

AtliQo Telecom – 5G Performance Analysis

Problem Statement

AtliQo, a leading telecom provider in India, launched **5G services in May 2022** expecting strong adoption.

However, post-launch performance showed concerning trends:

- Revenue growth stagnation
- Active users declining
- Market share drop vs competitors
- Surge in service unsubscriptions

To identify root causes and strategic recovery paths, I analyzed how **5G impacted business performance** across 20+ cities and major plans.

Methodology

- Cleaned & transformed datasets using **Power Query**
- Built a **Star Schema** model across cities, plans & dates
- Created 30+ **DAX Measures** for KPI comparison
- Wrote 40+ **SQL queries** to validate KPI accuracy
- Designed **executive-oriented dashboard** with action-focused visuals
- Analyzed insights using **pricing elasticity & churn analytics**

Key Insights (Pre vs Post 5G)

Metric	Finding	Business Interpretation
Active Users	↓ 8.3%	Customers not seeing 5G value
Unsubscribed Users	↑ 23.5%	Churn accelerating after upgrade
ARPU	↑ 11%	Pricing increased → user dissatisfaction
Revenue	−0.5%	Growth stalled despite higher prices
Market Share	20.2% → 19%	Competitors capturing share

City Analysis

- **Top revenue contributors** → Mumbai, Delhi, Kolkata, Bangalore, Chennai (~60% share)
- **High-risk churn cities** → Delhi, Chennai, Ahmedabad
- **Growth opportunity** → **Pune** (+18% in active users despite churn)
- **Strongholds** → Gurgaon, Lucknow (highest market share)

Plan Performance Insights

- **P1, P2, P3, P11** → Contribute **~70% revenue**
- **P11 (5G plan)** → Strong adoption, high ARPU
- Legacy plans **P7-P10** underperform → discontinued

Pricing increased but value perception did not → users exit before upgrading

Key Recommendations

Focus Area	Action	Expected Outcome
Pricing Strategy	Adjust 5G pricing in churn-heavy metros	Faster user recovery
Retention	Targeted win-back offers in Delhi/Chennai	Reduce churn loss
Plan Strategy	Promote P1, P2, P11 bundles	Drive 5G adoption
Market Share	Focus acquisition in Pune, Gurgaon	Capture high-growth zones
Customer Experience	Improve onboarding/user education	Higher satisfaction & loyalty

Business Impact

This analysis enables the leadership team to:

- Recover declining user base
- Strengthen position in high-competition regions
- Optimize **pricing vs value** strategy
- Improve 5G rollout success with **data-backed** decisions

Tools & Techniques

Power BI | SQL (MySQL) | DAX | Power Query | Data Modeling | Churn & Pricing Analytics