



# Atliqo Telecom Analysis



## Revenue Analysis

shows the detailed analysis of Atliqo revenue which include important KPIs of Before and After 5G revenue and percentage change in revenue over a period of time .



## User Analysis

shows the detailed analysis of Monthly active and unsubscribed users which include important KPIs of Before and After 5G users and churn % over a period of time.



## Plan Analysis

shows the detailed analysis of Plan revenue generated before and after the 5G which include charts of top and bottom plans by revenue and key metric of plans and total revenue generated .



## Market Analysis

shows the detailed analysis of Market share which include chart of Atliqo market share % by city and company's market share over a period of time.

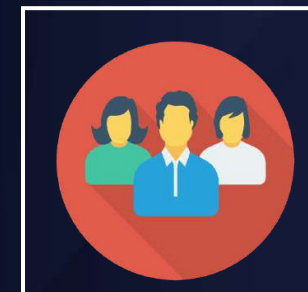
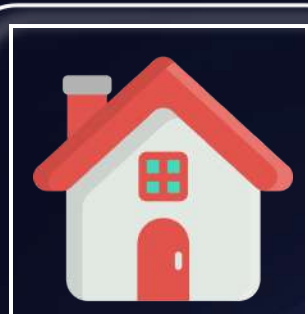


## Key Insight

page shows the overall insights of the Atliqo Telecom company on the basis of which the Top management can take decision in future.

Revenue (in Crore) , Average revenue(in Crore) , Average ARPU ( in Crore) , Active User ( in Lakhs), Unsubscribed user (in Lakhs) , ARPU - Average Revenue Per Users , MS % - Market Share , TMV- Total market value , Plan Revenue ( in Crore)





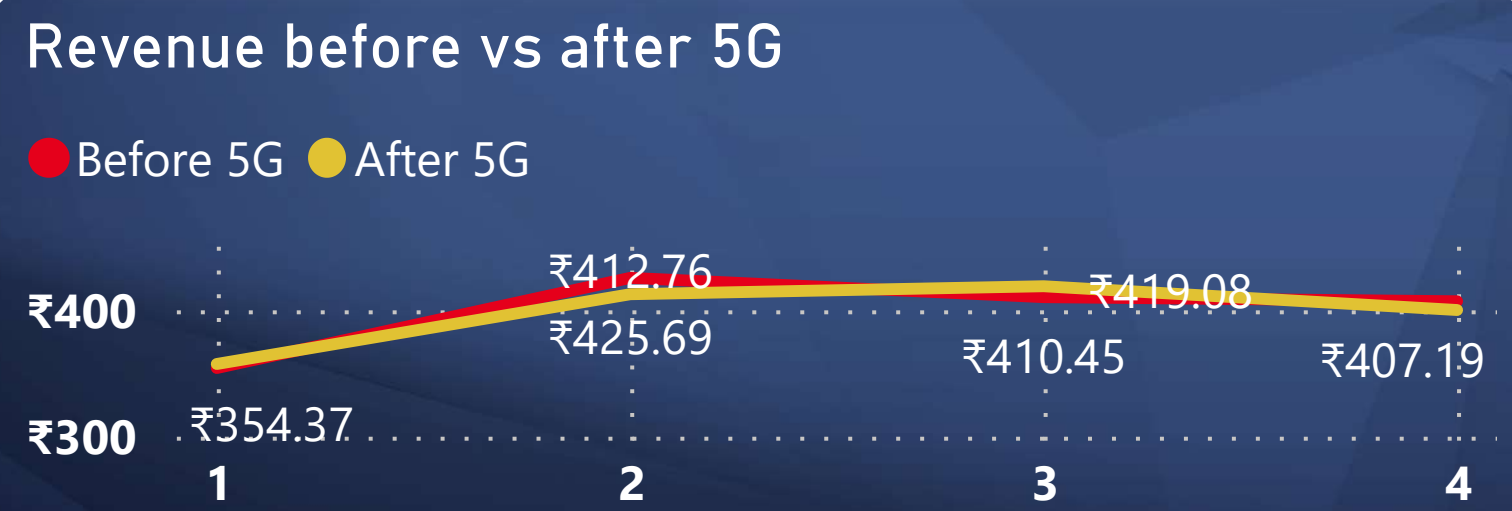
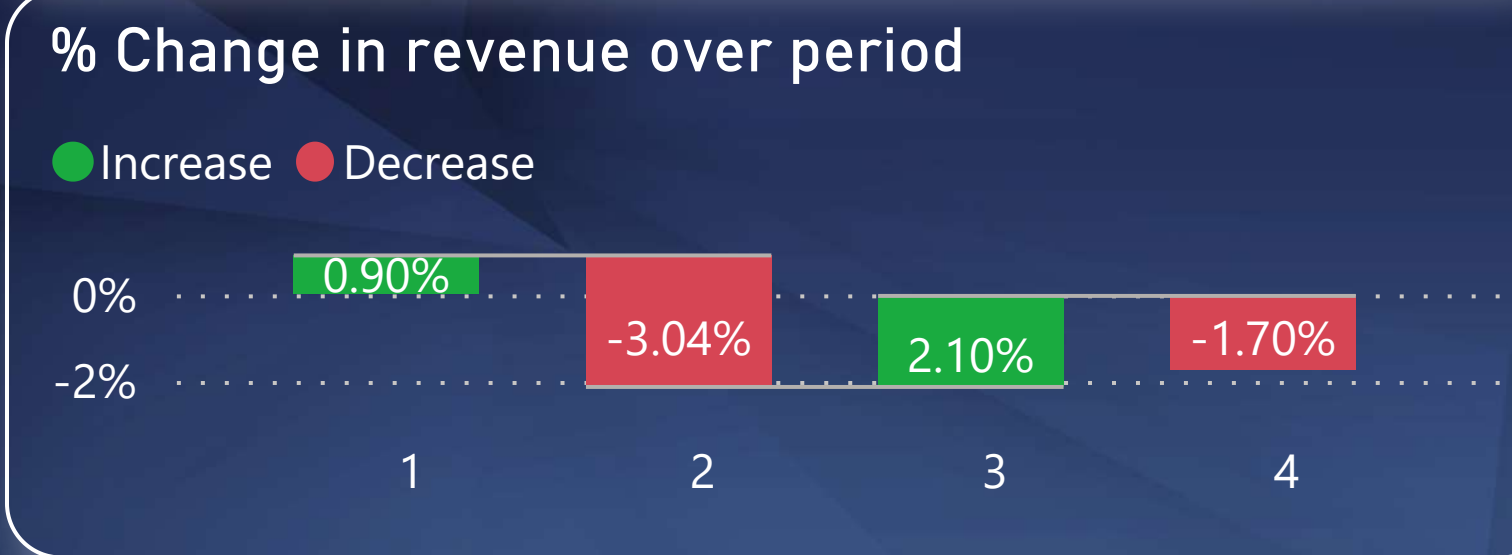
city  
All



## Revenue Analysis



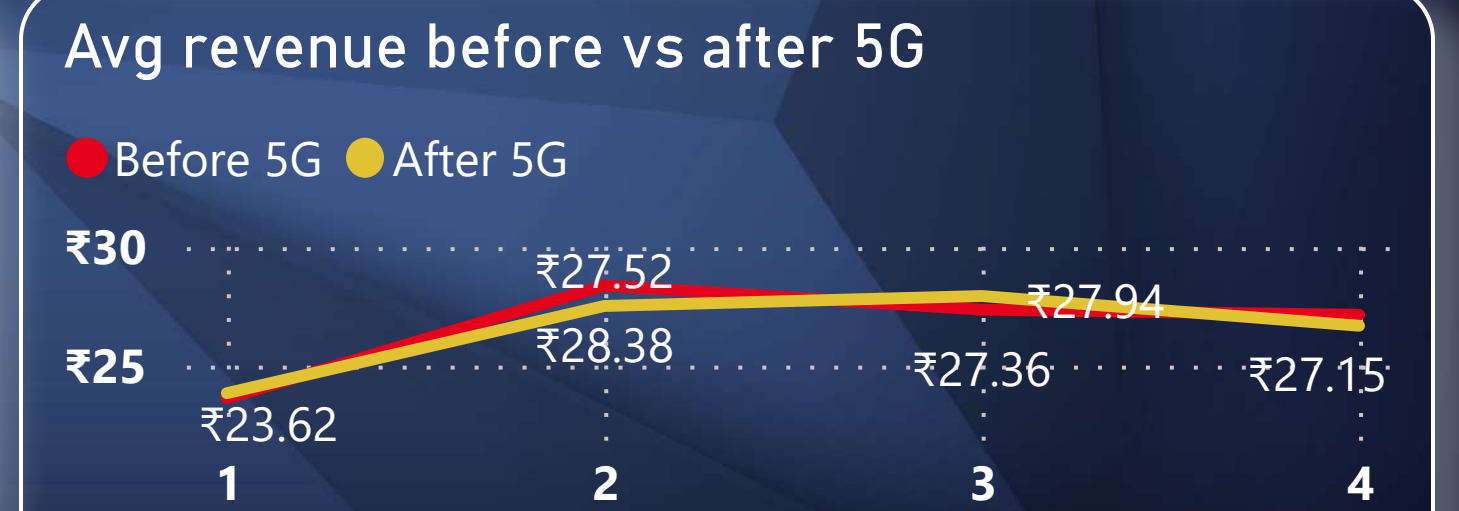
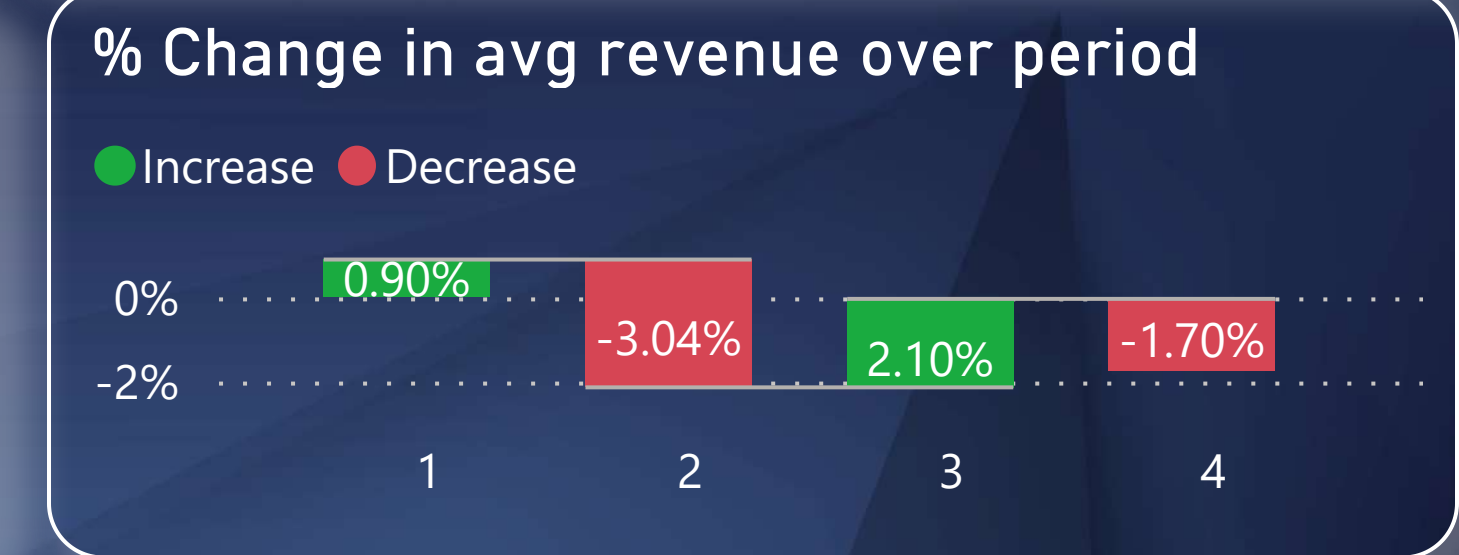
city	Before 5G	After 5G	%change
Lucknow	₹64.83	₹66.01	1.82% ↑
Gurgaon	₹27.12	₹27.53	1.51% ↑
Patna	₹48.74	₹49.46	1.48% ↑
Raipur	₹15.68	₹15.86	1.15% ↑
Total	₹1,597.70	₹1,589.66	-0.50%



## Average Revenue Analysis



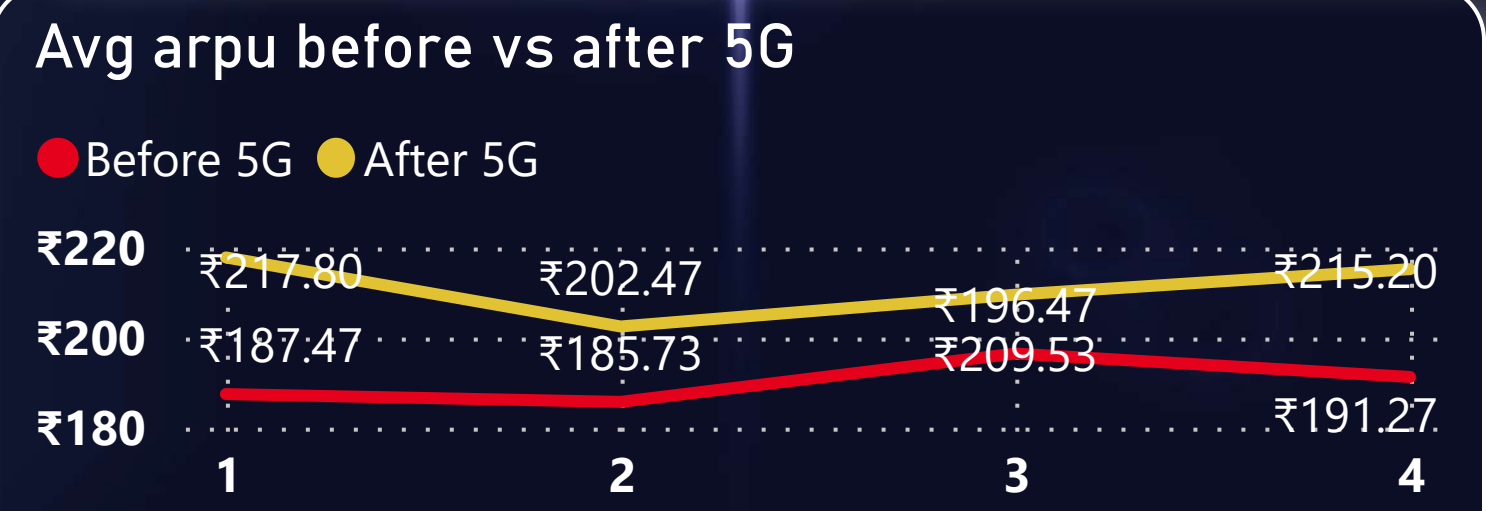
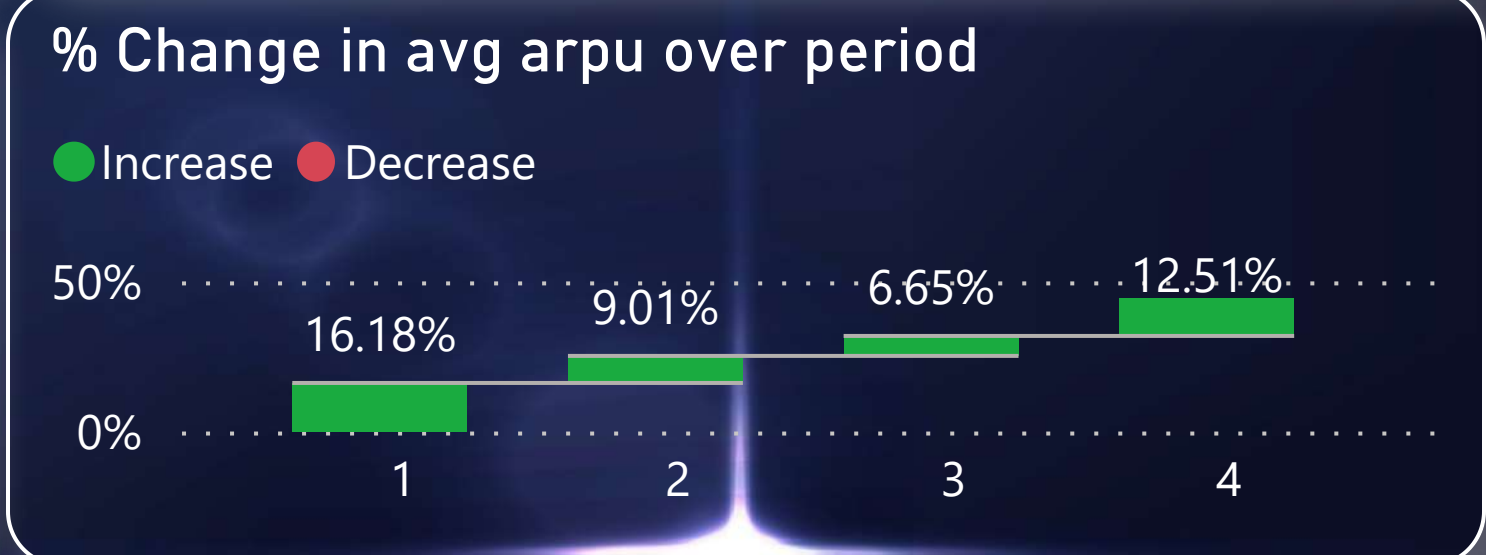
city	Before 5G	After 5G	%change
Lucknow	₹16.21	₹16.50	1.82% ↑
Gurgaon	₹6.78	₹6.88	1.51% ↑
Patna	₹12.19	₹12.37	1.48% ↑
Raipur	₹3.92	₹3.97	1.15% ↑
Total	₹26.63	₹26.49	-0.50%



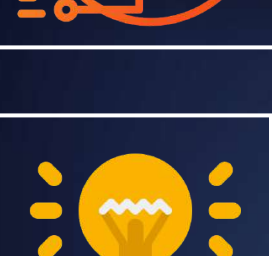

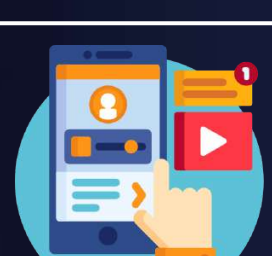
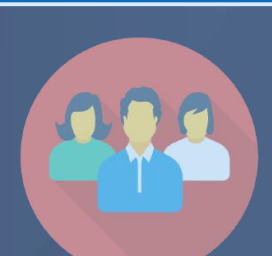


## Average ARPU Analysis



city	Before 5G	After 5G	%change
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% ↑
Total	₹190.23	₹211.25	11.05%



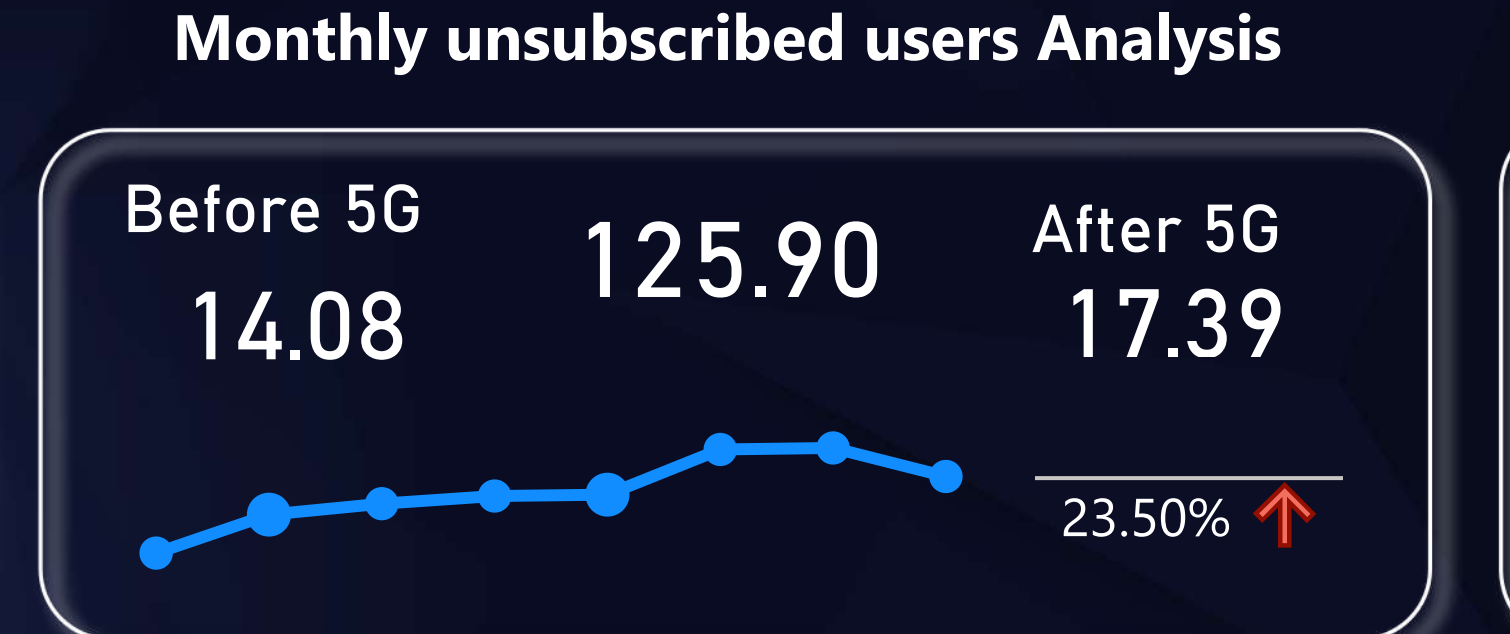
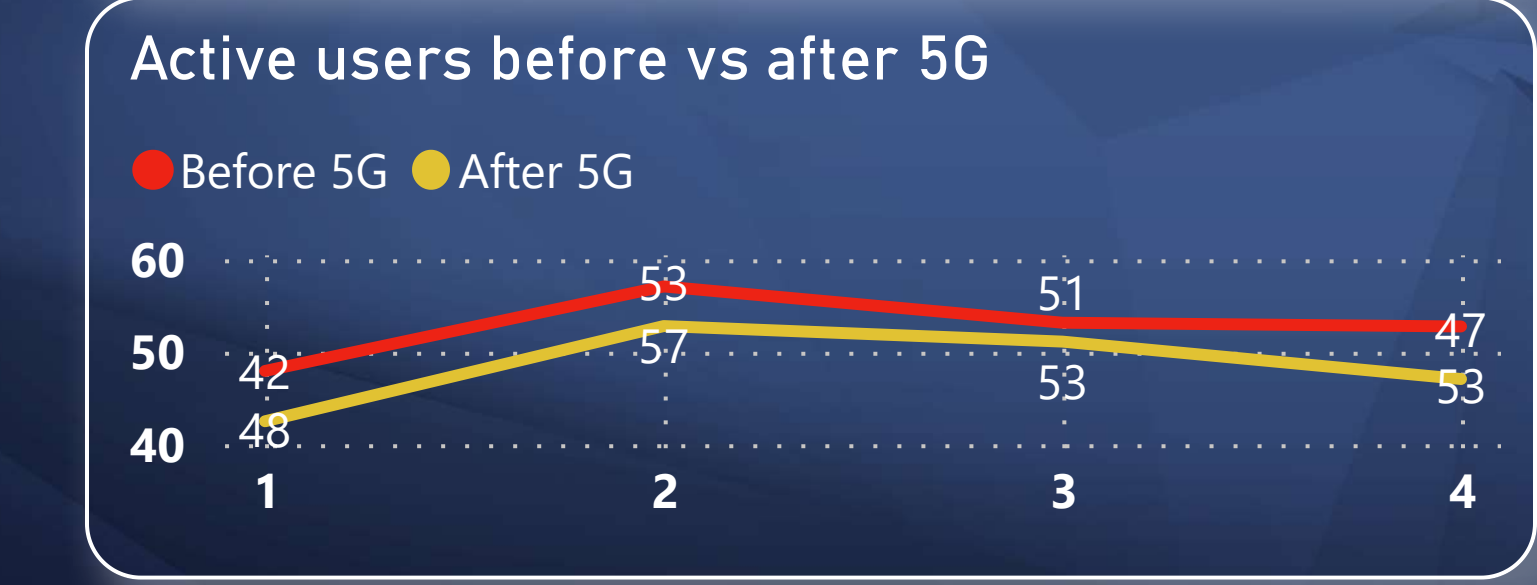
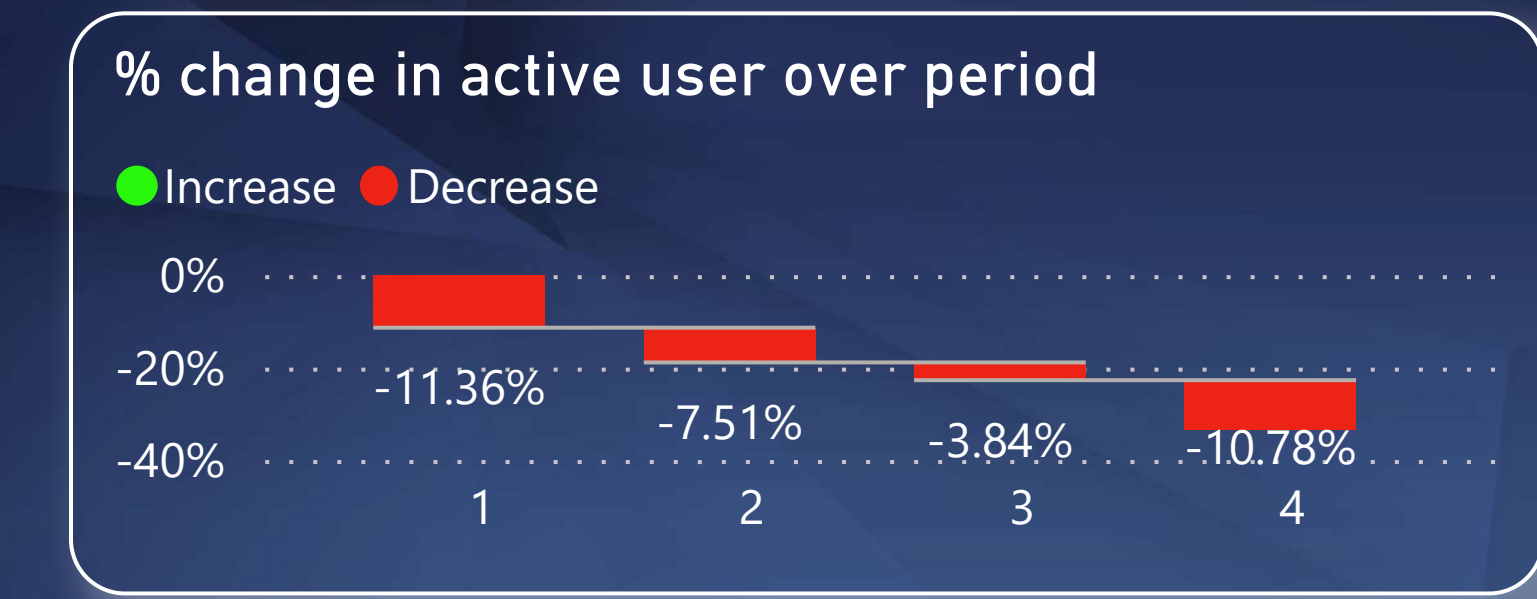




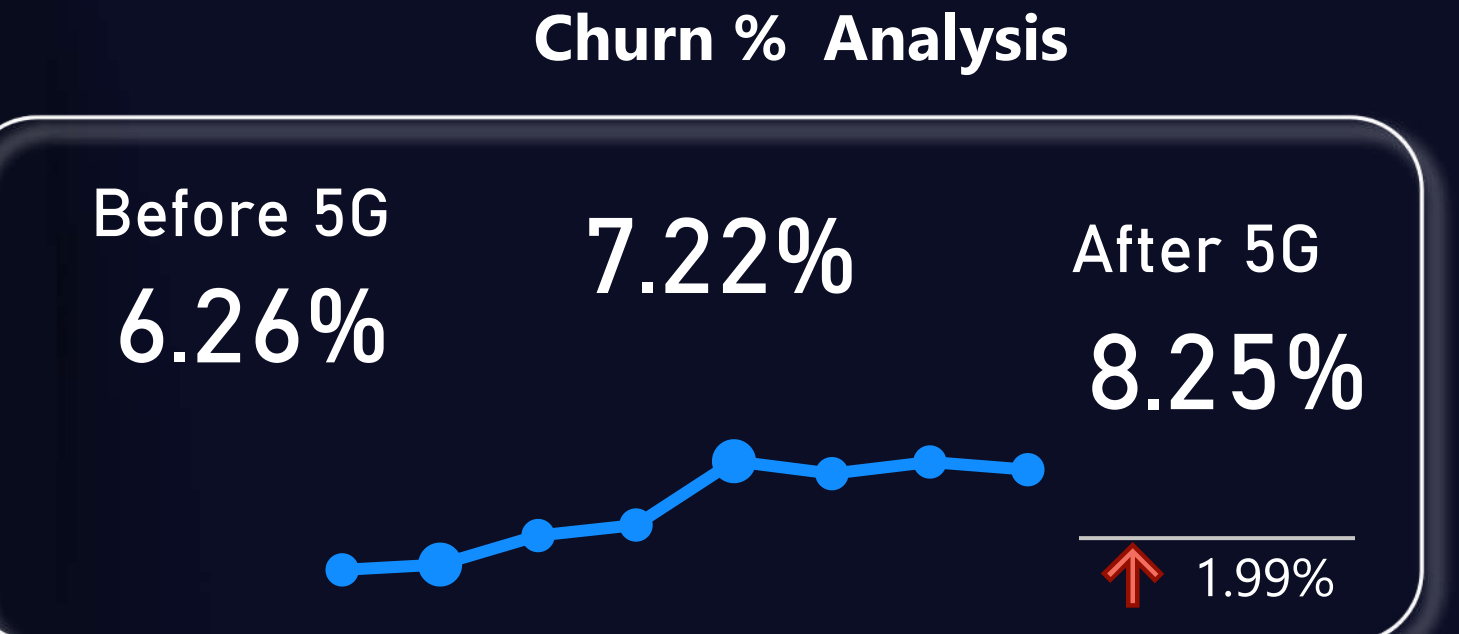
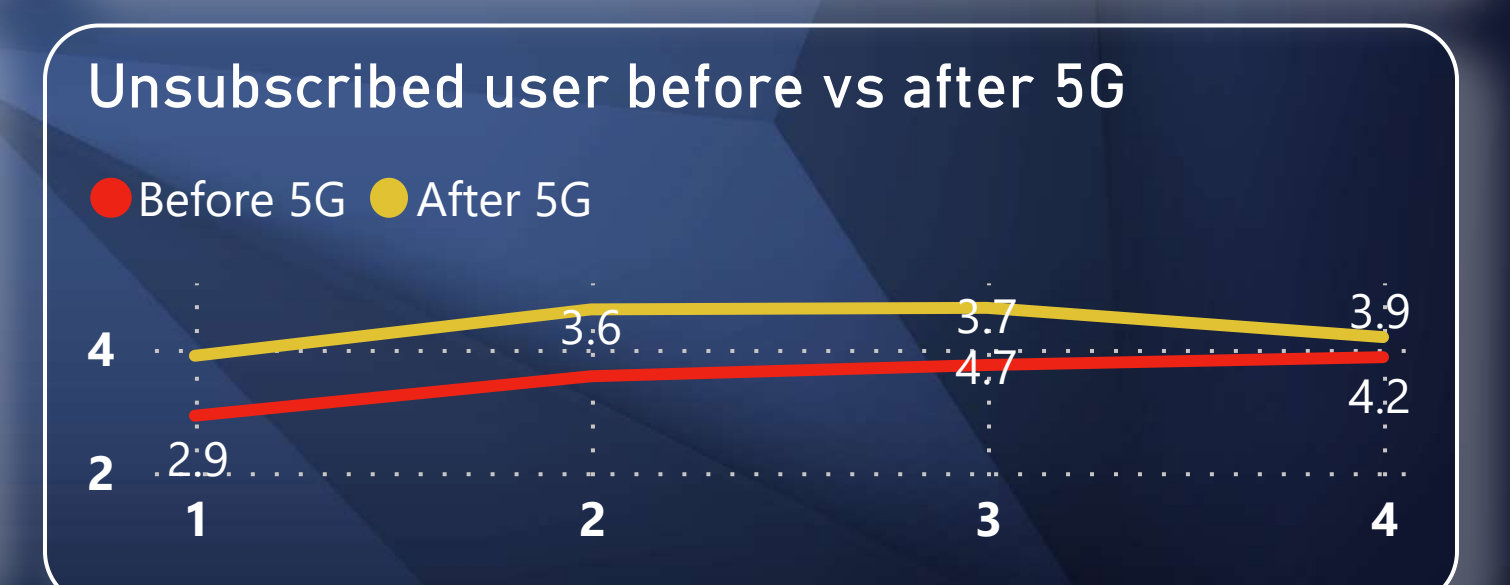
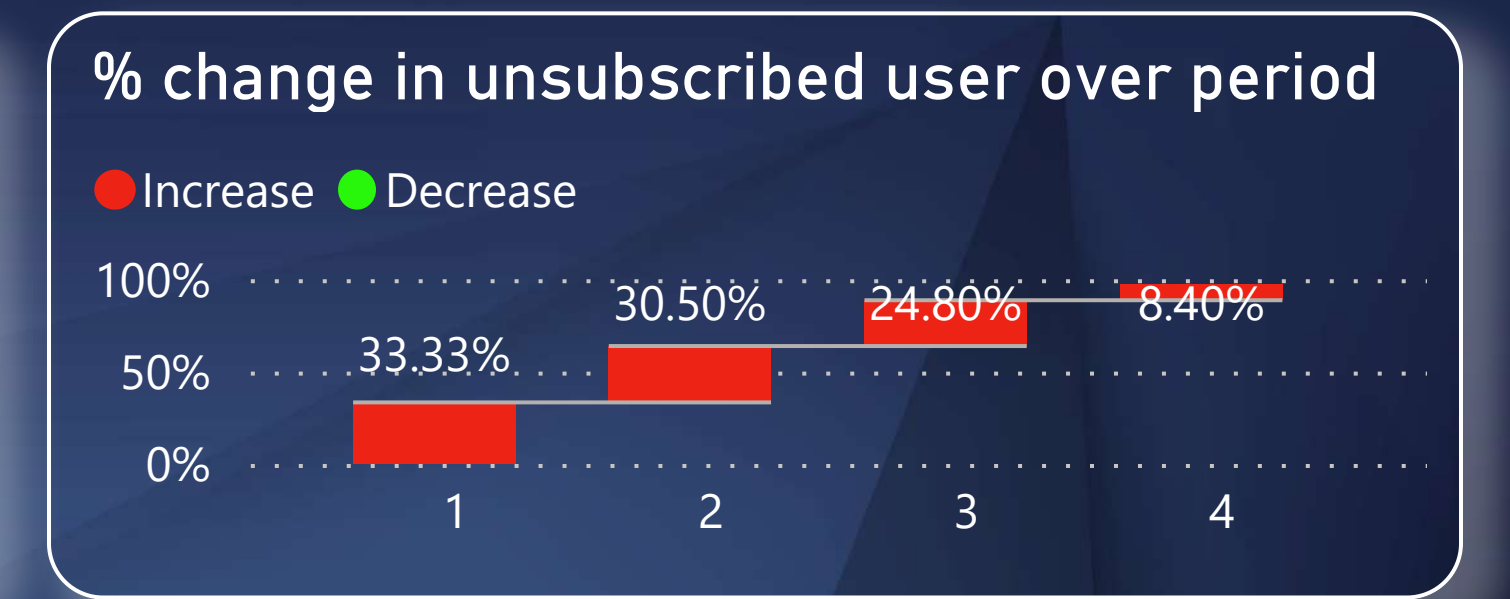
city  
All



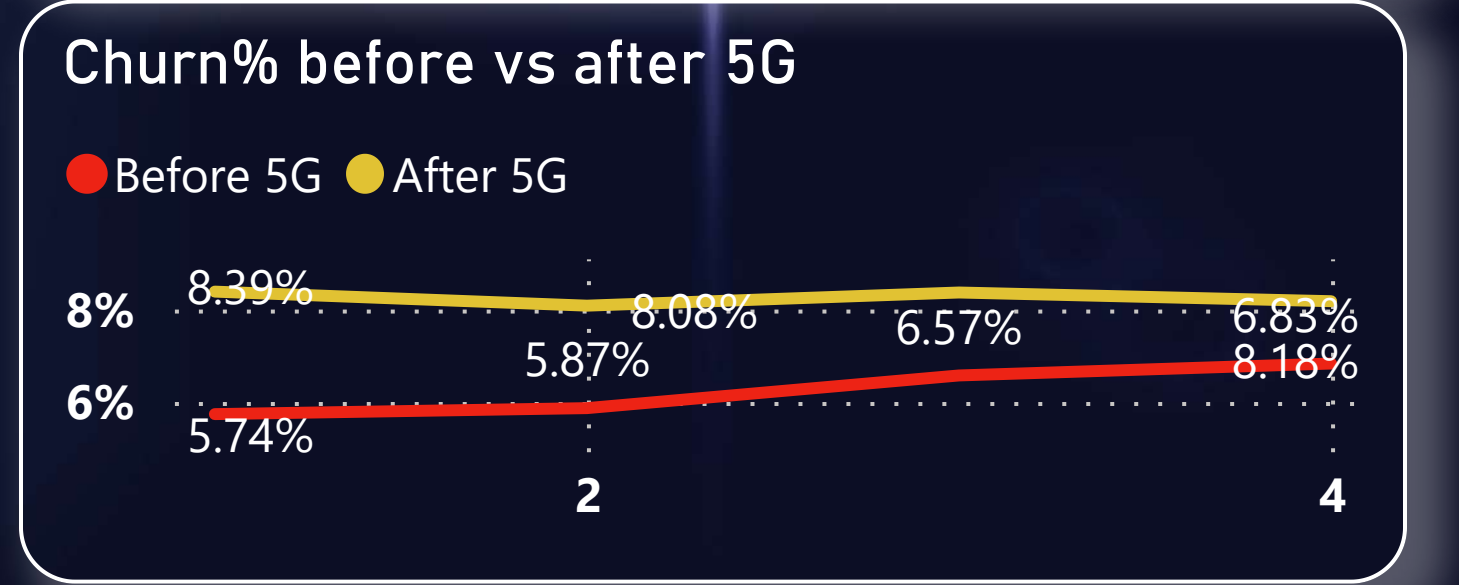
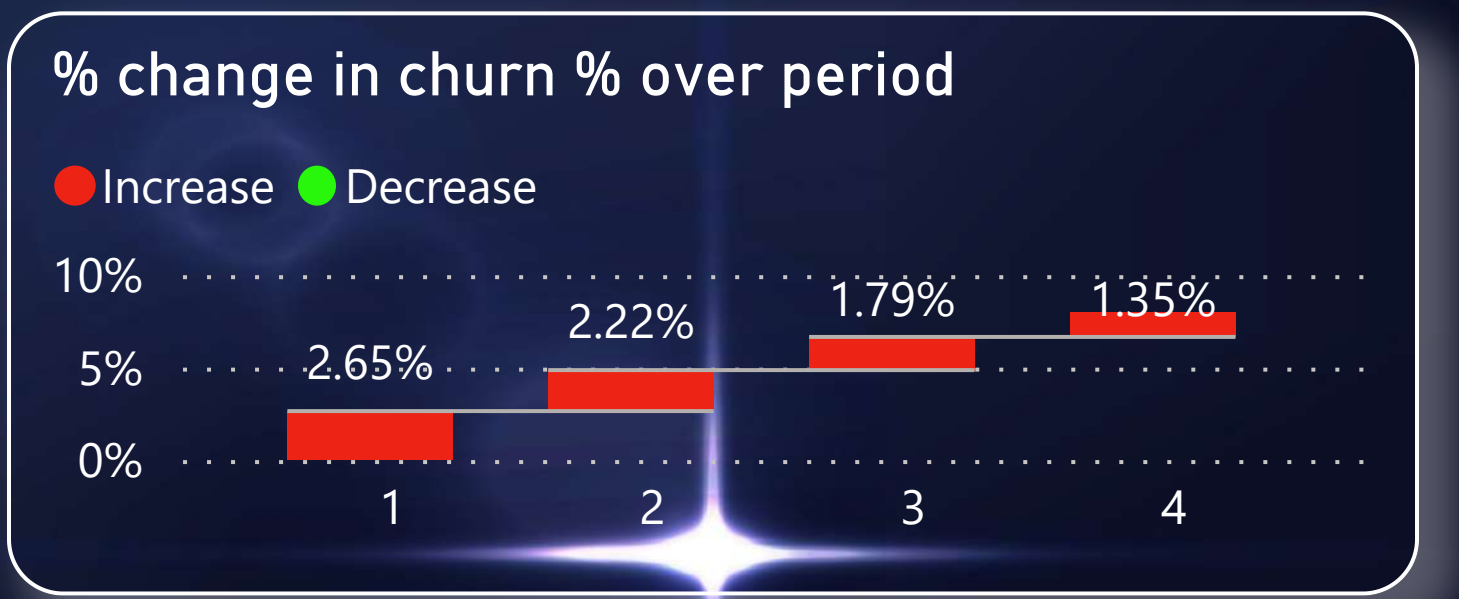
City	Before 5G	After 5G	%change
Ahmedabad	13.38	10.85	-18.93%
Delhi	27.04	22.28	-17.63%
Raipur	2.15	1.79	-16.67%
Patna	6.36	5.34	-16.11%
Total	210.88	193.43	-8.28%

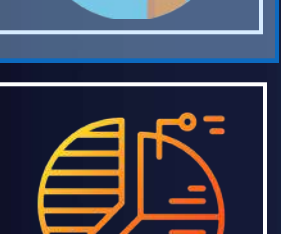
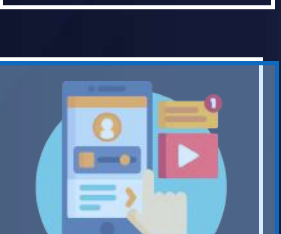





City	Before 5G	After 5G	%change
Mumbai	2.40	2.09	-12.63%
Patna	0.43	0.47	10.53%
Raipur	0.14	0.16	10.53%
Gurgaon	0.23	0.26	12.09%
Total	14.08	17.39	23.50%



City	Before 5G	After 5G	%change
Lucknow	5.15%	8.59%	3.45%
Jaipur	5.81%	9.06%	3.25%
Chandigarh	5.76%	8.57%	2.81%
Hyderabad	5.99%	8.68%	2.69%
Total	6.26%	8.25%	1.99%





city

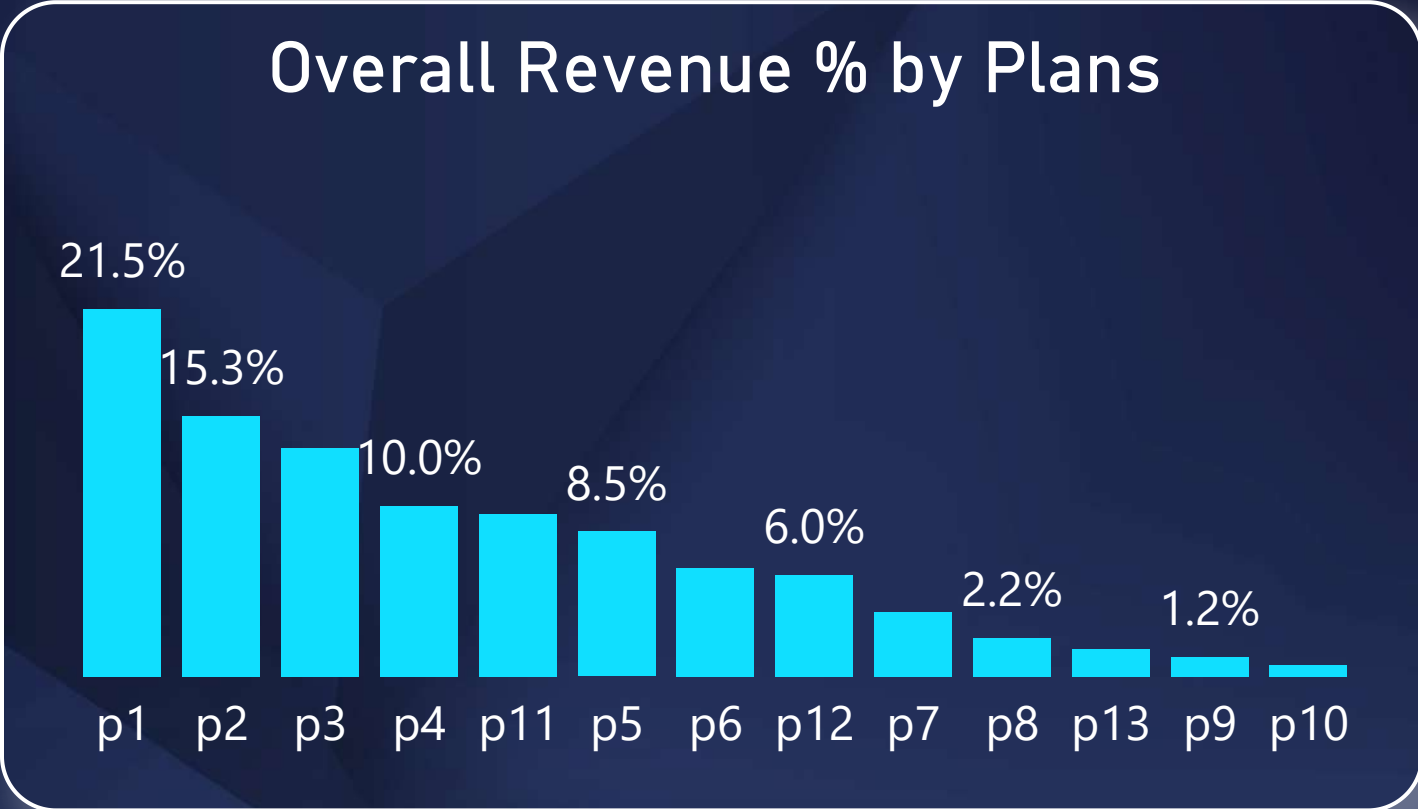
All

Month

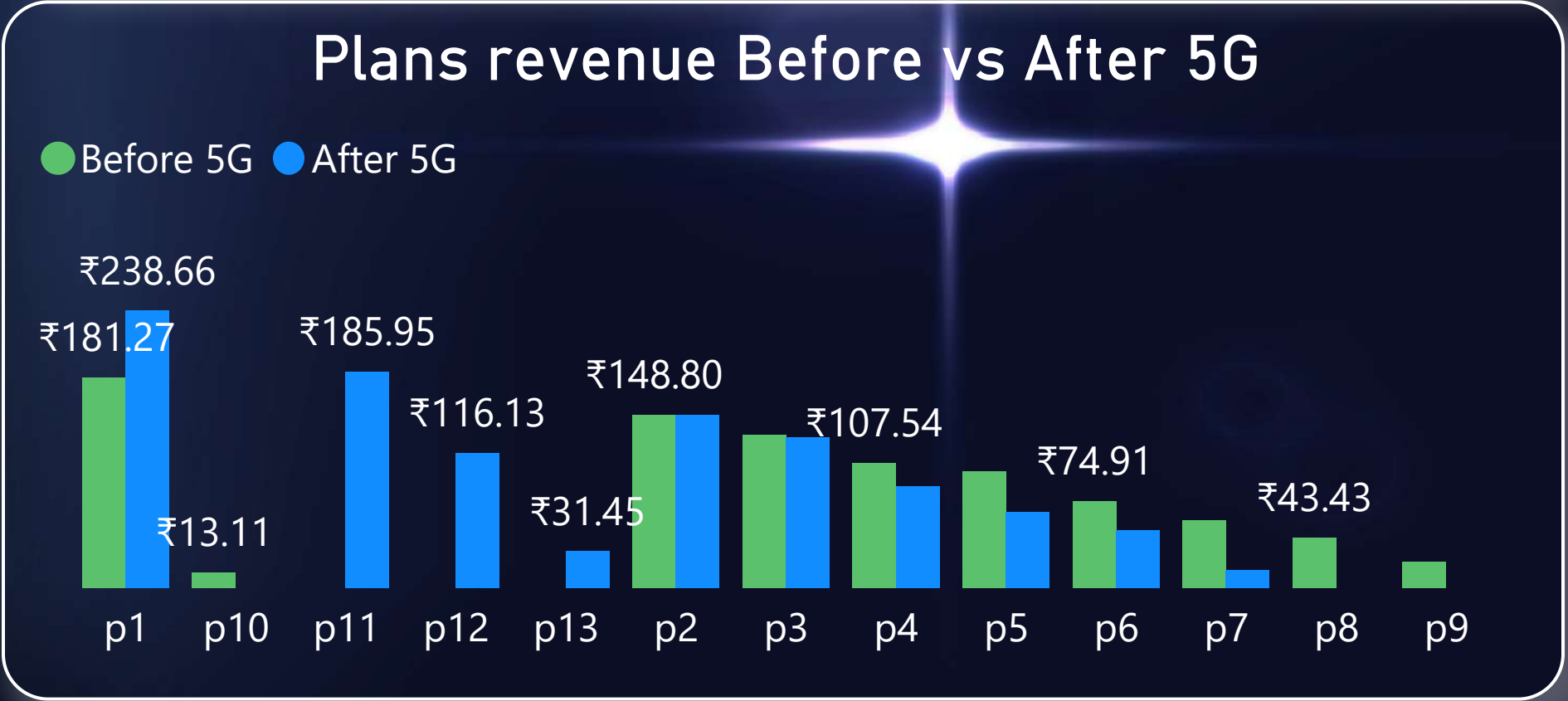
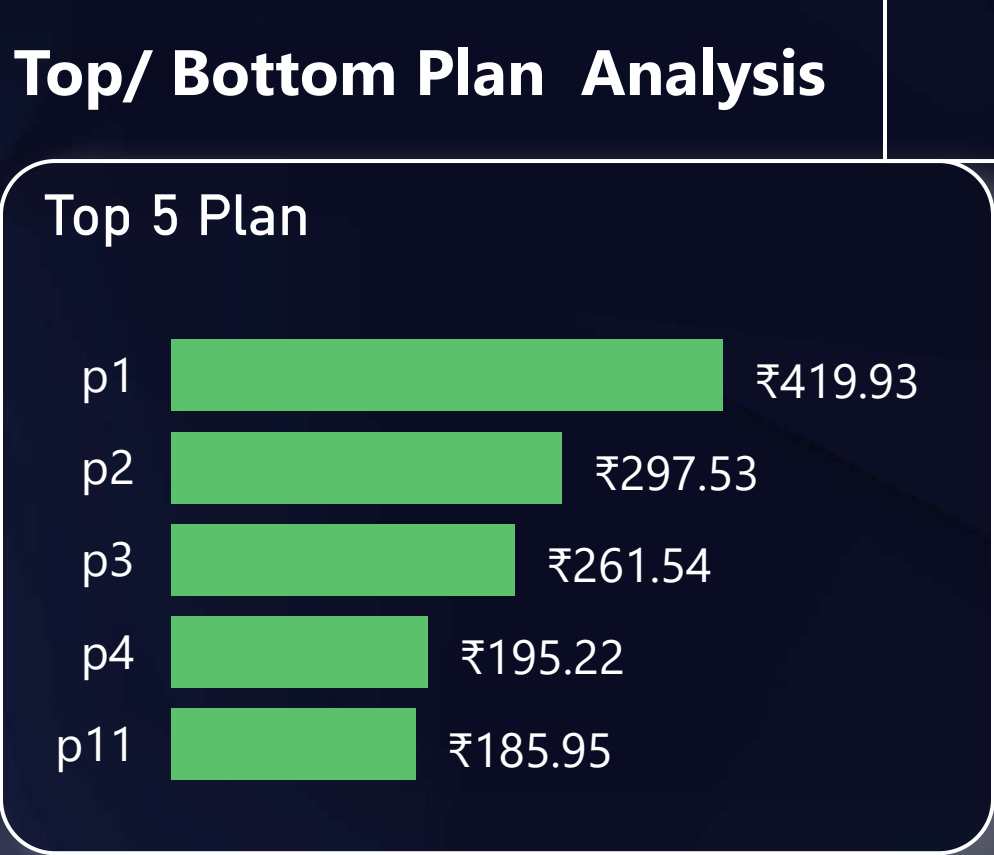
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Period

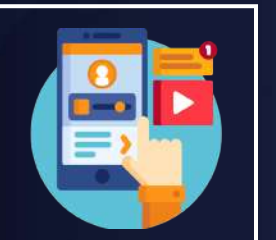
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Plan	Plan_description	Total_plan_revenue
p1	Smart Recharge Pack (2 GB / Day Combo For 3 months)	₹419.93
p2	Super Saviour Pack (1.5 GB / Day Combo For 56 days)	₹297.53
p3	Elite saver Pack (1 GB/ Day) Valid: 28 Days	₹261.54
p4	Mini Data Saver Pack (500 MB/ Day) Valid: 20 Days	₹195.22
p11	Ultra Fast Mega Pack (3GB / Day Combo For 80 days)	₹185.95
p5	Rs. 99 Full Talktime Combo Pack	₹165.61
p6	Xstream Mobile Data Pack: 15GB Data   28 days	₹124.37
p12	Ultra Duo Data Pack (1.8GB / Day Combo For 55 days )	₹116.13
Total		₹1,950.75







city

All



Month

All



Period

All



## Key Metrics by Company's market share

Date	Atliqo	Britel	DADAFONE	Others	PIO
Jan	19.76%	28.42%	10.24%	7.22%	34.36%
Feb	20.79%	27.35%	9.87%	7.21%	34.78%
Mar	20.97%	26.32%	10.16%	7.24%	35.31%
Apr	19.43%	26.95%	10.61%	7.01%	36.01%
Jun	18.70%	28.79%	10.38%	7.31%	34.82%
Jul	19.15%	27.90%	10.08%	7.36%	35.51%
Aug	19.84%	26.70%	10.31%	7.35%	35.81%
Total	19.56%	27.49%	10.31%	7.23%	35.42%



## Overall market share % by company and city

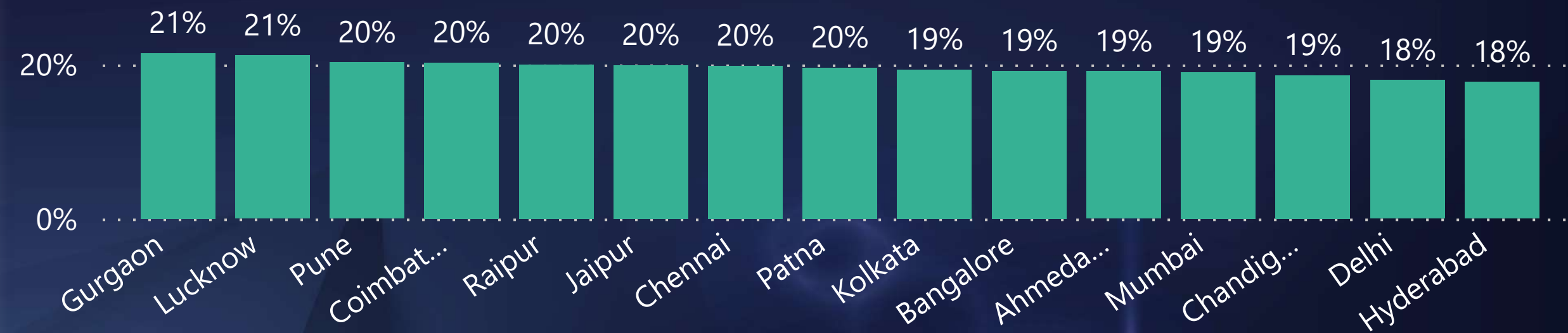
Atliqo Britel DADAFONE Others PIO



## Overall market share % by Company



## Atliqo MS% by city

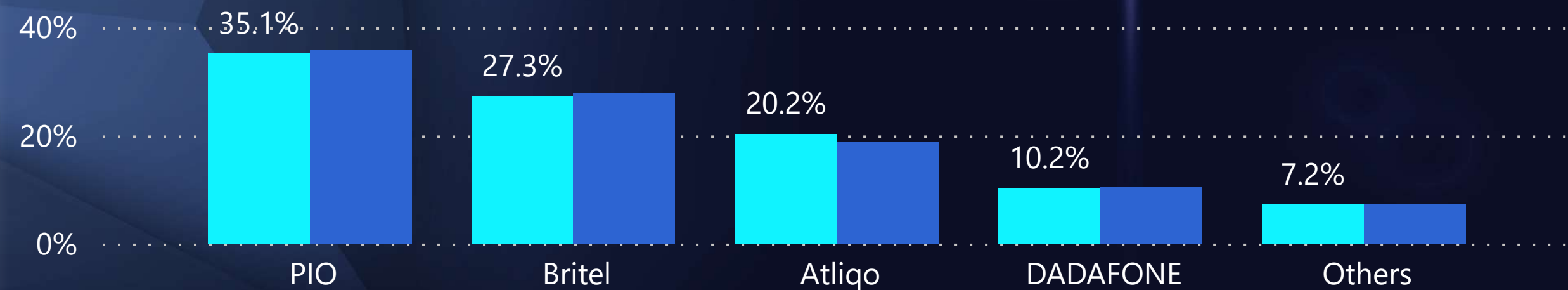


## TMV by city



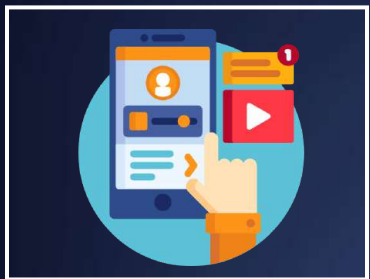
## Overall MS % before vs after 5G

MS% before 5G MS % after 5G





# Key Insights



## Revenue Analysis



- \* After implementation of 5G the revenue of Kolkata , Chandigarh, Hyderabad, Ahmedabad, Chennai , Delhi has increased is point of concern .
- \* Pune shows the drastic decrease in the average ARPU with -12.88% after 5G implementation ,the top management of Atliqo should have meeting with Pune atliqo manager.



## User Analysis



- \* After implementation of 5G the monthly users are decreasing in every cities except , Chennai, Lucknow , Pune.
- \* Churn % rate has increased in every cities and Lucknow shows the highest Increment with 3.45%.



## Plan Analysis



- \* Key metrics by plan shows that highest revenue is generated from P1 plan i.e, 419.93 cr. and P10 with lowest revenue i.e, 13.11cr.
- \* P1 plan revenue shows drastic change after implementation of 5G with increment of 31.65%.



## Market share Analysis



- \* PIO has captured 35.42% of the market share which shows that it is performing well.
- \* Atliqo is performing well in Gurugram by capturing 21.5% of the market share.
- \* Analyzing total market value , Mumbai is the city which shows 13K tmv ( Total market value) which is highest over all cities.