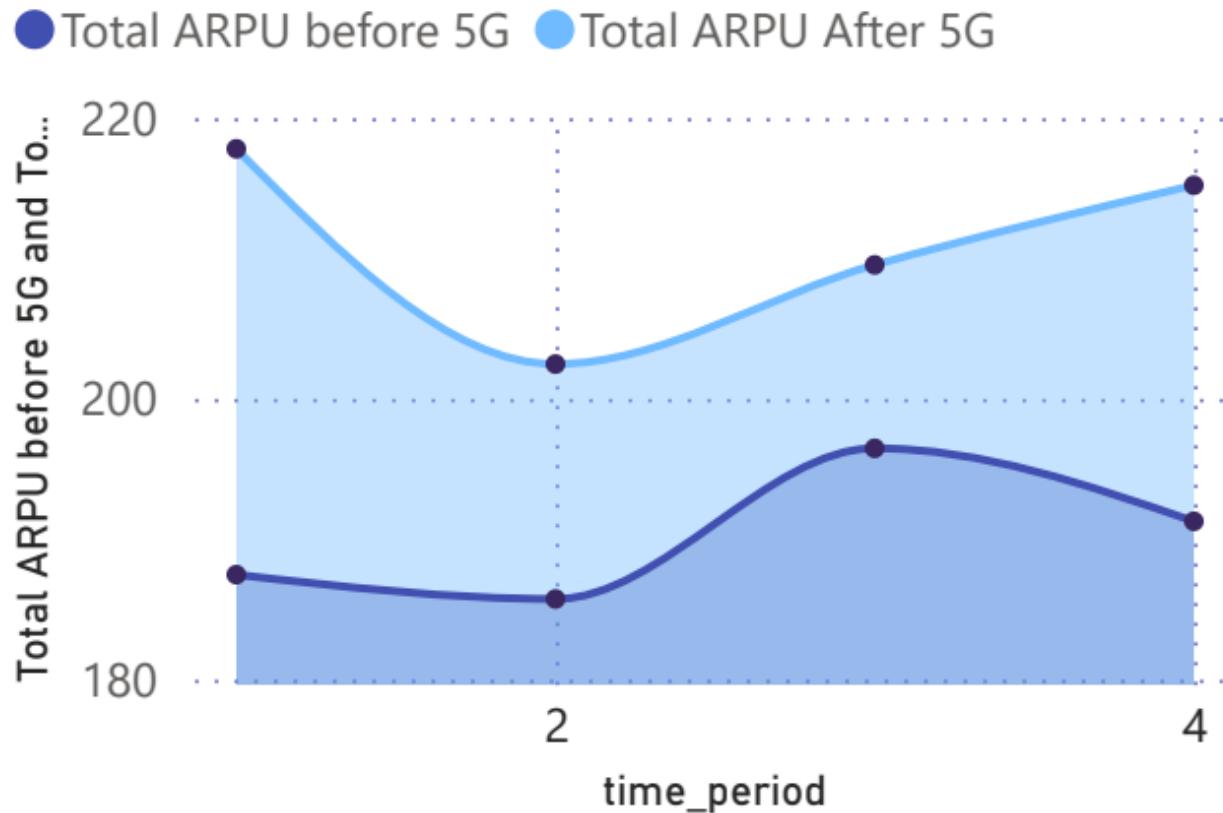
- * Average ARPU increases by **11.05%** after 5G because more customers are switching to P1, P2, P3 instead of P6 and P7.
- * Active users decrease by **8.28%**
- * Unsubscribed users increased by **23.50%** after 5G this is bad for company because customers are switching to our competitors, may be the reason is high plan price or bad network connection business analytics team will do Root cause analysis.
- * Revenue from **P8** was very high before 5G, need to highlight this plan and start offers for customers because this is a good plan which have good amount of revenue.
- * Plans **p1, p2, and p3** are the top plans before and after 5G installation. Atliqo can review plans that are not used actively by users and take steps to improve user retention rate.
- * Revenue from Hyderabad, Delhi, Chennai and Ahmedabad slightly decreased.
- * Atliqo's Revenue has declined after 5G installation by **0.5%**.
- * Cities where Monthly Active Users have increased despite increase in number of unsubscribed users are **Lucknow, Pune, Chennai**.

Revenue before5G & After5G by Time_period

● Revenue before5G ● Revenue After 5G

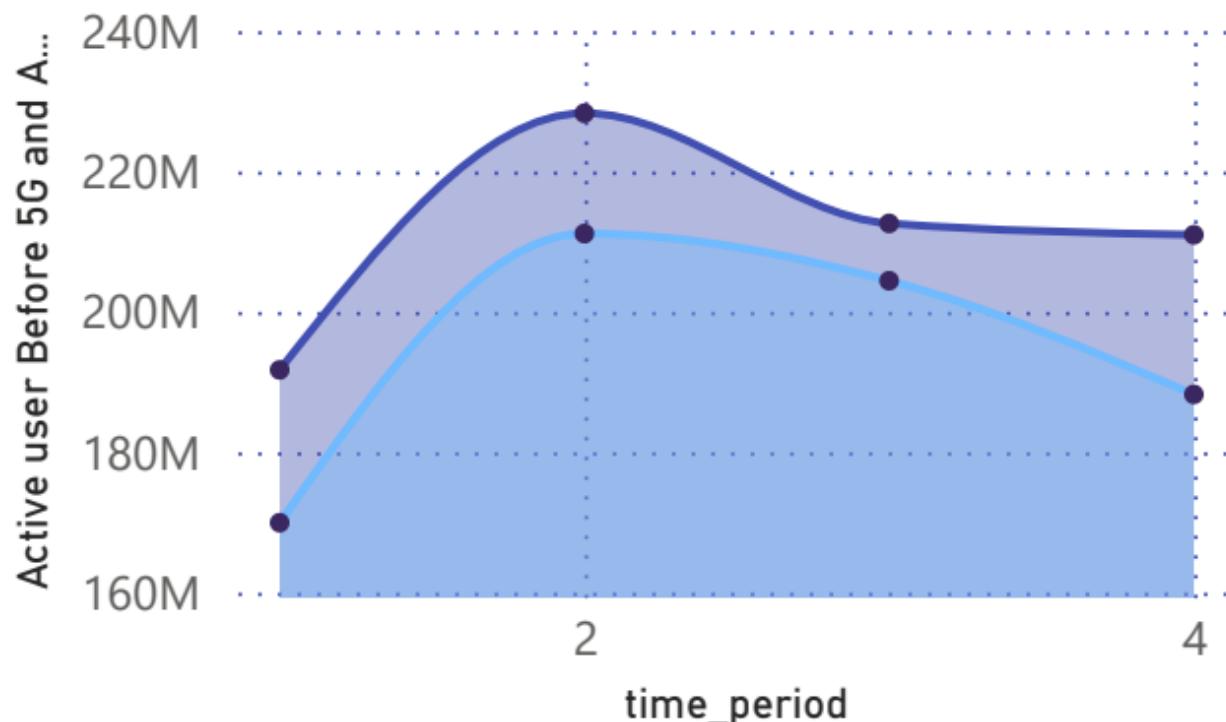


ARPU before 5G & After 5G by Time_period



Active user Before 5G & After 5G by Time_period

● Active user Before 5G ● Active user After 5G



Unsubscriber user before 5G & After 5G by Time_period

