

# ATILIQ TELECOM DASHBOARD CHALLENGE

BY STANLEY

## Key Insights:

1. Our performance in Mumbai stands out of the crowd and it yields the maximum profit (15.36%) for the organization. But Mumbai has also Most Unsubscribed Users after 5G.
  2. 70% of revenues come from the Top 5 Metro cities - Mumbai, Delhi, Kolkata, Bangalore and Chennai.
  3. Mumbai had the highest Revenue yield whereas Raipur yields the lowest.
  4. Mumbai had the highest Unsubscribed users with 17.95 Lakhs, where Raipur had the lowest Unsubscribed users with 1.20 Lakhs.
  5. Unsubscribed Users are decreased After 5G as compared to Before 5G.
  6. When analysed in region level, South India had the highest revenue share which is 9.62 Crores followed by West, North, and East.
  7. North India had the highest average revenue per user at ₹202.70/User which is 7.60% higher than East, which had the lowest Average of ARPU at ₹188.38/User.
  8. Overall ARPU increased by 11 % from ₹190 to ₹211.
  9. South had the highest Unsubscribed Users at 37.55 Lakhs, followed by North, West, and East.
  10. Atliq holds 19.56% of entire share market which makes it as 3rd Largest Company in terms of market cap.
  11. Plan P1 and P2 yields maximum revenue to the organization. p1 and P2 collectively provides 37% revenue of the organization.
5. On Market Level Analysis.