



AtliQO
Telecom

Presented by Shakti Singh

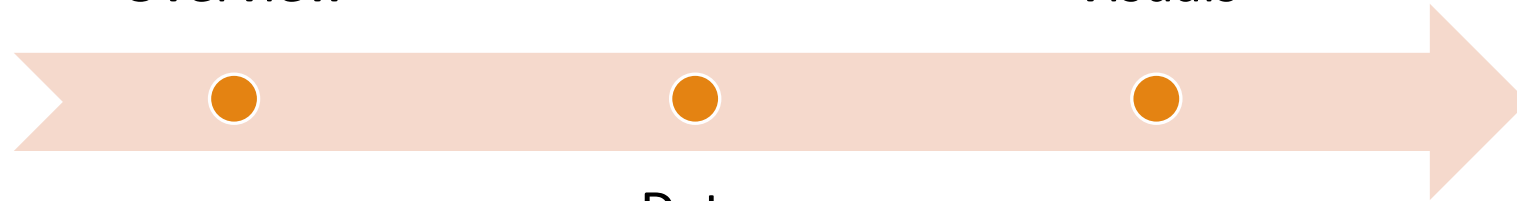


RESUME CHALLENGE

AGENDA

Company
Overview

Insights &
Visuals



Data

Company Overview

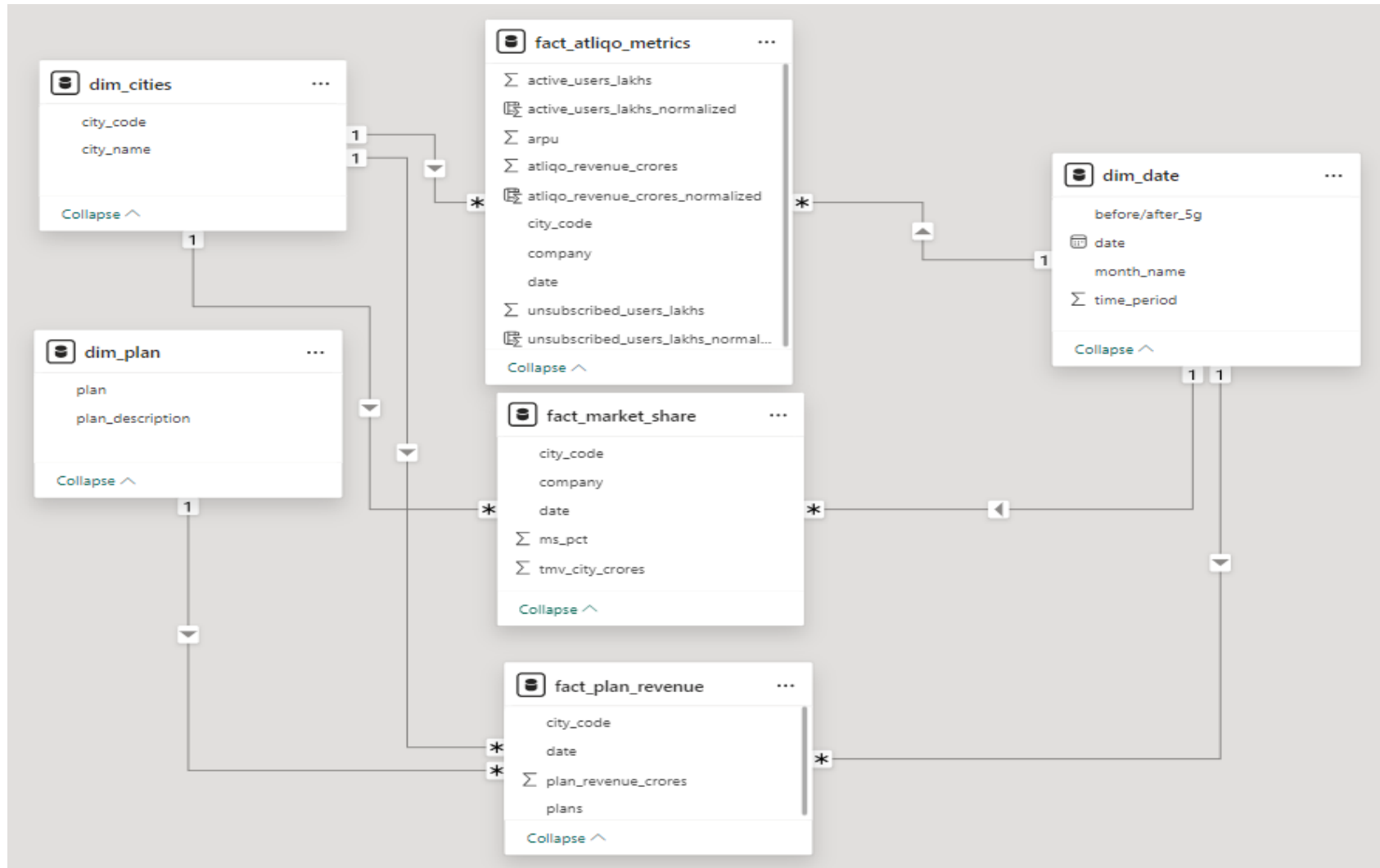
Intro :-

AtliQo Telecom - One of the leading telecom service providers in India, continuously strives to improve customer experience and offer competitive services to its user base. In May 2022, the company launched its highly anticipated 5G plans along with other telecom providers.

Problem :-

- AtliQo's management noticed a decline in both active users and revenue growth following the introduction of their 5G plans.
- The business director of AtliQo requested the analytics team to investigate and produce a detailed comparison report of key performance indicators (KPIs) between the periods before and after the 5G launch.
- They also wonder if they can optimize their internet plans to get more active users.
- The goal was to understand the underlying factors contributing to the decline and to identify potential areas for improvement.

Data :

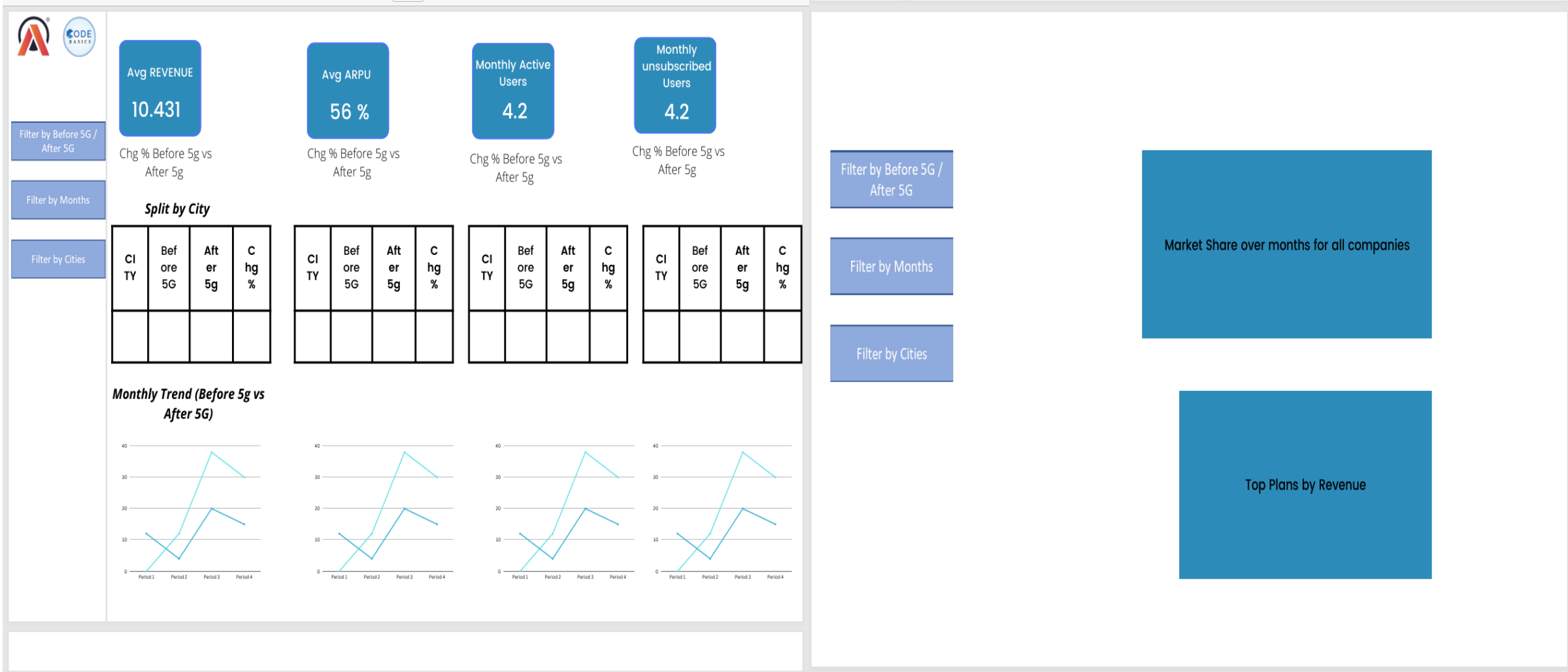


For Visuals :-



POWER BI

Mock Up Dashboard



Insights & Visuals

Note:

Revenue Values is in Crores.

Active Users & Unsubscribe Users in Lakhs.

₹ 26.56 Average Revenue			₹ 200.74 ARPU			202.15 MAU			15.74 MUU		
₹ 26.63 AR Before 5G	₹ 26.49 After 5G	-0.50% AR %	₹ 190.23 Before 5G	₹ 211.25 After 5G	11% ARPU %	210.88 Before 5G	193.43 After 5G	-8.28% Active User %	14.08 Before 5G	17.39 After 5G	23.50% U User %

After launch of 5G there is decrease in Revenue by 0.5%

After launch of 5G there is increase in Average Revenue per user by 11% we can say that there is increase in plan rate after 5G due to the data add on features available in 5G.

After launch of 5G there is decrease in Active user by -8.28%. We can say that due to increase in plan cost, device compatibility or competitors are offering effective plan at lower cost.

After launch of 5G there is increase in Unsubscribe user by 23.50%. We can say that due to increase in plan cost, device compatibility or competitors are offering effective plan at lower cost.

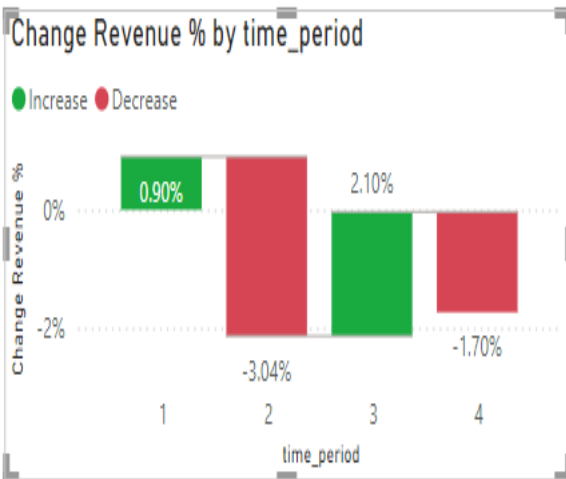
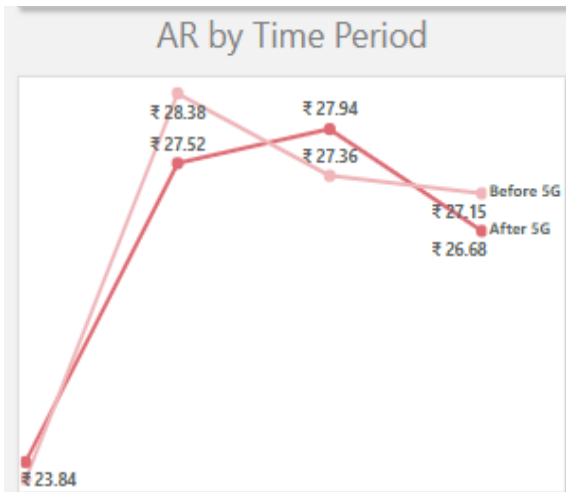
City Name by Average Revenue					City Name by ARPU					City Name by Monthly Active User					City Name by Monthly Unsubscribe User				
city_name	AR	Before 5G	After 5G	AR %	city_name	ARPU	Before 5G	After 5G	ARPU %	city_name	MAU	Before 5G	After 5G	AU %	city_name	MUU	Before 5G	After 5G	UU %
Lucknow	₹ 16.36	₹ 16.21	₹ 16.50	1.82%	Raipur	₹ 204.75	₹ 184.25	₹ 225.25	22%	Pune	17.58	16.13	19.04	18.06%	Lucknow	0.60	0.43	0.77	77.91%
Gurgaon	₹ 6.83	₹ 6.78	₹ 6.88	1.51%	Ahmedabad	₹ 195.50	₹ 176.25	₹ 214.75	22%	Lucknow	8.03	7.93	8.14	2.65%	Pune	1.39	1.09	1.69	55.30%
Patna	₹ 12.28	₹ 12.19	₹ 12.37	1.48%	Patna	₹ 212.00	₹ 192.50	₹ 231.50	20%	Chennai	18.51	18.48	18.54	0.35%	Jaipur	0.70	0.56	0.85	52.47%
Raipur	₹ 3.94	₹ 3.92	₹ 3.97	1.15%	Bangalore	₹ 191.88	₹ 174.75	₹ 209.00	20%	Kolkata	25.46	26.08	24.84	-4.75%	Chandigarh	0.32	0.26	0.38	45.63%
Jaipur	₹ 17.61	₹ 17.52	₹ 17.70	0.98%	Delhi	₹ 198.00	₹ 181.50	₹ 214.50	18%	Chandigarh	4.11	4.21	4.00	-4.99%	Hyderabad	1.15	0.97	1.33	38.08%
Bangalore	₹ 42.33	₹ 42.17	₹ 42.49	0.75%	Mumbai	₹ 213.88	₹ 196.75	₹ 231.00	17%	Jaipur	8.79	9.04	8.54	-5.53%	Chennai	1.53	1.29	1.77	36.94%
Pune	₹ 32.47	₹ 32.41	₹ 32.53	0.37%	Gurgaon	₹ 199.00	₹ 183.50	₹ 214.50	17%	Hyderabad	14.58	15.15	14.02	-7.48%	Kolkata	1.97	1.73	2.22	27.85%
Mumbai	₹ 61.19	₹ 61.10	₹ 61.29	0.31%	Hyderabad	₹ 206.88	₹ 196.50	₹ 217.25	11%	Coimbatore	5.52	5.79	5.26	-9.28%	Coimbatore	0.44	0.39	0.49	26.45%
Coimbatore	₹ 11.42	₹ 11.42	₹ 11.43	0.11%	Chandigarh	₹ 191.63	₹ 182.50	₹ 200.75	10%	Gurgaon	3.44	3.69	3.20	-13.09%	Bangalore	1.58	1.43	1.72	20.67%
Kolkata	₹ 48.05	₹ 48.14	₹ 47.96	-0.37%	Coimbatore	₹ 208.25	₹ 200.00	₹ 216.50	8%	Bangalore	22.45	24.14	20.77	-13.94%	Delhi	2.09	1.93	2.25	16.62%
Chandigarh	₹ 7.65	₹ 7.67	₹ 7.63	-0.55%	Lucknow	₹ 211.38	₹ 203.25	₹ 219.50	8%	Mumbai	29.09	31.34	26.84	-14.35%	Ahmedabad	0.90	0.83	0.97	16.27%
Hyderabad	₹ 29.47	₹ 29.66	₹ 29.28	-1.29%	Jaipur	₹ 202.13	₹ 195.00	₹ 209.25	7%	Patna	5.85	6.36	5.34	-16.11%	Gurgaon	0.24	0.23	0.26	12.09%
Ahmedabad	₹ 23.38	₹ 23.62	₹ 23.15	-2.02%	Kolkata	₹ 188.38	₹ 183.75	₹ 193.00	5%	Raipur	1.97	2.15	1.79	-16.67%	Raipur	0.15	0.14	0.16	10.53%
Chennai	₹ 37.05	₹ 37.53	₹ 36.56	-2.59%	Chennai	₹ 200.38	₹ 203.00	₹ 197.75	-3%	Delhi	24.66	27.04	22.28	-17.63%	Patna	0.45	0.43	0.47	10.53%
Delhi	₹ 48.40	₹ 49.10	₹ 47.71	-2.83%	Pune	₹ 187.13	₹ 200.00	₹ 174.25	-13%	Ahmedabad	12.11	13.38	10.85	-18.93%	Mumbai	2.24	2.40	2.09	-12.63%

After 5G , Lucknow (1.82%) has the highest revenue generated followed by Gurgaon (1.51%) , Patna (1.48%) and so on. But Delhi (-2.83%) , Chennai (-2.59%) followed by Ahmedabad , Hyderabad shows a less revenue generated (in crores).

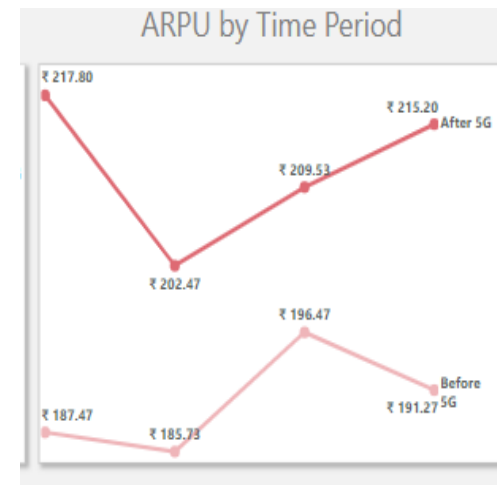
After 5G , Raipur (22%) & Ahmedabad (22%) has the highest ARPU followed by Patna (20%) and so on . But Pune (-13%) & Chennai (-3%) shows a less ARPU (Average revenue per user) (in crores).

After 5G , Pune (18.06%) & Lucknow (2.65%) has the highest Active User followed by Chennai . But Ahmedabad (-18.93%) , Delhi (-17.63%) and so on shows least active user(in lakhs) .

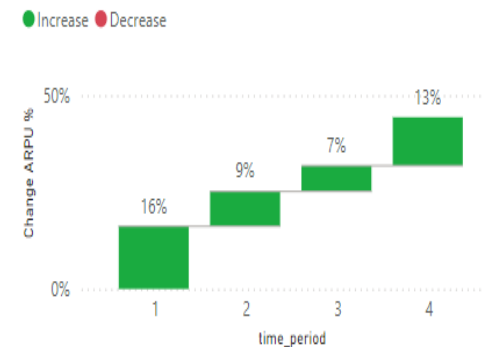
After 5G , Lucknow (77.91%) , Pune (55.30%) has the highest Unsubscribe user followed by Jaipur (52.47%) and so on . But Mumbai (-12.63%) has least Unsubscribe user (in lakhs).



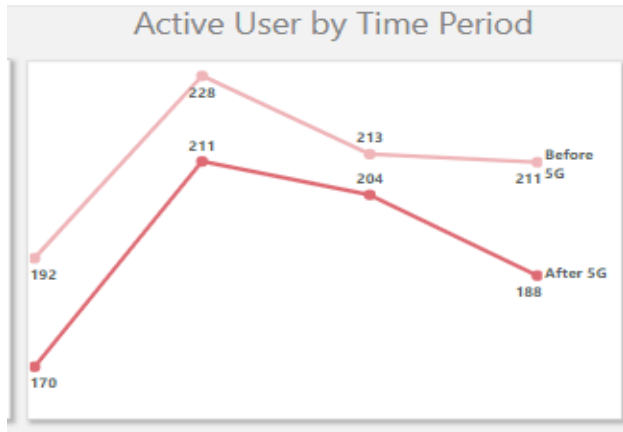
After 5G there is increase in revenue for 1st month b 0.9% but following months revenue is dropped by 3.04% and again it increase by 2.10% again get dropped by 1.70% so we say that after launch of 5G AtliQo revenue is fluctuating or inconsistent.



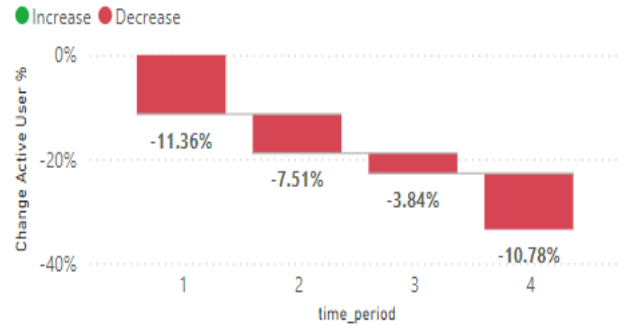
Change ARPU % by time_period



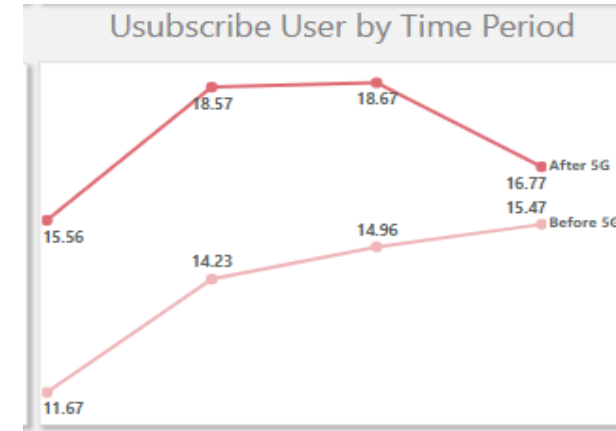
After 5G launch there is consistently increase in Average revenue per user these due to increase in plan cost , giving add on with IOT services



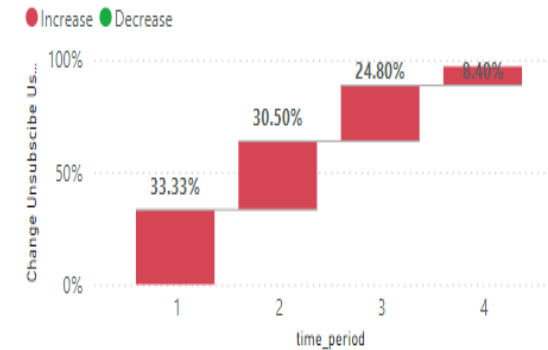
Change Active User % by time_period



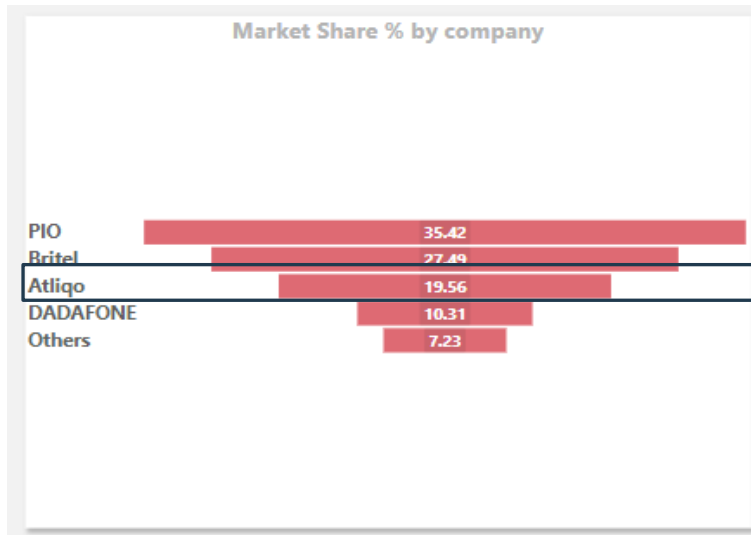
After 5G there is huge drop in active users as compare to previous services. Atliqo need to provide effective plan for users as compared to competitor companies to increase there active user base



Change Unsubscribe User % by time_period

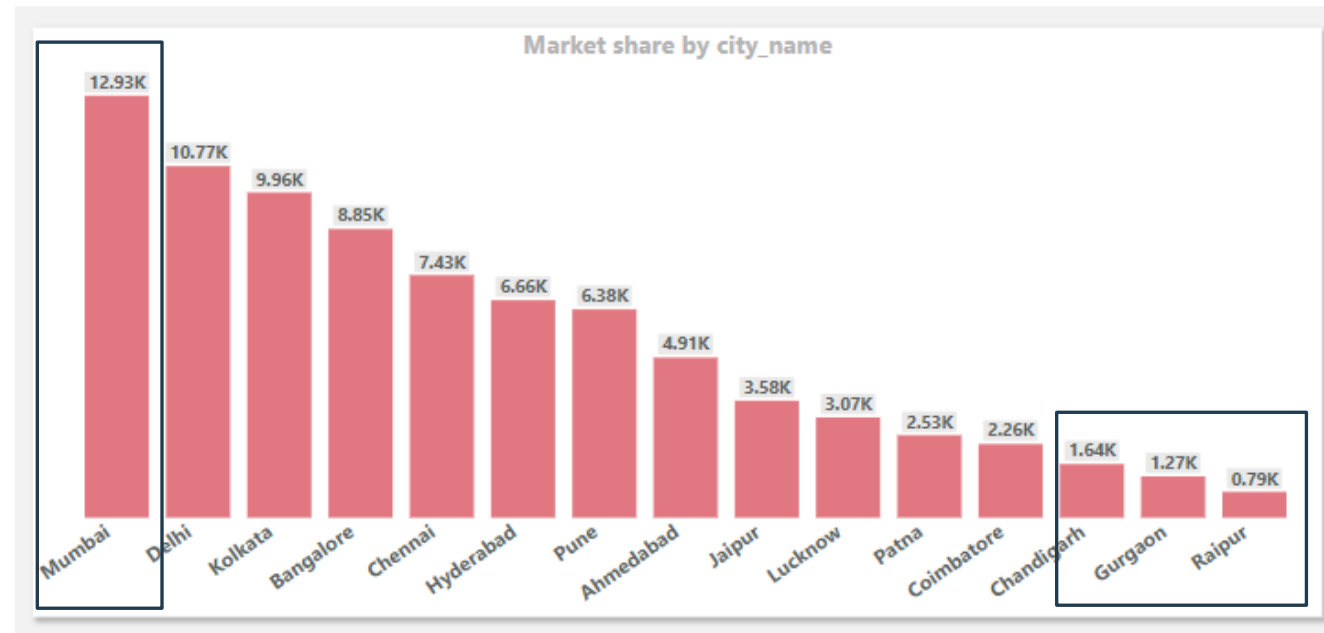


After 5G launch there is increase in unsubscribe user but as month pass we can see drop in unsubscribe users.



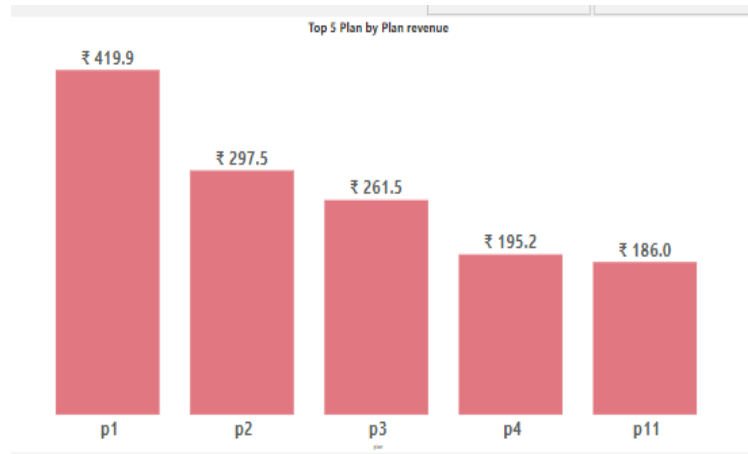
Atliqo is at the 3rd position in terms of market share % with 19.56 % indicates the strong relatively strong position in market. By focusing on various factors like focusing on customer acquisition by attractive pricing , innovating products, Enhance user experience by giving better customer services.

In terms of Total Market Share Mumbai has the highest Market share followed by Delhi, Kolkata, Bangalore, Chennai, Hyderabad (i.e. Metro cities). But Raipur , Gurgaon, Chandigarh has the least market share.

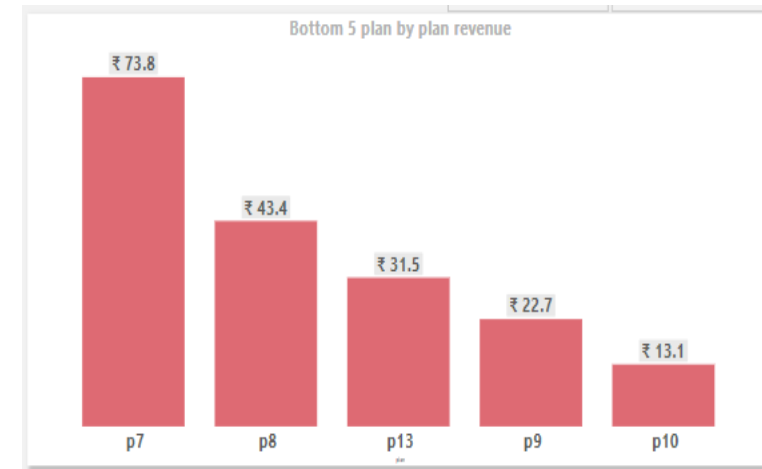


plan	plan_description	Plan revenue
p1	Smart Recharge Pack (2 GB / Day Combo For 3 months)	₹ 419.9
p2	Super Saviour Pack (1.5 GB / Day Combo For 56 days)	₹ 297.5
p3	Elite saver Pack (1 GB/ Day) Valid: 28 Days	₹ 261.5
p4	Mini Data Saver Pack (500 MB/ Day) Valid: 20 Days	₹ 195.2
p11	Ultra Fast Mega Pack (3GB / Day Combo For 80 days)	₹ 186.0
p5	Rs. 99 Full Talktime Combo Pack	₹ 165.6
p6	Xstream Mobile Data Pack: 15GB Data 28 days	₹ 124.4
p12	Ultra Duo Data Pack (1.8GB / Day Combo For 55 days)	₹ 116.1
p7	25 GB Combo 3G / 4G Data Pack	₹ 73.8
p8	Daily Saviour (1 GB / Day) validity: 1 Day	₹ 43.4
p13	Mini Ultra Saver Pack (750 MB/Day for 28 Days)	₹ 31.5
p9	Combo TopUp: 14.95 Talktime and 300 MB data	₹ 22.7
p10	Big Combo Pack (6 GB / Day) validity: 3 Days	₹ 13.1

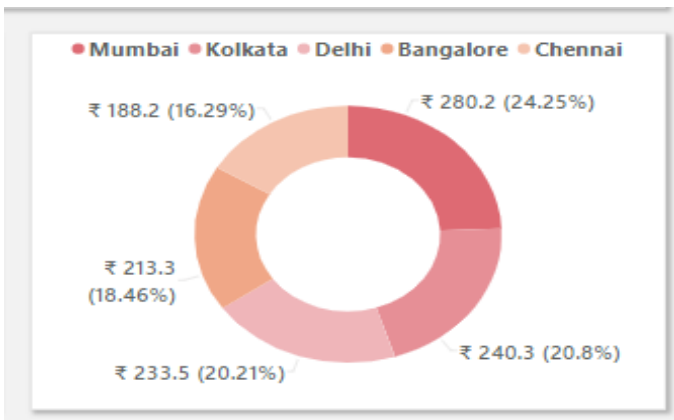
These are the Plans & there description with plan revenue.



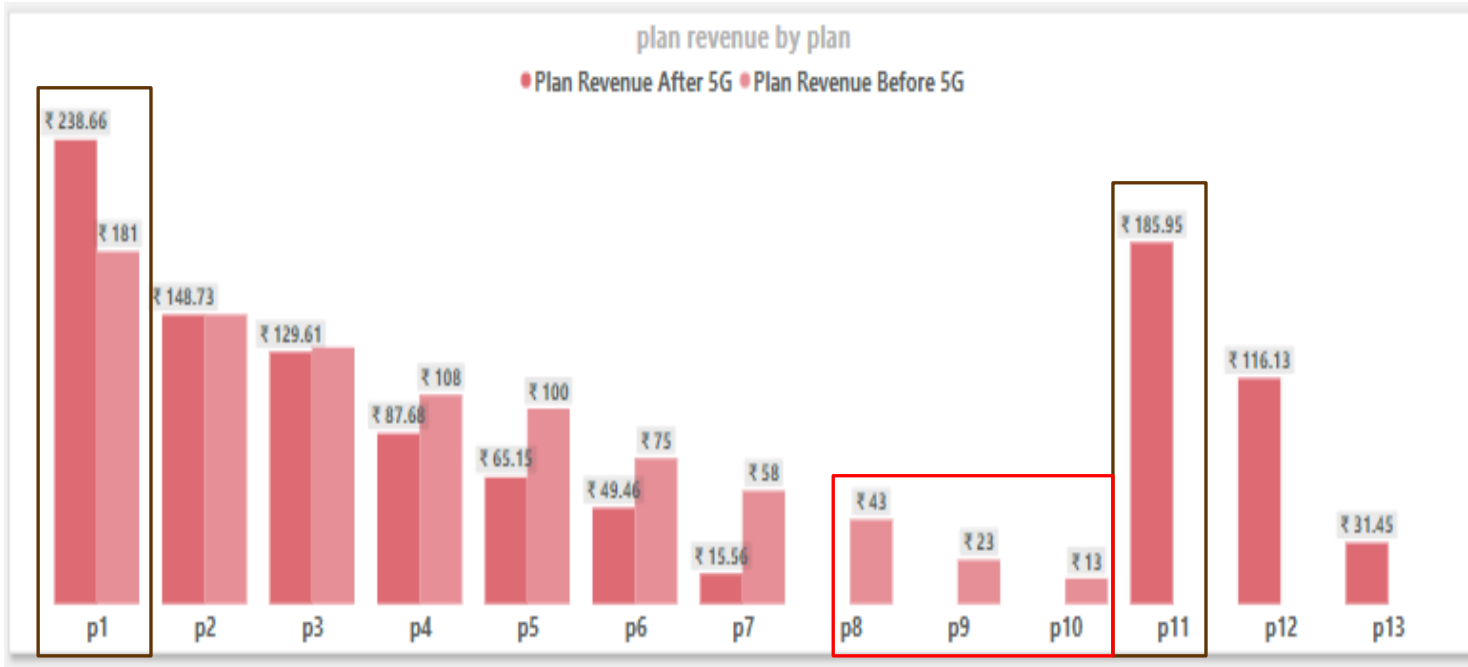
Plan p1 has the highest plan revenue followed by p2, p3, p4, p11 (all values are in Crore).



Plan p10 has the lowest plan revenue followed by p9, p13, p8, p7 (all values are in Crore).



Top 5 cities by plan revenue Mumbai is the highest in terms of plan revenue as followed by Kolkata, Delhi, Bangalore, Chennai.



- Plan P1 has shown significant performance after the 5G launch, followed by P2, P3, P4, and so on.
- Plans P8, P9, and P10 were discontinued after the 5G launch.
- Plans P11, P12, and P13 are new plans launched after 5G; among these, P11 is the highest performer, followed by P12, while P13 is the least performer.
- Among all the plans, we see that P1, P2, P3, P4, and P11 have the highest revenue, as these plans include combo packs with an effective price.
- For Atliqo to increase their revenue or customer base, they need to introduce more combo packs, as customers are more interested in these offerings.

Thank You

