Overview

₹ 26.56
Average Revenue (In Crores)

- The average revenue after the 5G rollout period is 0.50% lower, which is not a substantial change.

₹ 200.74
Avg Revenue Per User

202.15
Monthly active users (In Lakhs)

15.74
Monthly Unsubscribed Users (In Lakhs)

- Despite the fact that monthly active users have decreased to 8.28%, ARPU has increased by 11.05% and Monthly unsubscribed users are noticeably higher at 19%.

Revenue Analysis

city_name	Revenue Before 5G	Revenue After 5G	Change %
Mumbai	244.40	245.15	0.31%
Delhi	196.38	190.82	-2.83%
Kolkata	192.55	191.84	-0.37%
Bangalore	168.67	169.94	0.75%
Chennai	150.13	146.24	-2.59%
Pune	129.64	130.12	0.37%
Hyderabad	118.63	117.10	-1.29%
Ahmedabad	94.49	92.58	-2.02%
Jaipur	70.09	70.78	0.98%
Lucknow	64.83	66.01	1.82%
Total	**1,597.70**	**1,589.66**	**-0.50%**

- The top five cities in terms of revenue are Mumbai, Delhi, Kolkata, Bangalore, and Chennai.
- Average revenue in Delhi, Chennai, Ahmedabad, Hyderabad, Chandigarh, and Kolkata has been observed to be declining for the post 5G launch period.
- Lucknow, Gurgaon, and Patna are some of the cities that have seen the highest growth in average revenue following the rollout of 5G.

- ARPU has performed better in the post 5G period, despite a reduction in average revenue in most of the cities.
- Pune's ARPU has dropped by 12.88%, causing it to highlight.
- Raipur, Ahmedabad, Patna, Bangalore, and Delhi have shown an exceptional rise in ARPU following the rollout of 5G.

city_name	ARPU Before 5G	ARPU After 5G	Change %
Lucknow	203.25	219.50	8.00%
Chennai	203.00	197.75	-2.59%
Coimbatore	200.00	216.50	8.25%
Pune	200.00	174.25	-12.88%
Mumbai	196.75	231.00	17.41%
Hyderabad	196.50	217.25	10.56%
Jaipur	195.00	209.25	7.31%
Patna	192.50	231.50	20.26%
Raipur	184.25	225.25	22.25%
Kolkata	183.75	193.00	5.03%
Total	**190.23**	**211.25**	**11.05%**

User Analysis

city_name	Active Users Before 5G	Active Users After 5G	Change %
Mumbai	125.34	107.35	-14.35%
Delhi	108.17	89.10	-17.63%
Kolkata	104.31	99.36	-4.75%
Bangalore	96.54	83.08	-13.94%
Chennai	73.91	74.17	0.35%
Pune	64.51	76.16	18.06%
Hyderabad	60.60	56.07	-7.48%
Ahmedabad	53.51	43.38	-18.93%
Total	843.53	773.70	-8.28%

- Before 5G, Mumbai, Delhi, Kolkata, Bangalore, and Chennai were the top cities in terms of active users; however, in the post 5G period, Chennai has been surpassed by Pune.
- The biggest rate of decline in active users was seen in Ahmedabad.
- Pune had an impressive 18.06% increase in Active Users following the implementation of 5G.

- Except for Mumbai, all other cities have failed to retain subscribers.
- Lucknow has a substantially higher monthly unsubscribed user rate of 77.91% than all other cities, indicating its poor performance in the post-5G period.

| city_name	Unsub users Before 5G	Unsub users After 5G	Change %
Mumbai	9.58	8.37	-12.63%
Delhi	7.70	8.98	16.62%
Kolkata	6.93	8.86	27.85%
Bangalore	5.71	6.89	20.67%
Chennai	5.17	7.08	36.94%
Pune	4.34	6.74	55.30%
Hyderabad	3.86	5.33	38.08%
Ahmedabad	3.32	3.86	16.27%
Total	56.33	69.57	23.50%

Market Share & Plan Analysis

Market Share % by city_name
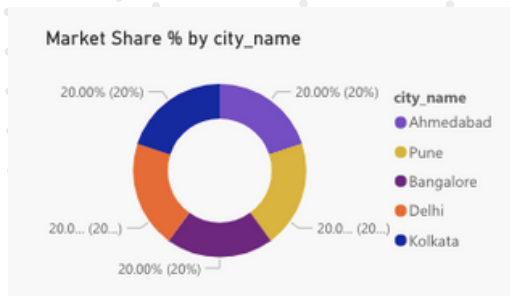
- Ahmedabad, Pune, Bangalore, Delhi, and Kolkata are the top five cities in India in terms of market share.

Total Active Users by City Name
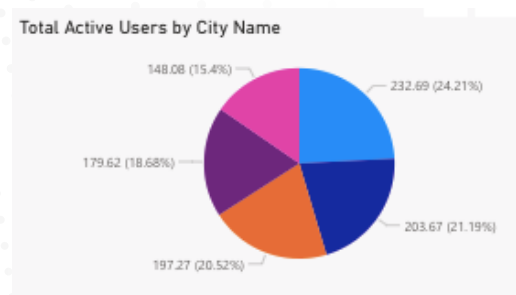
- Mumbai, Kolkata, Delhi, Bangalore, and Chennai are the top five cities in India in terms of total active users.

Market Share over months for all companies
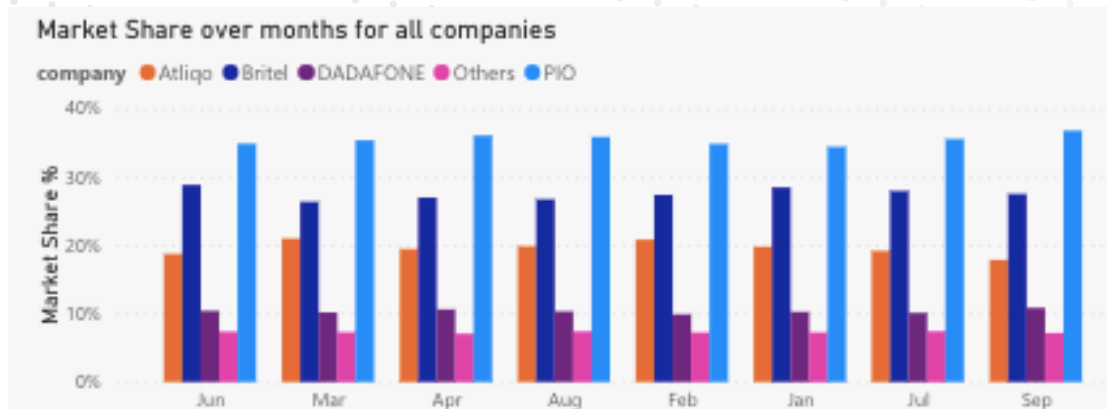
Top Plans by Revenue

plan	Total Plan Revenue (Cr)	Top N Plans by Revenue
p1	419.93	1
p2	297.53	2
p3	261.54	3
p4	195.22	4
p11	185.95	5
Total	**1,360.17**	**1**

- Plan P1 generated the most income in both periods.

- Over the months, Atliqo has ranked third for Market Share in the majority of cities.

Conclusion

- This is only feasible if 5G plan costs are very high, which might explain the drop in monthly active users, an increase in the rate of monthly unsubscribed subscribers, and minimal change in average revenue following 5G deployment.
- Increased 5G pricing plans compensate for higher monthly unsubscribed users rate.