AtlioQo Telecom

Fictional Company:

AtliQo is one of the leading telecom providers in India and launched it's 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 which 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. Peter Pandey, a junior data analyst is assigned to this task.

Data Set: atlioqo-telecom-dataset

1. fact_atliqo_metrics Column Description for fact_atliqo_metrics:

1. date: This column represents the starting date of each month.
2. city_code: This column represents the unique pincode code given for each city.
3. company: This column represents the company name for which the data is provided. In this dataset it's only Atliqo.
4. atliqo_revenue_crores: This column represents the revenue that Atliqo got on that particular month in that city_code in crores(unit of currency in India - 1Crore = 10 Million) from the internet users.
5. arpu: This column represents the average revenue per user. That means on average how much revenue Atliqo generated on single user for a given time period.
6. active_users_lakhs: This column represents the number of active users who are using Atliqo's service on that particular month in that city_code in lakhs(unit of currency in India - 1 Lakh = 100,000).
7. unsubscribed_users_lakhs: This column represents the number of unsubscribed users who unsubscribed from Atliqo on that particular month in that city_code in lakhs(unit of currency in India - 1 Lakh = 100,000).

2. fact_market_share Column Description for fact_market_share:

1. date: This column represents the starting date of each month.
2. city_code: This column represents the unique code given for each city.
3. tmv_city_crores: This column represents the total market value of the city in that month in crores(unit of currency in India) from the internet users.
4. company: This column represents the different competitor names in the telecom industry [Atliqo, Britel, DADAFONE, PIO, Others].
5. ms_pct: This column represents the percentage of market share gained by respective company from the total market value(tmv_city) on that particular month in that city-code.

3. fact_plan_revenue Column Description for fact_plan_revenue:

1. date: This column represents the starting date of each month.
2. city_code: This column represents the unique code given for each city.
3. plans: This column represents the various internet plans provided by the Atliqo company to the users.
4. plan_revenue_crores: This column represents the revenue that Atliqo got from that respective plan on that particular month in that city_code in crores (unit of currency in India - 1Crore = 10 Million).

```python
# import library
import numpy as np
import pandas as pd
import os
from matplotlib import pylab as plt
```

```python
# import the excel file for analysis
fam=pd.read_excel(r"C:\Users\tusha\Desktop\Project\C3 Input_for_Participants/data_set.xlsx",sheet_name="fact_atliqo_metrics")
fms=pd.read_excel(r"C:\Users\tusha\Desktop\Project\C3 Input_for_Participants/data_set.xlsx",sheet_name="fact_market_share")
fpr=pd.read_excel(r"C:\Users\tusha\Desktop\Project\C3 Input_for_Participants/data_set.xlsx",sheet_name="fact_plan_revenue")
```

```python
fam.head() # Data inside fact_atliqo_metrics file
```

Out[3]:

	month_name	before/after_5g	city_name	company	atliqo_revenue_crores	arpu	active_users_lakhs	unsubscribed_users_lakhs
0	Jan	Before 5G	Mumbai	Atliqo	60.69	192	31.61	1.90
1	Jan	Before 5G	Delhi	Atliqo	42.71	175	24.41	1.31
2	Jan	Before 5G	Kolkata	Atliqo	36.91	175	21.09	1.25
3	Jan	Before 5G	Bangalore	Atliqo	37.40	175	21.37	1.39
4	Jan	Before 5G	Chennai	Atliqo	30.80	203	15.17	1.12

In [4]:
```python
fam.info() # column details
```

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 120 entries, 0 to 119
Data columns (total 8 columns):
 #   Column                    Non-Null Count  Dtype
---  ------                    --------------  -----
 0   month_name                120 non-null    object
 1   before/after_5g           120 non-null    object
 2   city_name                 120 non-null    object
 3   company                   120 non-null    object
 4   atliqo_revenue_crores     120 non-null    float64
 5   arpu                      120 non-null    int64
 6   active_users_lakhs        120 non-null    float64
 7   unsubscribed_users_lakhs  120 non-null    float64
dtypes: float64(3), int64(1), object(4)
memory usage: 7.6+ KB
```

In [5]:
```python
fam.isnull().sum() # data is cosistant with no null value
```

Out[5]:
```
month_name                  0
before/after_5g             0
city_name                   0
company                     0
atliqo_revenue_crores       0
arpu                        0
active_users_lakhs          0
unsubscribed_users_lakhs    0
dtype: int64
```

In [6]:
```python
print("Total Revenue is "+str(fam['atliqo_revenue_crores'].sum())+" crores.")
```

```
Total Revenue is 3187.36 crores.
```

In [7]:
```python
print("Avg. Revenue is "+str(fam['atliqo_revenue_crores'].sum()/8)+" crores.")
```

```
Avg. Revenue is 398.42 crores.
```

Spliting the Revenue based on Before and After 5G implementation

- First 4 months of 2022 are showing the revenue Before 5G implementation.
- After 4 months of 2022 are showing the revenue After 5G implementation.

In [8]:
```python
df=fam.groupby(by='before/after_5g')
fam_before_5G = df.get_group('Before 5G')
fam_after_5G = df.get_group('After 5G')
```

In [9]:
```python
fam_before_5G.head()
```

Out[9]:

	month_name	before/after_5g	city_name	company	atliqo_revenue_crores	arpu	active_users_lakhs	unsubscribed_users_lakhs
0	Jan	Before 5G	Mumbai	Atliqo	60.69	192	31.61	1.90
1	Jan	Before 5G	Delhi	Atliqo	42.71	175	24.41	1.31
2	Jan	Before 5G	Kolkata	Atliqo	36.91	175	21.09	1.25
3	Jan	Before 5G	Bangalore	Atliqo	37.40	175	21.37	1.39
4	Jan	Before 5G	Chennai	Atliqo	30.80	203	15.17	1.12

In [10]:
```python
fam_after_5G.head()
```

Out[10]:

	month_name	before/after_5g	city_name	company	atliqo_revenue_crores	arpu	active_users_lakhs	unsubscribed_users_lakhs
60	Jun	After 5G	Mumbai	Atliqo	62.09	193	32.17	2.41
61	Jun	After 5G	Delhi	Atliqo	42.12	198	21.27	2.28
62	Jun	After 5G	Kolkata	Atliqo	36.77	199	18.48	1.79
63	Jun	After 5G	Bangalore	Atliqo	38.02	242	15.71	1.14
64	Jun	After 5G	Chennai	Atliqo	30.55	198	15.43	1.63

In [11]:
```python
print("Before 5G")
print("Total Revenue is "+str(fam_before_5G['atliqo_revenue_crores'].sum())+" crores.")
print("Avg. Revenue is "+str(round(fam_before_5G['atliqo_revenue_crores'].sum()/4,2))+" crores.")
```

```
Before 5G
Total Revenue is 1597.7 crores.
Avg. Revenue is 399.42 crores.
```

In [12]:
```python
print("After 5G")
print("Total Revenue is "+str(round(fam_after_5G['atliqo_revenue_crores'].sum(),2))+" crores.")
print("Avg. Revenue is "+str(round(fam_after_5G['atliqo_revenue_crores'].sum()/4,2))+" crores.")
```

```
After 5G
Total Revenue is 1589.66 crores.
Avg. Revenue is 397.42 crores.
```

In [13]:
```python
print("Average Revenue Per User before 5G 'arpu' " + str(round(fam_before_5G['arpu'].mean(),2)))
print("Average Revenue Per User after 5G 'arpu' " + str(round(fam_after_5G['arpu'].mean(),2)))
print("arpu increaseed by " + str(round((fam_after_5G['arpu'].mean()-fam_before_5G['arpu'].mean()),2)))
```

```
Average Revenue Per User before 5G 'arpu' 190.23
Average Revenue Per User after 5G 'arpu' 211.25
arpu increaseed by 21.02
```

In [14]:
```python
print("Total Active user before 5G " + str(round(fam_before_5G['active_users_lakhs'].sum(),2))+" lakhs.")
print("Total Active user after 5G " + str(round(fam_after_5G['active_users_lakhs'].sum(),2))+" lakhs.")
print("Reduction in total active user after 5G " + str(round((fam_before_5G['active_users_lakhs'].sum()-fam_after_5G['active_use
```

```
Total Active user before 5G 843.53 lakhs.
Total Active user after 5G 773.7 lakhs.
Reduction in total active user after 5G 69.83 lakhs.
```

```
In [15]: print("Total unsubscribed users before 5G " + str(round(fam_before_5G['unsubscribed_users_lakhs'].sum(),2))+" lakhs.")
         print("Total unsubscribed users after 5G " + str(round(fam_after_5G['unsubscribed_users_lakhs'].sum(),2))+" lakhs.")
         print("Increase in unsubscription after 5G " + str(round((fam_after_5G['unsubscribed_users_lakhs'].sum())-fam_before_5G['unsubscr
```

```
Total unsubscribed users before 5G 56.33 lakhs.
Total unsubscribed users after 5G 69.57 lakhs.
Increase in unsubscription after 5G 13.24 lakhs.
```

```
In [16]: fam.head()
```

Out[16]:

	month_name	before/after_5g	city_name	company	atliqo_revenue_crores	arpu	active_users_lakhs	unsubscribed_users_lakhs
0	Jan	Before 5G	Mumbai	Atliqo	60.69	192	31.61	1.90
1	Jan	Before 5G	Delhi	Atliqo	42.71	175	24.41	1.31
2	Jan	Before 5G	Kolkata	Atliqo	36.91	175	21.09	1.25
3	Jan	Before 5G	Bangalore	Atliqo	37.40	175	21.37	1.39
4	Jan	Before 5G	Chennai	Atliqo	30.80	203	15.17	1.12

```
In [17]: Atliqo=fam.groupby('month_name',as_index = False,sort=False).sum()
         Atliqo_m=fam.groupby('month_name',as_index = False,sort=False).mean()
```

```
In [18]: Atliqo.head()
```

Out[18]:

	month_name	atliqo_revenue_crores	arpu	active_users_lakhs	unsubscribed_users_lakhs
0	Jan	354.37	2812	191.71	11.67
1	Feb	425.69	2786	228.28	14.23
2	Mar	410.45	2947	212.58	14.96
3	Apr	407.19	2869	210.96	15.47
4	Jun	357.56	3267	169.94	15.56

```
In [19]: for i in range(0,8):
             print("In month of {} Atliqo Revenue {} crores having Average Revenue Per User {}. Active user {} lakhs where as unsubscribe
```

In month of Jan Atliqo Revenue 354.37 crores having Average Revenue Per User 187.47. Active user 191.71 lakhs where as unsubscri
bed user become 11.67 lakhs.
In month of Feb Atliqo Revenue 425.69 crores having Average Revenue Per User 185.73. Active user 228.28 lakhs where as unsubscri
bed user become 14.23 lakhs.
In month of Mar Atliqo Revenue 410.45 crores having Average Revenue Per User 196.47. Active user 212.58 lakhs where as unsubscri
bed user become 14.96 lakhs.
In month of Apr Atliqo Revenue 407.19 crores having Average Revenue Per User 191.27. Active user 210.96 lakhs where as unsubscri
bed user become 15.47 lakhs.
In month of Jun Atliqo Revenue 357.56 crores having Average Revenue Per User 217.8. Active user 169.94 lakhs where as unsubscrib
ed user become 15.56 lakhs.
In month of Jul Atliqo Revenue 412.76 crores having Average Revenue Per User 202.47. Active user 211.13 lakhs where as unsubscri
bed user become 18.57 lakhs.
In month of Aug Atliqo Revenue 419.08 crores having Average Revenue Per User 209.53. Active user 204.41 lakhs where as unsubscri
bed user become 18.67 lakhs.
In month of Sep Atliqo Revenue 400.26 crores having Average Revenue Per User 215.2. Active user 188.22 lakhs where as unsubscrib
ed user become 16.77 lakhs.

In [20]:
```python
fig,ax=plt.subplots(1,3,figsize = (16,9),dpi=300)
ax[0].set_title("Active Users in lakhs vs Month")
ax[0].set_xlabel('Month')
ax[0].set_ylabel('Users in lakhs')
ax[0].plot(Atliqo['month_name'],Atliqo['active_users_lakhs'],marker='*',markersize = 10,markerfacecolor = "white")
ax[1].set_title("Unsubscribed Users in lakhs")
ax[1].set_xlabel('Month')
ax[1].set_ylabel('Users in lakhs')
ax[1].plot(Atliqo['month_name'],Atliqo['unsubscribed_users_lakhs'],marker='o',markersize = 10,markerfacecolor = "white")
ax[2].set_title("Average Revenue Per User over all city")
ax[2].set_xlabel('Month')
ax[2].set_ylabel('Average Revenue Per User')
ax[2].plot(Atliqo['month_name'],Atliqo_m['arpu'],marker='s',markersize = 10,markerfacecolor = "white")
```

Out[20]: [<matplotlib.lines.Line2D at 0x236e4483790>]

Active Users in lakhs vs Month

Unsubscribed Users in lakhs

Average Revenue Per User over all city
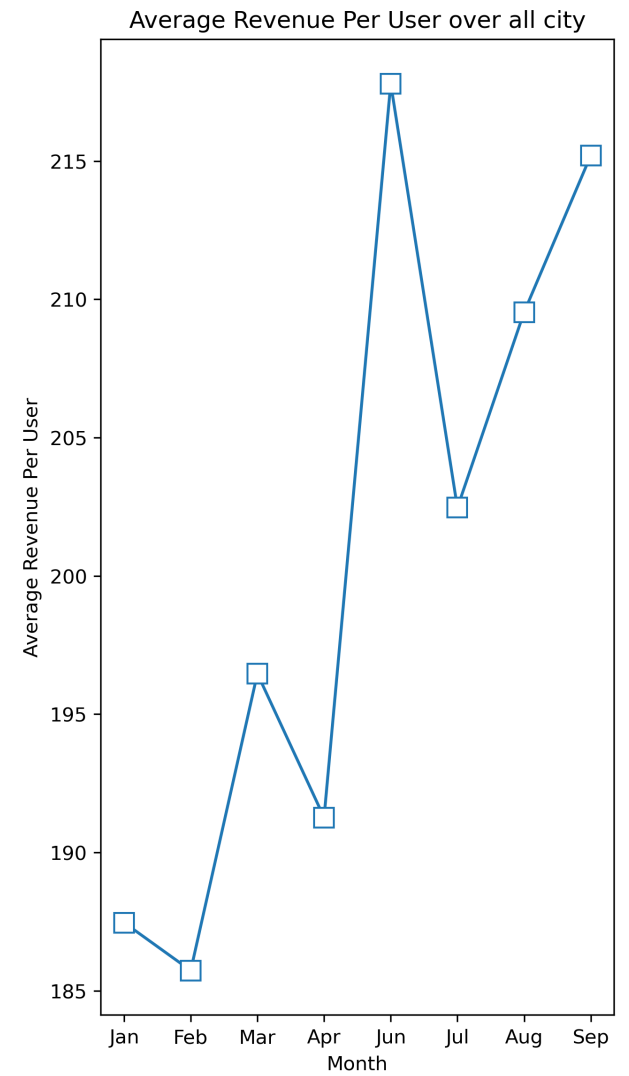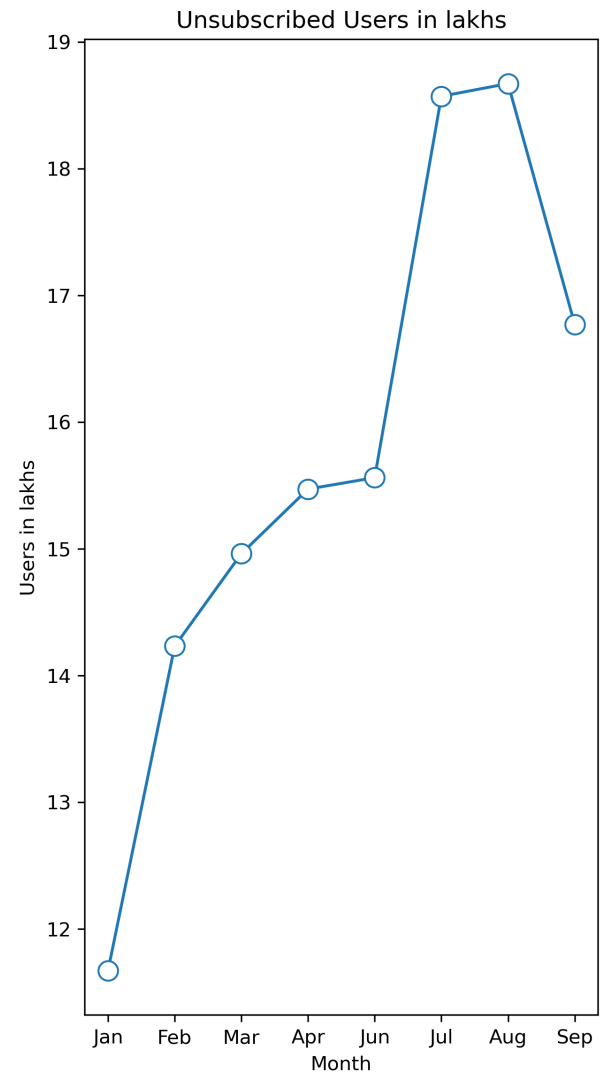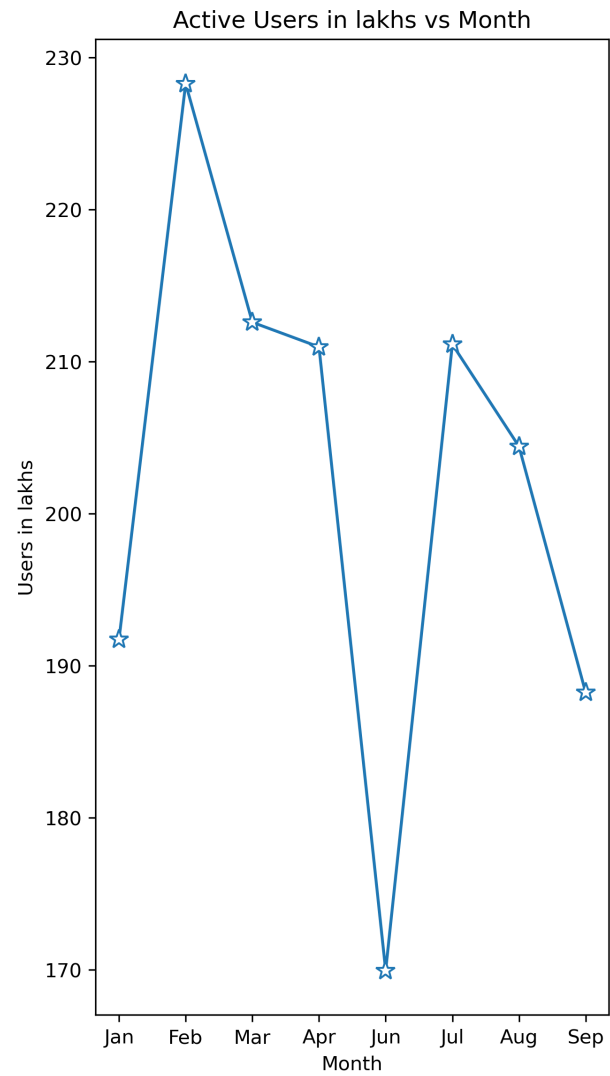
In [21]: `fms.head()`

Out[21]:

	month_name	before/after_5g	city_name	tmv_city_crores	company	ms_pct
0	Jan	Before 5G	Mumbai	286.29	Atliqo	21.20
1	Jan	Before 5G	Delhi	241.59	Atliqo	17.68
2	Jan	Before 5G	Kolkata	222.19	Atliqo	16.61
3	Jan	Before 5G	Bangalore	195.41	Atliqo	19.14
4	Jan	Before 5G	Chennai	166.78	Atliqo	18.47

In [22]:
```python
fms["company"].unique()
```

Out[22]:
```
array(['Atliqo', 'Britel', 'PIO', 'DADAFONE', 'Others'], dtype=object)
```

In [23]:
```python
fms.groupby('company').sum()
```

Out[23]:

	tmv_city_crores	ms_pct
company		
Atliqo	16607.85	2347.20
Britel	16607.85	3298.45
DADAFONE	16607.85	1236.74
Others	16607.85	867.79
PIO	16607.85	4249.85

In [24]:
```python
f=fms.groupby(by='company')
fam_before_5G = df.get_group('Before 5G')
fam_after_5G = df.get_group('After 5G')
```

In [25]:
```python
f_Atliqo = f.get_group('Atliqo')
f_Britel = f.get_group('Britel')
f_PIO = f.get_group('PIO')
f_DADAFONE = f.get_group('DADAFONE')
f_Others = f.get_group('Others')
```

In [26]:
```python
f_Atliqo.head()
```

Out[26]:

	month_name	before/after_5g	city_name	tmv_city_crores	company	ms_pct
0	Jan	Before 5G	Mumbai	286.29	Atliqo	21.20
1	Jan	Before 5G	Delhi	241.59	Atliqo	17.68
2	Jan	Before 5G	Kolkata	222.19	Atliqo	16.61
3	Jan	Before 5G	Bangalore	195.41	Atliqo	19.14
4	Jan	Before 5G	Chennai	166.78	Atliqo	18.47

In [27]:
```python
a=f_Atliqo.groupby('month_name',as_index = False,sort=False).mean()
b=f_Britel.groupby('month_name',as_index = False,sort=False).mean()
c=f_PIO.groupby('month_name',as_index = False,sort=False).mean()
d=f_DADAFONE.groupby('month_name',as_index = False,sort=False).mean()
e=f_Others.groupby('month_name',as_index = False,sort=False).mean()
```

In [28]:
```python
fig,ax=plt.subplots(dpi=200)
ax.set_title("Market Share %")
ax.set_xlabel('Month name')
ax.set_ylabel('Average of Market share')
ax.plot(a['month_name'],a['ms_pct'],marker='*',markersize = 10,markerfacecolor = "white")
ax.plot(b['month_name'],b['ms_pct'])
ax.plot(c['month_name'],c['ms_pct'])
ax.plot(d['month_name'],d['ms_pct'])
ax.plot(e['month_name'],e['ms_pct'])
ax.legend(['Atliqo', 'Britel', 'PIO', 'DADAFONE', 'Others'],loc=2)
```

Out[28]:
```
<matplotlib.legend.Legend at 0x236e5d8dca0>
```

Market Share %

Month name
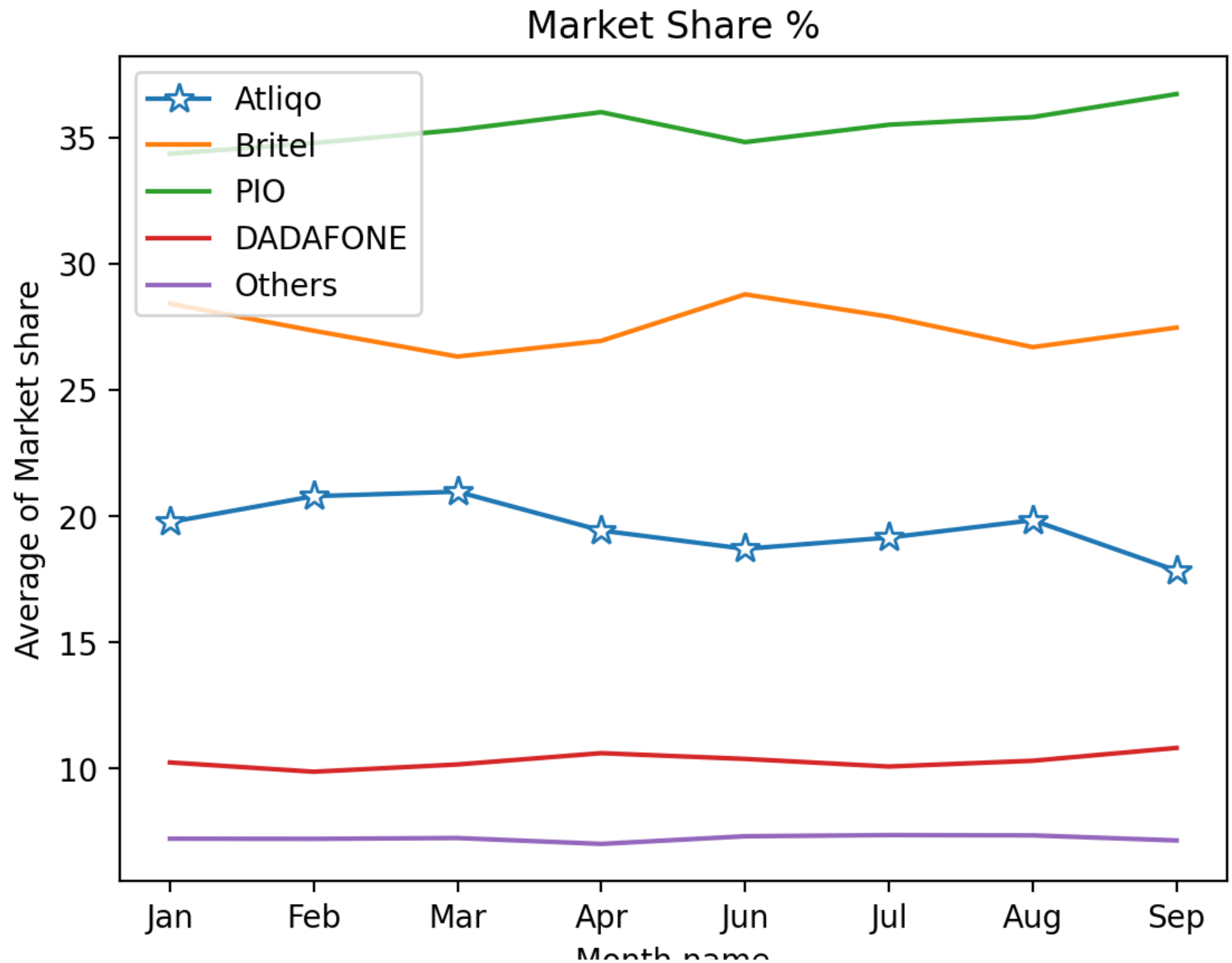
```
In [29]:  f=f_Atliqo.groupby('city_name',as_index = False,sort=False).sum()
          g=f_Britel.groupby('city_name',as_index = False,sort=False).sum()
          h=f_PIO.groupby('city_name',as_index = False,sort=False).sum()
          i=f_DADAFONE.groupby('city_name',as_index = False,sort=False).sum()
          j=f_Others.groupby('city_name',as_index = False,sort=False).sum()
```

```
In [30]:  j
```

Out[30]:

	city_name	tmv_city_crores	ms_pct
0	Mumbai	2585.23	55.73
1	Delhi	2154.19	56.06
2	Kolkata	1992.68	58.86
3	Bangalore	1769.01	55.50
4	Chennai	1486.76	58.14
5	Hyderabad	1332.58	58.69
6	Pune	1276.45	60.05
7	Ahmedabad	981.19	56.89
8	Jaipur	716.78	50.39
9	Lucknow	614.67	50.59
10	Patna	505.82	54.61
11	Coimbatore	451.71	65.06
12	Chandigarh	328.82	68.54
13	Gurgaon	253.33	61.25
14	Raipur	158.63	57.43

```
In [31]:  f['city_name'].unique()
```

Out[31]:
```
array(['Mumbai', 'Delhi', 'Kolkata', 'Bangalore', 'Chennai', 'Hyderabad',
       'Pune', 'Ahmedabad', 'Jaipur', 'Lucknow', 'Patna', 'Coimbatore',
       'Chandigarh', 'Gurgaon', 'Raipur'], dtype=object)
```

In [32]:
```python
fig,ax=plt.subplots(figsize = (16,9),dpi=200)
ax.set_title("Market Share %")
ax.set_xlabel('City Name')
ax.set_ylabel('Average of Market share')
ax.bar(f['city_name'],f['ms_pct'],align = 'center',width=0.5,alpha = 0.9)
ax.bar(g['city_name'],g['ms_pct'],align = 'center',width=0.5,alpha =0.7)
ax.bar(h['city_name'],h['ms_pct'],align = 'center',width=0.5,alpha =0.5)
ax.bar(i['city_name'],i['ms_pct'],align = 'center',width=0.5,alpha =0.3)
ax.bar(j['city_name'],j['ms_pct'],align = 'center',width=0.5,alpha =0.1)

ax.legend(['Atliqo', 'Britel', 'PIO', 'DADAFONE', 'Others'],loc=2)
```

Out[32]:
```
<matplotlib.legend.Legend at 0x236e5e55d30>
```

Market Share %
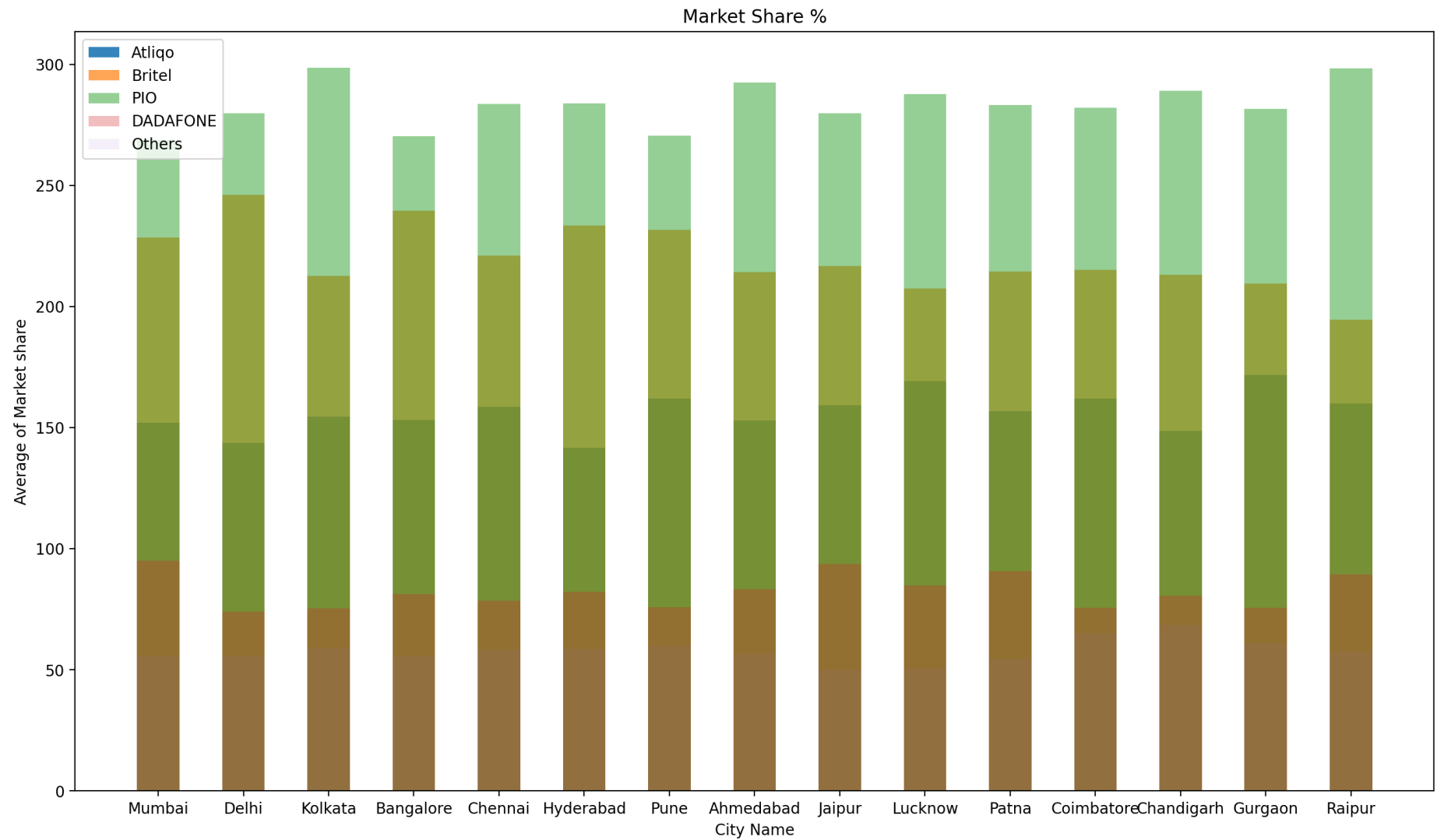

```
In [33]:  fpr.head()
```

Out[33]:

	month_name	before/after_5g	city_name	plan_description	plan_revenue_crores
0	Jan	Before 5G	Mumbai	Smart Recharge Pack (2 GB / Day Combo For 3 mo...	6.26
1	Jan	Before 5G	Delhi	Smart Recharge Pack (2 GB / Day Combo For 3 mo...	4.58
2	Jan	Before 5G	Kolkata	Smart Recharge Pack (2 GB / Day Combo For 3 mo...	4.29
3	Jan	Before 5G	Bangalore	Smart Recharge Pack (2 GB / Day Combo For 3 mo...	4.26
4	Jan	Before 5G	Chennai	Smart Recharge Pack (2 GB / Day Combo For 3 mo...	3.60

In [34]:
```python
k=fpr.groupby(['before/after_5g','plan_description'],as_index = False,sort='plan_description').sum()
```

In [35]:
```python
mask1=k['before/after_5g']=='After 5G'
mask2=k['before/after_5g']=='Before 5G'
```

In [36]:
```python
pack=fpr['plan_description'].unique()
bk=k[mask2]
ak=k[mask1]
```

In [ ]:

In [37]:
```python
bk
```

Out[37]:

	before/after_5g	plan_description	plan_revenue_crores
10	Before 5G	25 GB Combo 3G / 4G Data Pack	58.24
11	Before 5G	Big Combo Pack (6 GB / Day) validity: 3 Days	13.11
12	Before 5G	Combo TopUp: 14.95 Talktime and 300 MB data	22.68
13	Before 5G	Daily Saviour (1 GB / Day) validity: 1 Day	43.43
14	Before 5G	Elite saver Pack (1 GB/ Day) Valid: 28 Days	131.93
15	Before 5G	Mini Data Saver Pack (500 MB/ Day) Valid: 20 Days	107.54
16	Before 5G	Rs. 99 Full Talktime Combo Pack	100.46
17	Before 5G	Smart Recharge Pack (2 GB / Day Combo For 3 mo...	181.27
18	Before 5G	Super Saviour Pack (1.5 GB / Day Combo For 56 ...	148.80
19	Before 5G	Xstream Mobile Data Pack: 15GB Data	28 days	74.91

In [38]:
```python
for i in range(0,10):
    print("{}) Package: {} \n*. Revenue generated from {} crores before 5g and {} crores after 5G.\n*. The revenue difference {}
```

```
1) Package: 25 GB Combo 3G / 4G Data Pack
*. Revenue generated from 58.24 crores before 5g and 15.56 crores after 5G.
*. The revenue difference -42.68 crores.
2) Package: Elite saver Pack (1 GB/ Day) Valid: 28 Days
*. Revenue generated from 13.11 crores before 5g and 129.61 crores after 5G.
*. The revenue difference 116.5 crores.
3) Package: Mini Data Saver Pack (500 MB/ Day) Valid: 20 Days
*. Revenue generated from 22.68 crores before 5g and 87.67999999999999 crores after 5G.
*. The revenue difference 65.0 crores.
4) Package: Mini Ultra Saver Pack (750 MB/Day for 28 Days)
*. Revenue generated from 43.43 crores before 5g and 31.45 crores after 5G.
*. The revenue difference -11.98 crores.
5) Package: Rs. 99 Full Talktime Combo Pack
*. Revenue generated from 131.93 crores before 5g and 65.15 crores after 5G.
*. The revenue difference -66.78 crores.
6) Package: Smart Recharge Pack (2 GB / Day Combo For 3 months)
*. Revenue generated from 107.54 crores before 5g and 238.66 crores after 5G.
*. The revenue difference 131.12 crores.
7) Package: Super Saviour Pack (1.5 GB / Day Combo For 56 days)
*. Revenue generated from 100.46 crores before 5g and 148.73 crores after 5G.
*. The revenue difference 48.27 crores.
8) Package: Ultra Duo Data Pack (1.8GB / Day Combo For 55 days )
*. Revenue generated from 181.27 crores before 5g and 116.13 crores after 5G.
*. The revenue difference -65.14 crores.
9) Package: Ultra Fast Mega Pack (3GB / Day Combo For 80 days)
*. Revenue generated from 148.8 crores before 5g and 185.95 crores after 5G.
*. The revenue difference 37.15 crores.
10) Package: Xstream Mobile Data Pack: 15GB Data | 28 days
*. Revenue generated from 74.91 crores before 5g and 49.46 crores after 5G.
*. The revenue difference -25.45 crores.
```

In [ ]:

In [ ]:

In [39]:
```python
x=np.linspace(1,13)
```

In [40]:
```python
ax = fig.add_axes([0.5,0.1,0.8,0.5])
fig,ax=plt.subplots(figsize=(25,12),dpi=200)
ax.set_title("Plan Revenue")
ax.set_xlabel('Month name')
ax.set_ylabel('Revenue in Crores')
```

```python
ax.bar(bk['plan_description'],bk['plan_revenue_crores'],align = 'center',width=0.5,alpha = 0.5)
ax.bar(ak['plan_description'],ak['plan_revenue_crores'],align = 'center',width=0.5,alpha = 0.4)
ax.set_xticklabels(pack,rotation=90)
ax.legend(["before 5G",'after 5G'],loc=2)
```

```
C:\Users\tusha\AppData\Local\Temp\ipykernel_21588\2422947263.py:8: UserWarning: FixedFormatter should only be used together with
FixedLocator
  ax.set_xticklabels(pack,rotation=90)
```

Out[40]: `<matplotlib.legend.Legend at 0x236e5f4c7c0>`

Plan Revenue
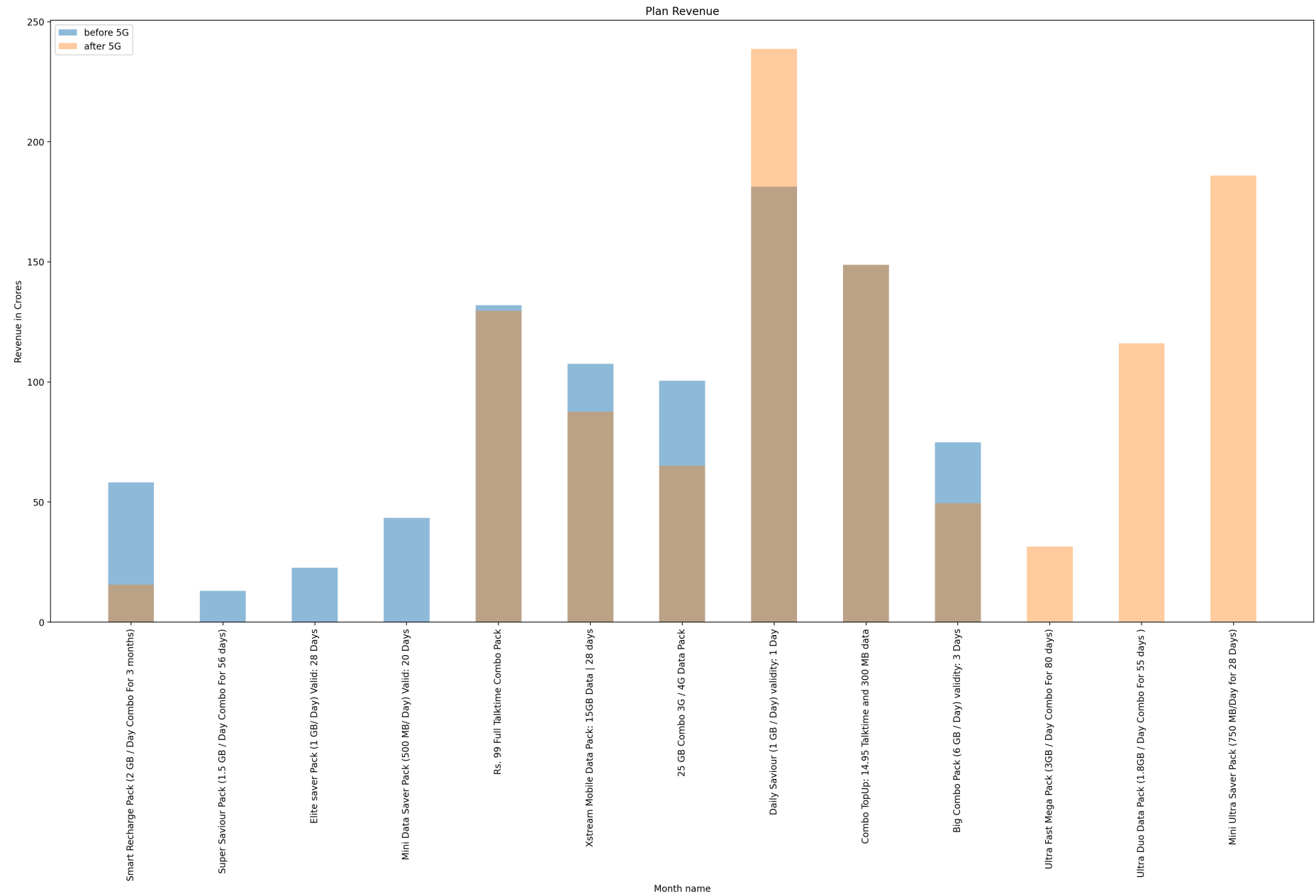
Conclusion:

There are some facinating insides based on broadband implementation on Before and After 5G implementation:

1. Total Revenue and Average revenue generated in 8 months is 3187.36 crores and 398.42 crores respectively.
2. Before 5G: Total Revenue and Average revenue generated is 1597.70 crores and 399.42 crores respectively.
3. After 5G: Total Revenue and Average revenue generated is 1589.66 crores and 397.42 crores respectively.
4. Active Users: Before 5G 843.53 lakhs and After 5G 773.7 lakhs.
5. Unsubscibed Users: Before 5G 56.33 lakhs and After 5G 69.57 lakhs and increase in unsubscribtion is 13.24 lakhs.
6. Number of unsubsribtion increase exponentially after 1st month of implementation of 5G.
7. The revenue generated from these packages decreases after 5G implementation:

- 25 GB Combo 3G / 4G Data Pack
- Mini Ultra Saver Pack (750 MB/Day for 28 Days)
- Rs. 99 Full Talktime Combo Pack
- Ultra Duo Data Pack (1.8GB / Day Combo For 55 days)
- Ultra Fast Mega Pack (3GB / Day Combo For 80 days)
- Xstream Mobile Data Pack: 15GB Data | 28 days

Thus, users from these package shifted from Atliqo to other companies

1. Maket Share graph shows: User from Atliqo switching to PIO after implementation of 5G.

```
In [ ]:
```