

ATLIQ TELECOM

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Introduction

Atliq Telecom is a leading telecommunications company that is at the forefront of the digital revolution. With a strong presence in over 50 countries, Atliq Telecom is committed to connecting people, businesses, and communities through its state-of-the-art network infrastructure.

Atliq Telecom specializes in providing a wide range of telecom services, including mobile and fixed-line telephony, broadband and TV broadcasting services, and network services. The company is known for its innovative approach to technology and its commitment to providing high-quality services to its customers.

One of the key areas of focus for Atliq Telecom is the deployment of 5G technology. The company is investing heavily in 5G to deliver ultra-fast, reliable, and secure wireless connectivity to its customers. Atliq Telecom's 5G network is designed to support a wide range of applications, from high-definition video streaming and gaming to advanced business applications and smart city solutions.

Data Collection and Preparation

Atliq Telecom provided a comprehensive dataset containing detailed information about their operations.

1. **dim_cities:** This file contains information about different cities where Atliq operates, identified by unique city codes.
2. **dim_date:** This file provides temporal data, categorizing the time periods before and after the implementation of 5G technology.
3. **dim_plan:** This file details the various internet plans offered by Atliq to its users.
4. **fact_atliqo_metrics:** This file presents key metrics about Atliq's operations, such as revenue, average revenue per user, and the number of active and unsubscribed users.
5. **fact_market_share:** This file provides data about Atliq's market share in comparison to its competitors in the telecom industry.
6. **fact_plan_revenue:** This file contains information about the revenue generated from each of Atliq's internet plans.

Dashboard Overview

1. **Metric Pages:** The dashboard includes two dedicated pages for key metrics. These pages provide a comprehensive view of Atliq Telecom's performance indicators, allowing users to monitor and analyze important metrics at a glance.
2. **City Insights Page:** This page provides detailed insights into Atliq Telecom's operations in different cities. It allows users to understand the performance and trends at the city level, which can be crucial for strategic decision-making.
3. **Market Insights Page:** This page offers a deep dive into Atliq Telecom's market position. It provides data on Atliq's market share compared to its competitors, helping users understand the competitive landscape and identify opportunities for growth.
4. **Monthly Trends Page:** This page presents monthly trends in Atliq Telecom's operations. It helps users track changes over time and identify patterns or trends that could inform future strategies.

Metric and Monthly Trend Insights

Metric Insights

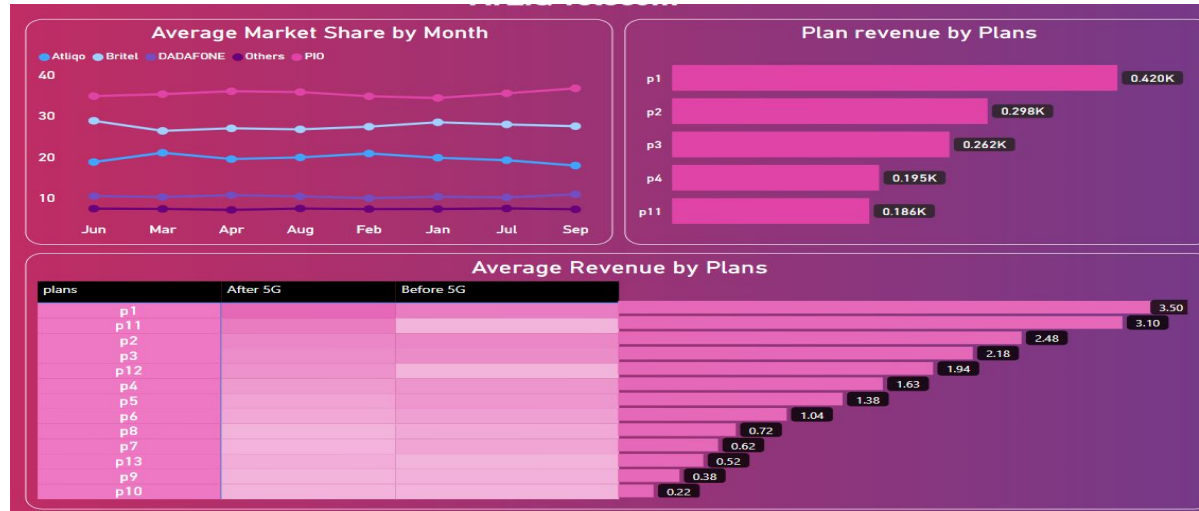
1. Lucknow has done well in terms of revenue while Delhi had a highest shortfall in revenue post 5G launch.
2. Post 5G Launch Raipur has the highest ARPU while Pune has the lowest ARPU.
3. Post 5G Launch Pune has the recorded highest MAU while Ahmedabad has the lowest .
4. Post 5G Launch Lucknow has the recorded highest Churn while Mumbai has the lowest .

Monthly Trends

1. There has been a decline in users who are unsubscribing when compared to the last month (Aug)
2. There has been a slight decline in revenue as well when compared to the last month .
3. There has been a steady increase in active users since our 5G Launch
4. There has been a steady decline in monthly active users as well since our 5G Launch.

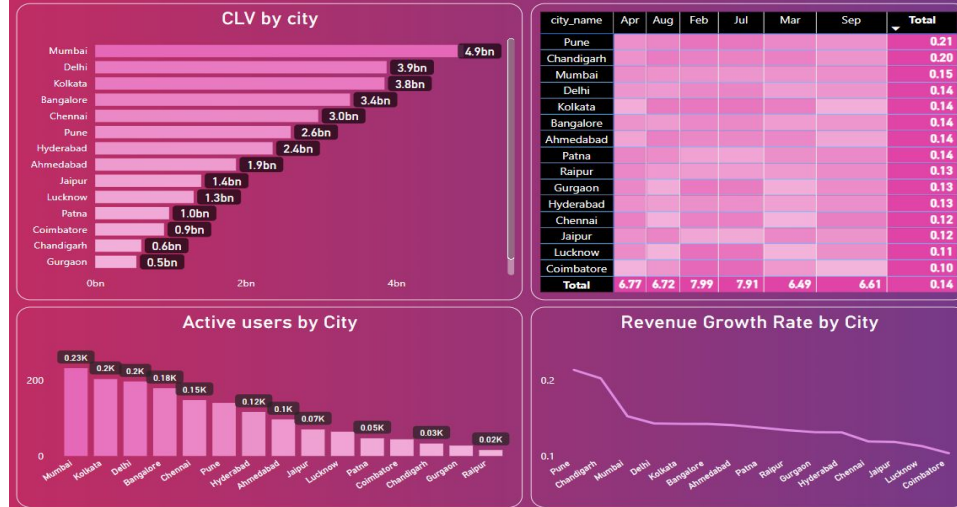
Market Share Insights

1. As of now Atliq has a share of 17.84%, the competitors Britel and PIO are doing much better with figures of 27% and 36% respectively.
2. p1,p2,p3,p4,p11 are the top 5 plans in terms of revenue with p1 being the plan that brings us the highest revenue (419 cr).
3. The Lowest average revenue was for p10 with 0.22 crores.



City Insights

1. Mumbai has the most active users with 232.9 Lakh users and Raipur has the least active users with 15.73 lakh users
2. Pune has been the leader in overall Revenue Growth Rate while Coimbatore has done poorly with figures of 0.10.
3. Customer Lifetime Value has been the highest for mumbai while it is the lowest for raipur.



Recommendations

1. **Revenue Improvement:** Investigate the reasons behind the highest shortfall in revenue in Delhi post 5G launch. Implement strategies such as improving network coverage, revising pricing plans, or running promotional campaigns based on the findings.
2. **ARPU Enhancement:** Introduce premium services or packages tailored to the needs and preferences of customers in Pune to increase the average revenue per user.
3. **User Engagement:** Improve the quality of service, offer localized content, or introduce customer loyalty programs to increase user engagement in Ahmedabad.
4. **Churn Reduction:** Understand the reasons behind the high churn rate in Lucknow. Implement customer retention strategies such as improving customer service, offering personalized plans, or addressing specific issues faced by customers in Lucknow.

5. **User Retention:** Continue to monitor the trend of declining unsubscribing users and optimize strategies as needed.
6. **Active Users Growth:** Continue to focus on strategies that attract new users while retaining existing ones.
7. **MAU Improvement:** Investigate the reasons behind the decline in monthly active users since the 5G launch. Take corrective actions such as improving network quality, offering attractive data plans, or enhancing customer service.
8. **Market Share Improvement:** Currently, Atliq has a market share of 17.84%, which is significantly lower than competitors Britel (27%) and PIO (36%). To increase market share, consider strategies such as competitive pricing, improving service quality, and marketing campaigns to increase brand awareness.
9. **Plan Optimization:** Plans p1, p2, p3, p4, and p11 are the top 5 plans in terms of revenue. Focus on promoting these plans to new and existing customers. For plan p10, which has the lowest average revenue, consider revising the plan features or pricing to make it more attractive.

10. **User Base Expansion:** Consider strategies to expand the user base in Raipur, such as offering special promotions or improving network coverage.

11. **Customer Lifetime Value (CLV) Improvement:** For Raipur, consider strategies to increase CLV, such as improving customer satisfaction, offering personalized services, or introducing customer loyalty programs

Conclusion

In conclusion, the insights and recommendations provided aim to address key areas of concern such as revenue shortfall, low ARPU, user engagement, high churn rate, and declining monthly active users. By focusing on these areas and implementing the suggested strategies, Atliq can potentially improve its market position, increase revenue, enhance user engagement, reduce churn, and grow its active user base. However, these recommendations are based on the current data and trends. It's crucial to continuously monitor and analyze the performance metrics, user behavior, and market trends to adjust the strategies as needed.