



Filter By Time

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Filter By City

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ATLIQ Telecom



Total Revenue

3.19K

Total Active Users

1.62K

Change% in ARPU

11.05%

Change% In Revenue

-0.5%

Split By Revenue

city_name	Revenue Before 5G	Revenue After 5G	Percentage Change
Lucknow	64.83	66.01	1.82
Gurgaon	27.12	27.53	1.51
Patna	48.74	49.46	1.48
Raipur	15.68	15.86	1.15
Jaipur	70.09	70.78	0.98
Bangalore	168.67	169.94	0.75
Pune	129.64	130.12	0.37
Mumbai	244.40	245.15	0.31
Coimbatore	45.67	45.72	0.11
Kolkata	192.55	191.84	-0.37
Chandigarh	30.68	30.51	-0.55
Hyderabad	118.63	117.10	-1.29
Ahmedabad	94.49	92.58	-2.02
Chennai	150.13	146.24	-2.59
Delhi	196.38	190.82	-2.83
Total	1,597.70	1,589.66	-0.50

Split By ARPU

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



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Total Unsubscribed Users

125.90

Change% MAU

-8.28%

Change% Unsub Users

23.50

Split By Monthly Users

city_name	Monthly Active Users Before 5G	Monthly Active Users After 5G	Chg % Monthly Active Users Before 5G vs After 5G
Pune	16.13	19.04	18.06%
Lucknow	7.93	8.14	2.65%
Chennai	18.48	18.54	0.35%
Kolkata	26.08	24.84	-4.75%
Chandigarh	4.21	4.00	-4.99%
Jaipur	9.04	8.54	-5.53%
Hyderabad	15.15	14.02	-7.48%
Coimbatore	5.79	5.26	-9.28%
Gurgaon	3.69	3.20	-13.09%
Bangalore	24.14	20.77	-13.94%
Mumbai	31.34	26.84	-14.35%
Patna	6.36	5.34	-16.11%
Raipur	2.15	1.79	-16.67%
Delhi	27.04	22.28	-17.63%
Ahmedabad	13.38	10.85	-18.93%
Total	14.06	12.90	-8.28%

Split By Unsubscribed Users

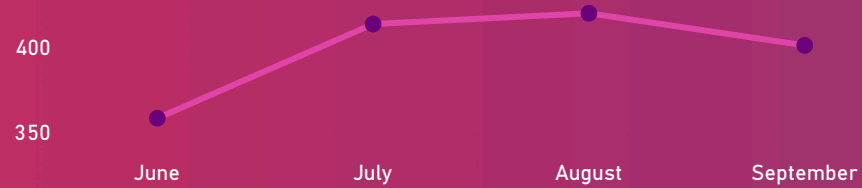
city_name	Unsubscribed Users Before 5G	Unsubscribed Users After 5G	Percentage Change (Unsubscribed Users)
Lucknow	1.72	3.06	77.91
Pune	4.34	6.74	55.30
Jaipur	2.23	3.40	52.47
Chandigarh	1.03	1.50	45.63
Hyderabad	3.86	5.33	38.08
Chennai	5.17	7.08	36.94
Kolkata	6.93	8.86	27.85
Coimbatore	1.55	1.96	26.45
Bangalore	5.71	6.89	20.67
Delhi	7.70	8.98	16.62
Ahmedabad	3.32	3.86	16.27
Gurgaon	0.91	1.02	12.09
Raipur	0.57	0.63	10.53
Patna	1.71	1.89	10.53
Mumbai	9.58	8.37	-12.63
Total	56.33	69.57	23.50



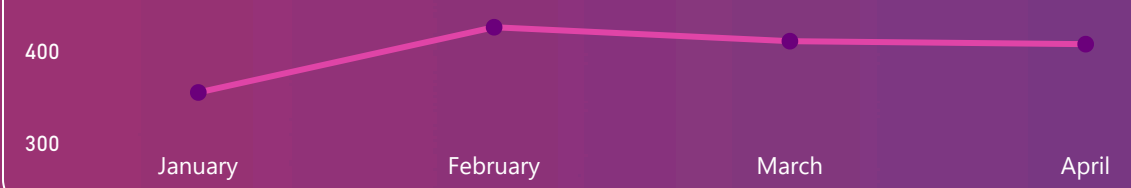
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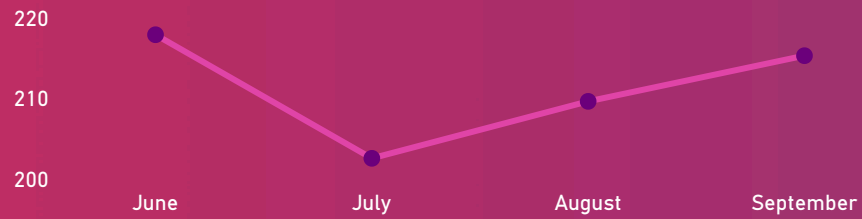
Total Revenue After5G



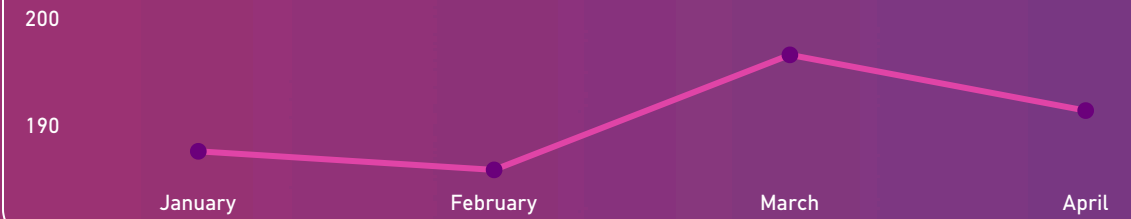
Total Revenue Before5G



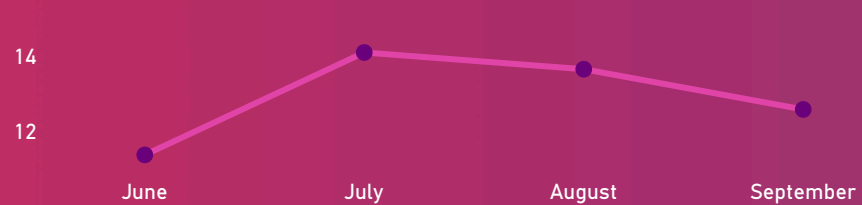
ARPU After5G by Month



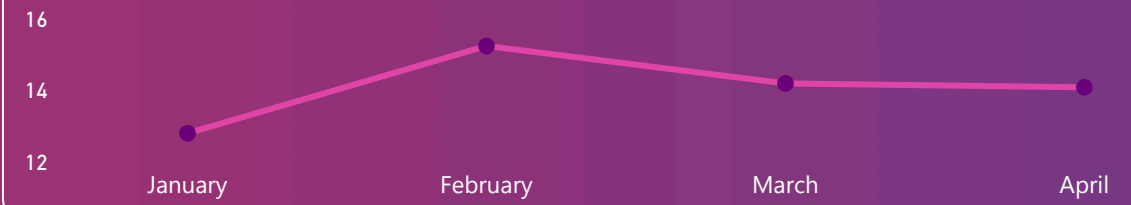
ARPU Before5G by Month



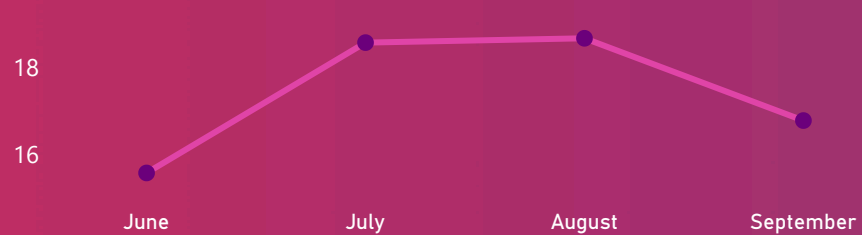
Monthly Active Users After5G



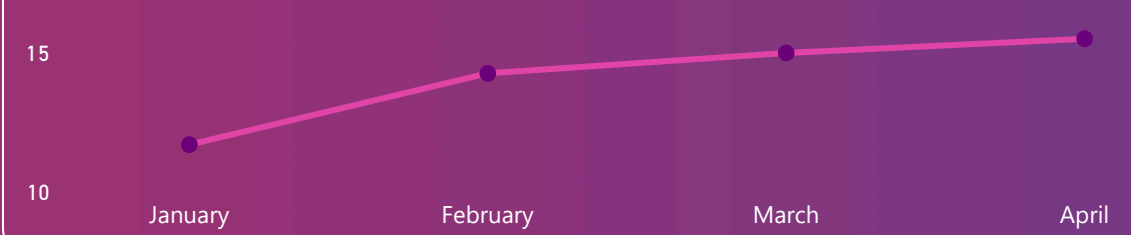
Monthly Active Users Before5G



Unsubscribed Users After5G



Unsubscribed Users Before5G

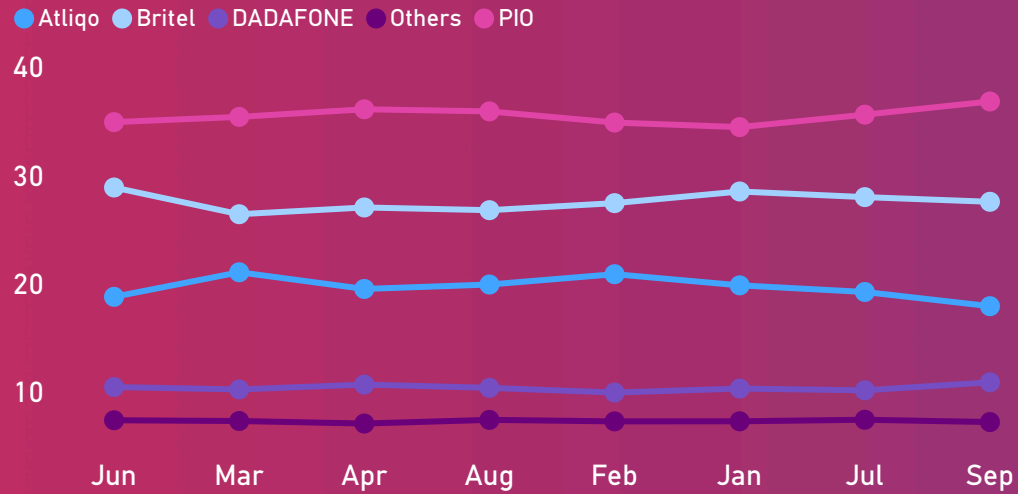




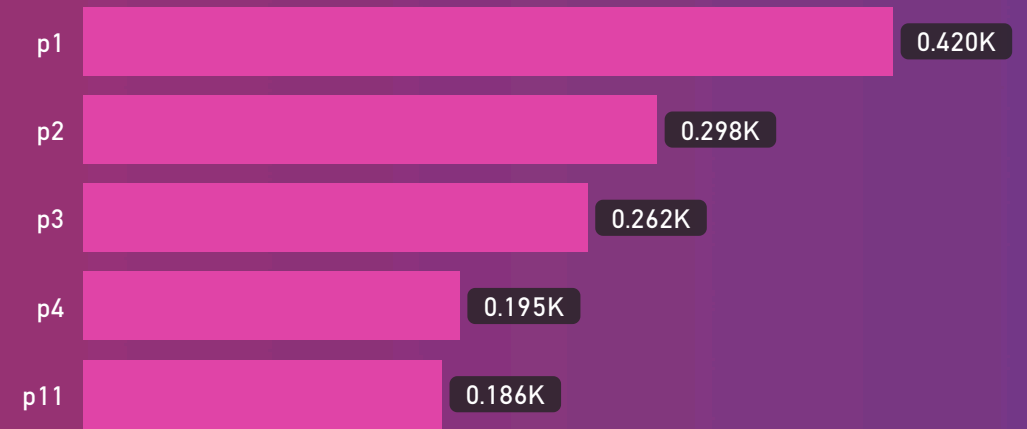
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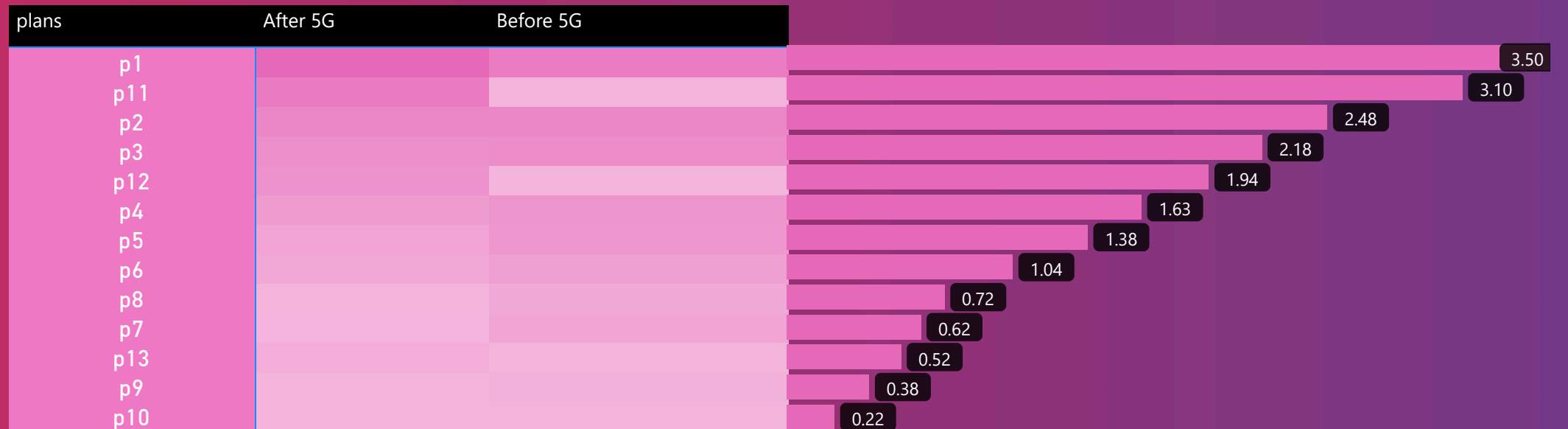
Average Market Share by Month



Plan revenue by Plans



Average Revenue by Plans





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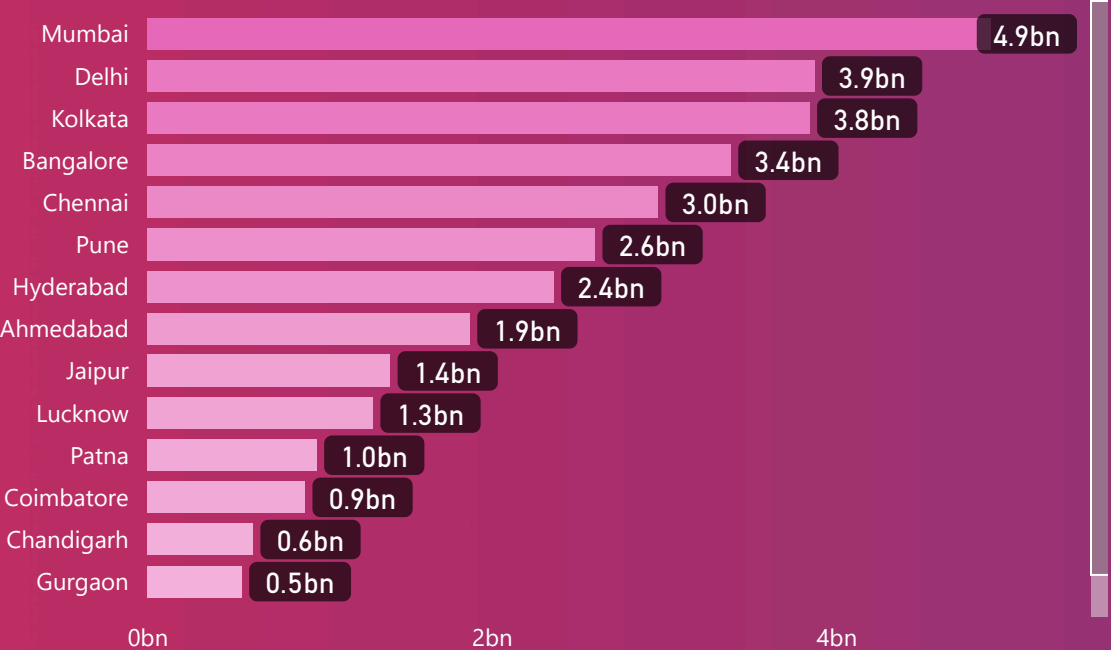
All

Filter By City

All

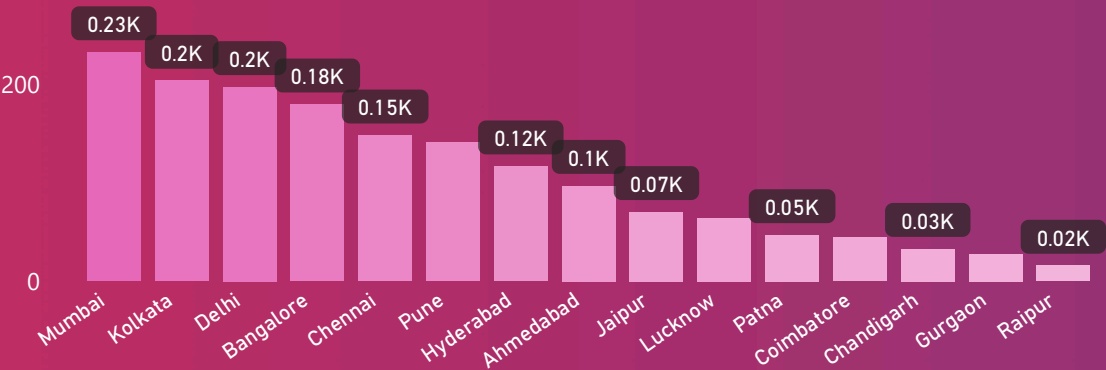


CLV by city

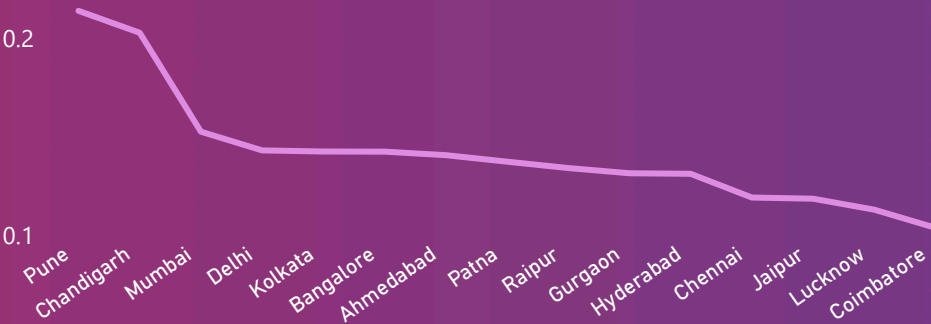


city_name	Apr	Aug	Feb	Jul	Mar	Sep	Total
Pune							0.21
Chandigarh							0.20
Mumbai							0.15
Delhi							0.14
Kolkata							0.14
Bangalore							0.14
Ahmedabad							0.14
Patna							0.14
Raipur							0.13
Gurgaon							0.13
Hyderabad							0.13
Chennai							0.12
Jaipur							0.12
Lucknow							0.11
Coimbatore							0.10
Total	6.77	6.72	7.99	7.91	6.49	6.61	0.14

Active users by City



Revenue Growth Rate by City



KEY 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 TREND INSIGHTS

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 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.