

AtliQo

TELECOM
Challenge
By



Before | After

Comparison Report

5G

Live Dashboard

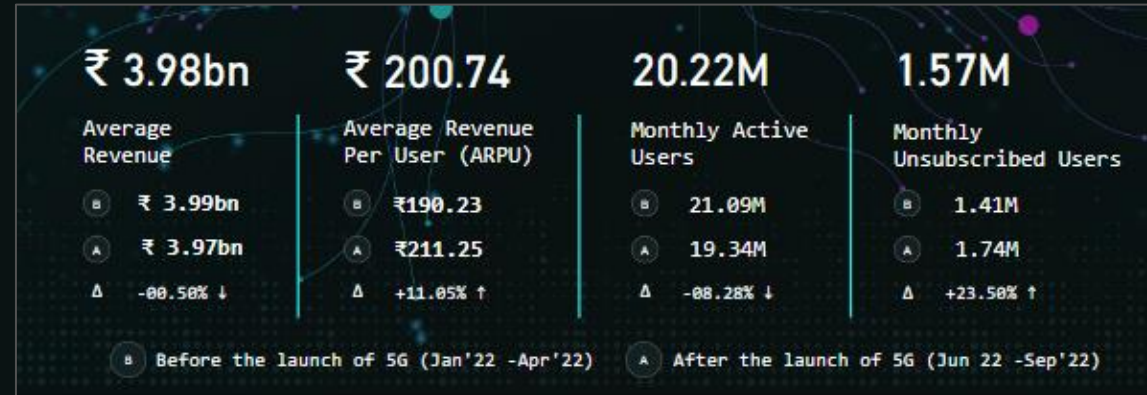
KEY FINDINGS

Telecom Challenge
BY CODEBASICS, DEC 2022



Created by: Ashish Chandulal Babaria

Overview



Avg Revenue post 5G launch period is .50% down which is not a very significant change

ARPU has shown significant raise of 11.05% despite the fact is Monthly active users has lowered to 8.28% and monthly users unsubscribed rate is noticeably higher 23.50%

Conclusion

This is only possible when 5G plan prices must be very high and that could be the reason for declined in monthly active user rate , rise in rate for monthly unsubscribed user as well as very little change in Avg. Revenue post 5G launch.

Somewhere higher prices for 5G plans in compensating the effect for higher monthly unsubscribed user rate.

Revenue Analysis

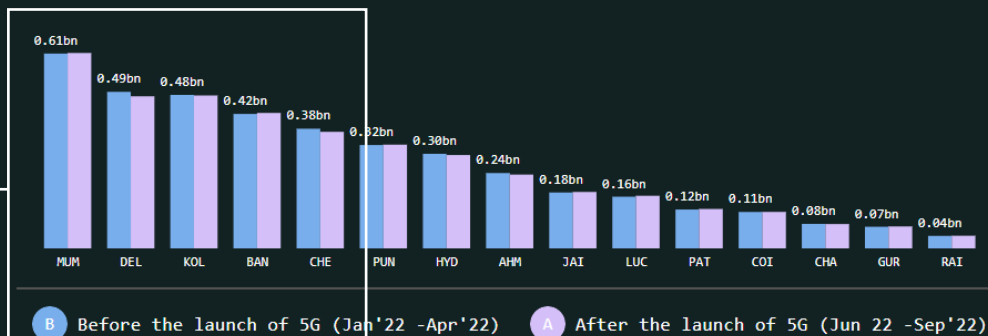
Mumbai, Delhi, Kolkata, Bangalore & Chennai are the Top 5 cities in Average Revenue.

1. Revenue

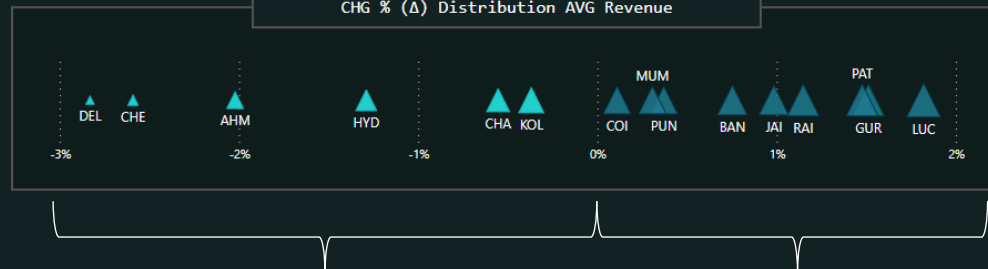
2. ARPU

3. Active Users

4. Unsubscribed Users



CHG % (Δ) Distribution AVG Revenue



In Delhi, Chennai, Ahmedabad, Hyderabad, Chandigarh & Kolkata **AVG. Revenue** found to be declining for Post 5G Launch Period.

Mumbai, Bangalore & Punjab are few cities some of the Top revenue contributors which have shown positive growth of AVG Revenue for Post 5G Launch Period

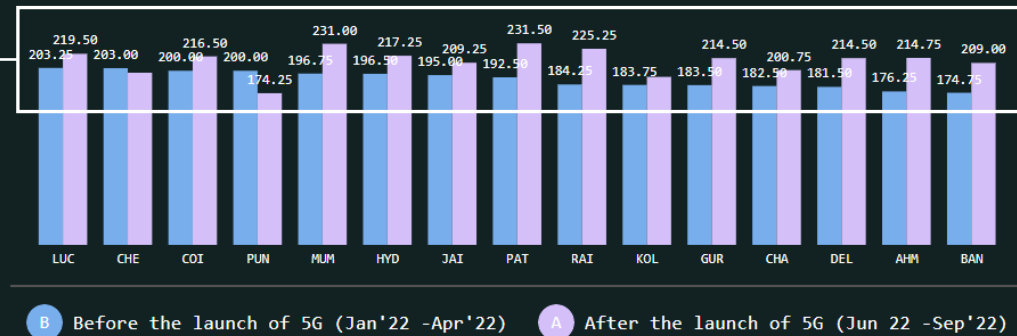
ARPU has shown better performance in post 5G Launch compared to declined in AVG Revenue for most cities.

1. Revenue

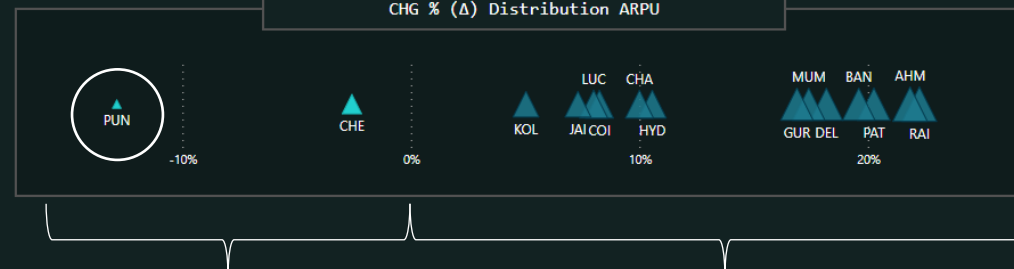
2. ARPU

3. Active Users

4. Unsubscribed Users



CHG % (Δ) Distribution ARPU



Punjab has sharp decline of 12.88% in ARPU which is making it outlier.

Mumbai, Bangalore & Delhi are few cities some of the Top revenue contributors which have shown Outstanding growth of in ARPU for Post 5G Launch Period.

User Analysis

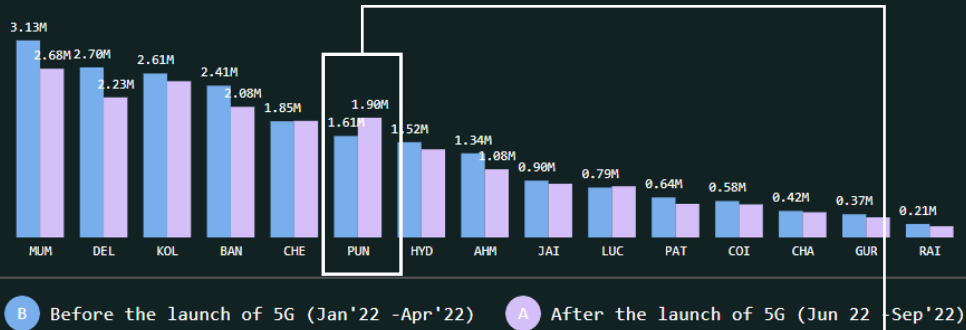
Mumbai, Delhi, Kolkata, Bangalore and Chennai are the Top cites for No. of Active users in Per 5G Period. Chennai Has been replaced by the Punjab in Post 5G Period

1. Revenue

2. ARPU

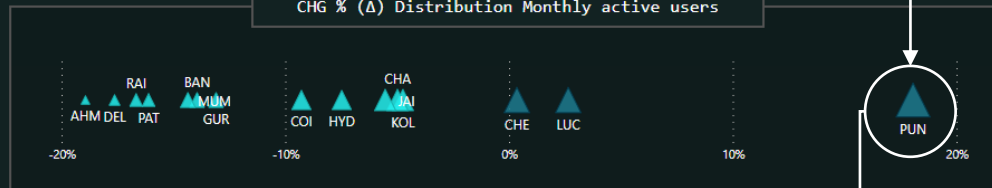
3. Active Users

4. Unsubscribed Users



B Before the launch of 5G (Jan'22 -Apr'22) **A** After the launch of 5G (Jun 22 -Sep'22)

CHG % (Δ) Distribution Monthly active users



Ahmedabad has the highest -ve growth in Active user.

Cities like Mumbai, Delhi & Bangalore which are Top contributor n AVG. Revenue have shown significantly higher -ve growth in No. of Active user for post 5G period.

Once Again Punjab is clear outlier showing **18.06%** positive growth in Active Users for Post 5G Period.

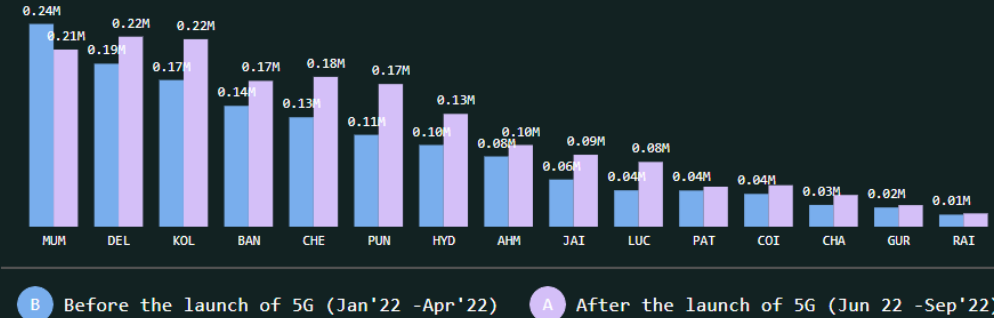
Except Mumbai all cities can be considered to be failed in retaining their subscribers

1. Revenue

2. ARPU

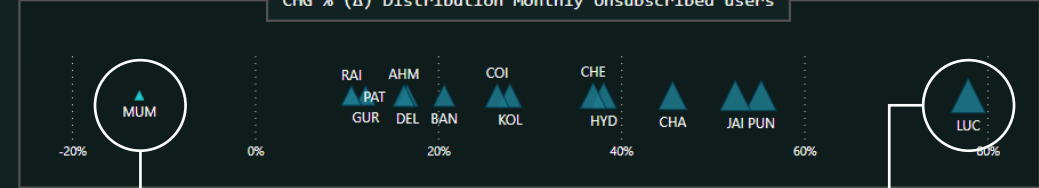
3. Active Users

4. Unsubscribed Users



B Before the launch of 5G (Jan'22 -Apr'22) **A** After the launch of 5G (Jun 22 -Sep'22)

CHG % (Δ) Distribution Monthly Unsubscribed users



Mumbai has shown noticeable -ve growth in Monthly Unsubscribed User for Post 5G, which is actually a positive sign

Lucknow has significantly higher Monthly unsubscribed user rate which shows it's poor performance for Post 5G



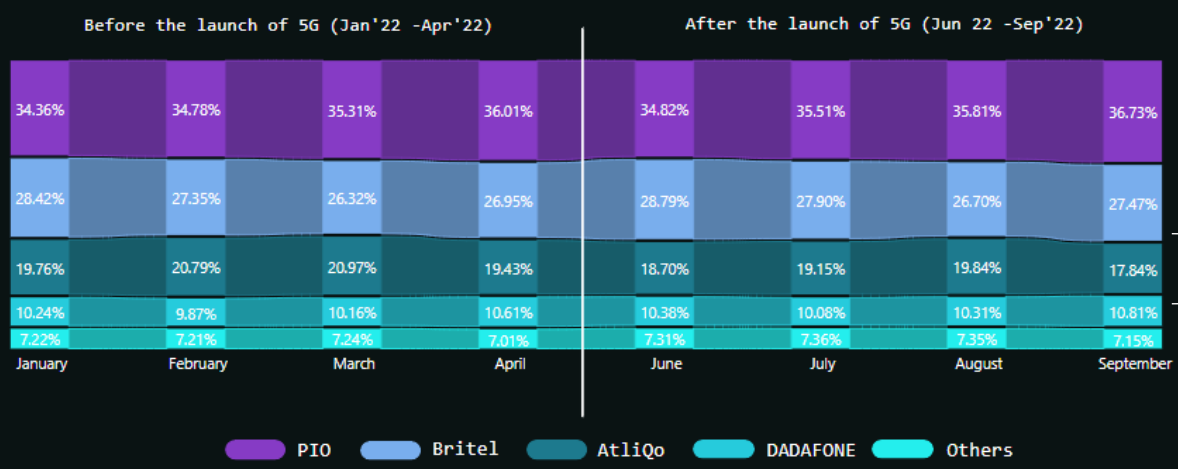
Market Share Analysis



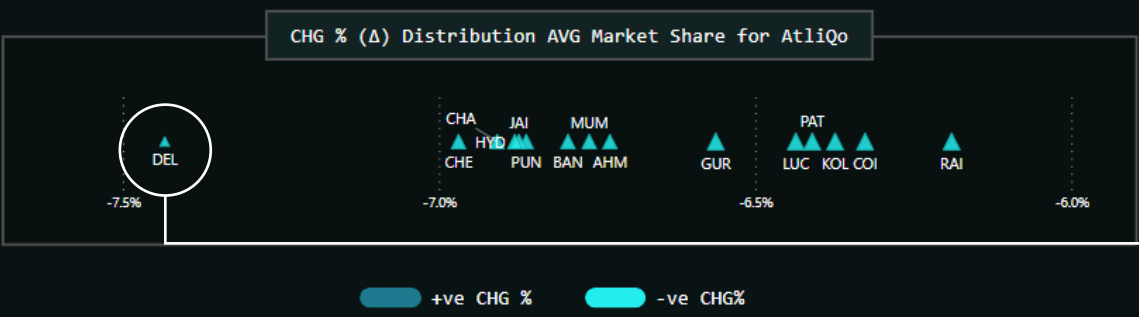
AtliQo's Average Market Share



for Post 5G there is noticeable declined of 6.69% can be seen in AtliQo's market share.

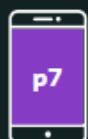


For most of the cites AtliQo is standing at 3rd rank for Average Market Share.



Though all Cities have more than 6% declined in AtliQo's Average market share, Delhi is clear outlier with 7.43 declined in Average Market Share.

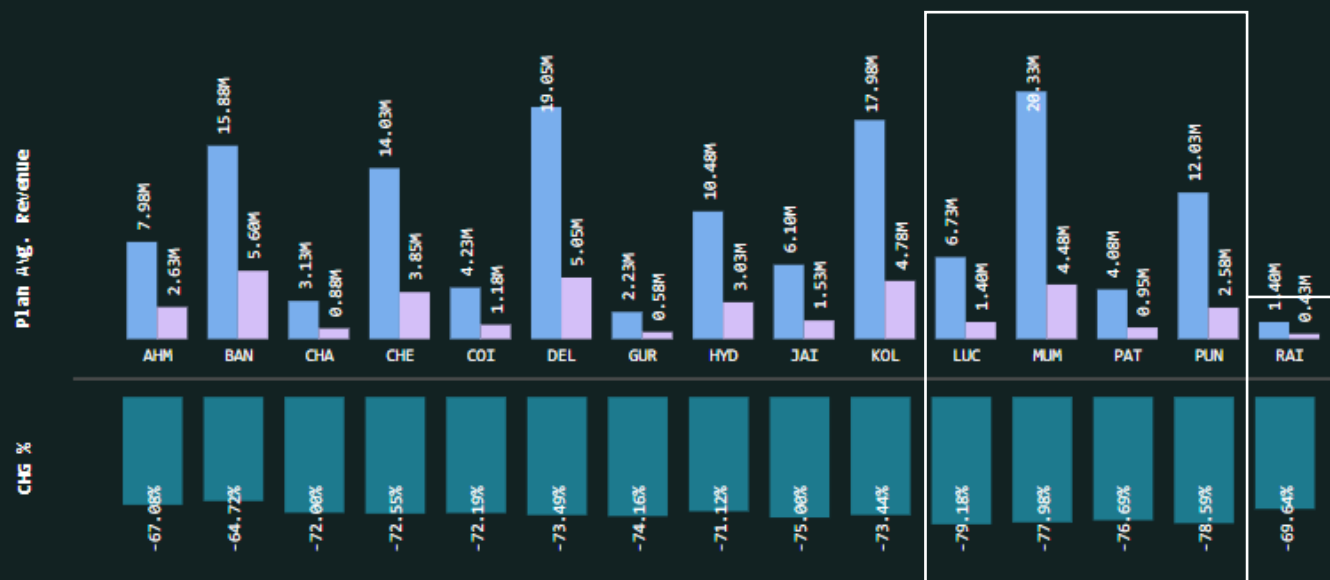
Plan Analysis



25 GB Combo 3G / 4G Data Pack

Plan's Average
RevenueB 145.60M A 38.90M Δ -73.28%

Plan P7 has the poorest performance for Post 5G



Lucknow, Mumbai, Punajb and Patna are some of the cities which has a higher -ve Avg. Revenue rate compare to others for plan p7

B Before the launch of 5G (Jan'22 -Apr'22) A After the launch of 5G (Jun 22 -Sep'22)

Plan Revenue Performance Matrix

	Before the launch of 5G (Jan'22 -Apr'22)				After the launch of 5G (Jun 22 -Sep'22)			
plan	January	February	March	April	June	July	August	September
p1	396.10M	502.80M	465.60M	448.20M	535.80M	627.90M	620.20M	602.70M
p10	23.30M	36.60M	33.60M	37.60M				
p11					414.30M	485.70M	477.90M	481.60M
p12					255.10M	299.80M	306.40M	300.00M
p13					72.10M	82.20M	81.70M	78.50M
p2	325.50M	409.20M	385.60M	367.70M	339.90M	387.90M	391.90M	367.60M
p3	296.40M	349.00M	353.20M	320.70M	304.10M	340.70M	334.80M	316.50M
p4	242.90M	280.10M	274.10M	278.30M	199.50M	236.70M	228.90M	211.70M
p5	215.50M	285.30M	258.30M	245.50M	144.00M	172.00M	178.80M	156.70M
p6	166.90M	196.90M	198.50M	186.80M	109.20M	134.80M	125.50M	125.10M
p7	122.50M	158.20M	155.90M	145.80M	33.20M	34.50M	44.70M	43.20M
p8	93.60M	120.10M	110.60M	110.00M				
p9	52.40M	59.40M	57.00M	58.00M				

Plan P1 has been leading with highest revenue in both phases

P11, P12 & P13 has been introduced post 5G. Out of that P11 has been most successful and P13 is not performing well

P2 & P3 has been almost maintaining its revenue levels in Pre & Post 5G launch periods

There is a declined p4, p5 & p6 has been almost maintaining its revenue levels in Pre & Post 5G period

P7 has sharp declined in Revenue for Post 5G

P8, P9 & P10 has been discontinued in post 5G, Neither of them have performed well in pre 5G launch period.

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THANK YOU