Domain:
Telecom

Function
Executive Management

Challenge #3 : Provide Insights to Executive team in Telecom Domain

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Data Analyst:
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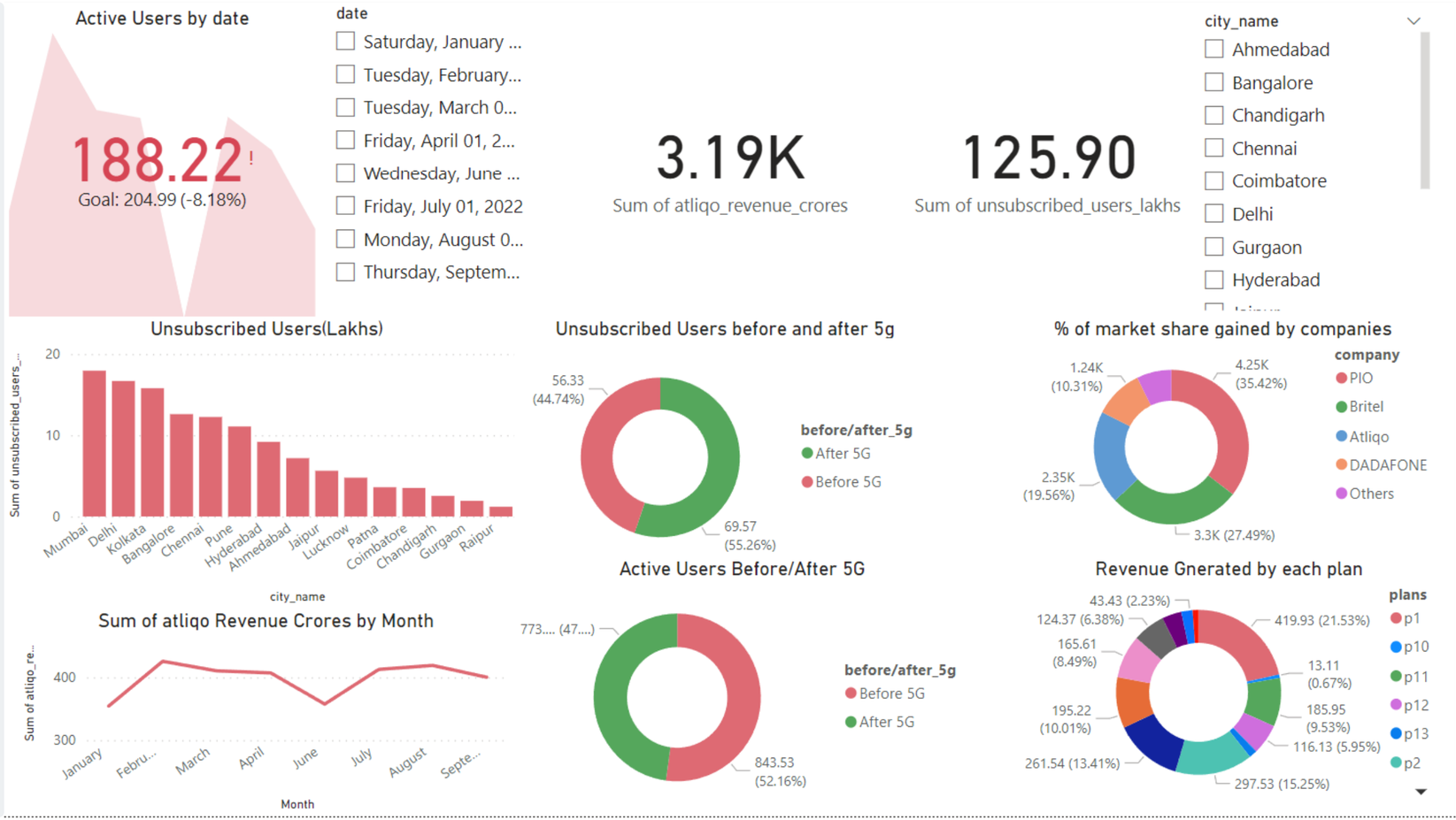
Submission Date
Dec 17, 2022

AtliQo is one of the leading telecom providers in India and launched it's 5G plans in May 2022 along with other telecom providers

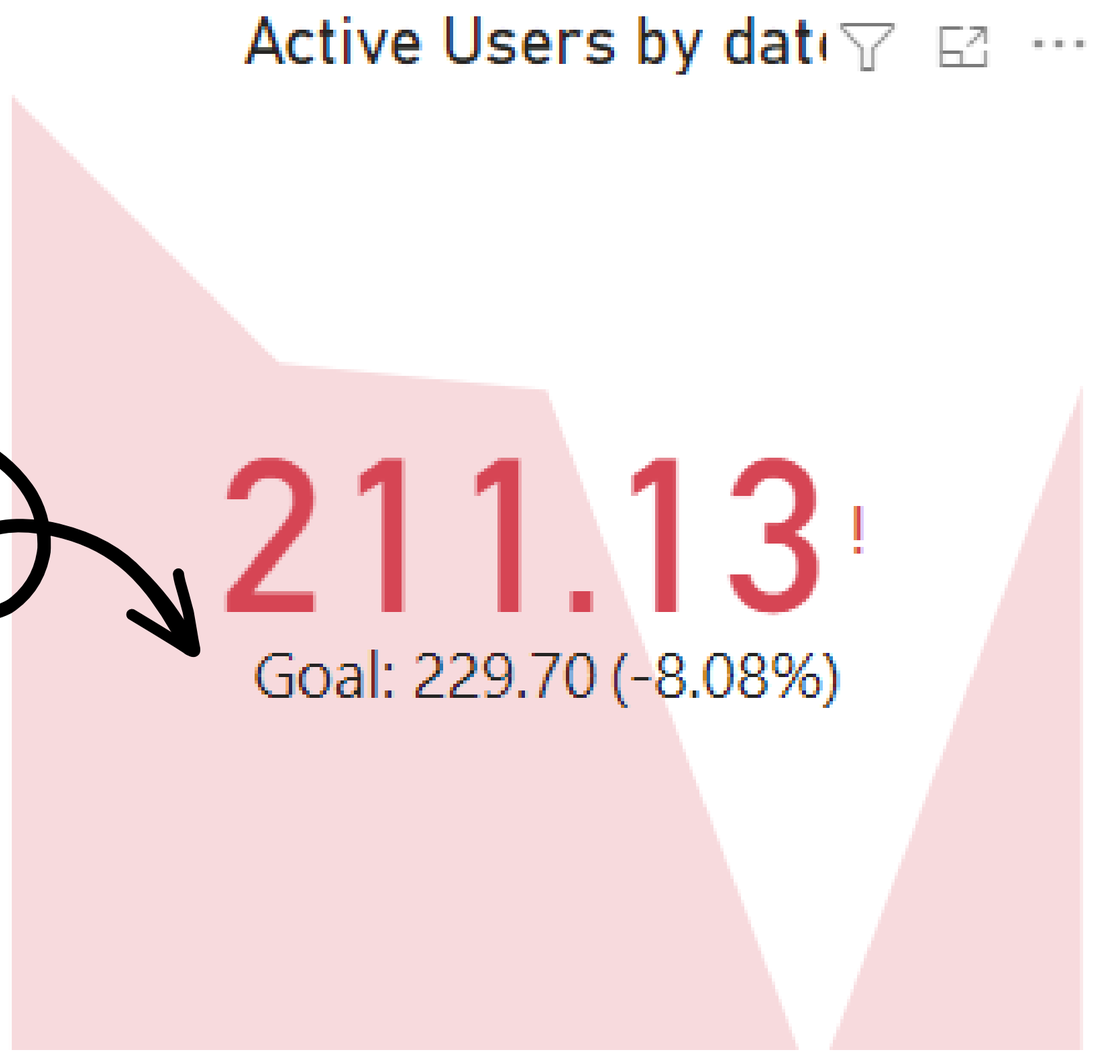
In this PowerBi project I created a dashboard that get insights which would enable the team to make informed decisions to recover their active user rate and other key metrics.

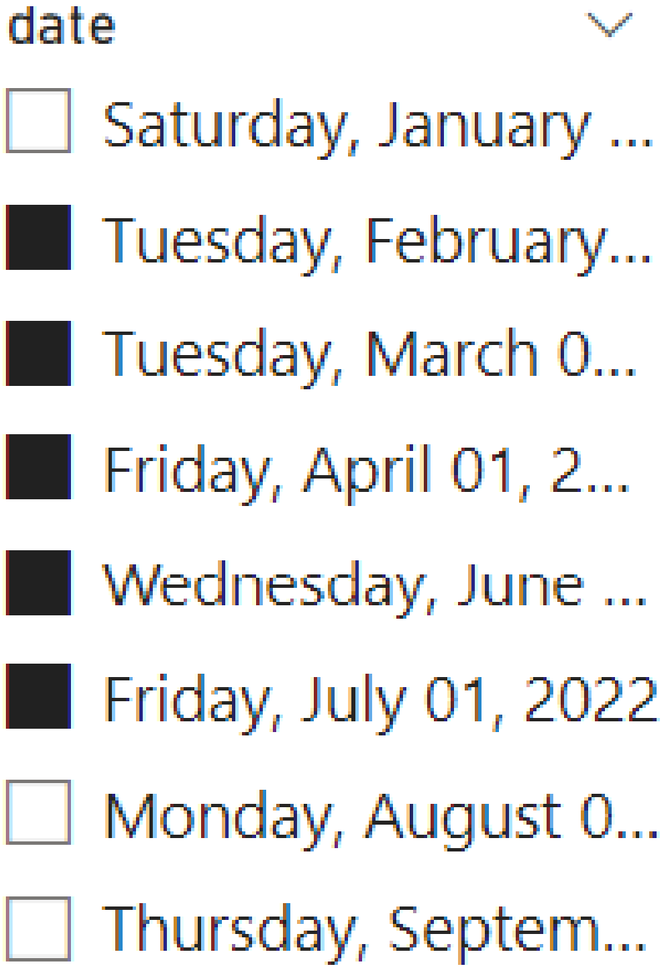


Description
This KPI shows total numbers of users active in each month in comparison to how much users should be active

Goal
Sum of active users and unsubsribed users (Total number of users that should be active)

Conclusion
This graph shows that each month total active users are lesser than they should be ...

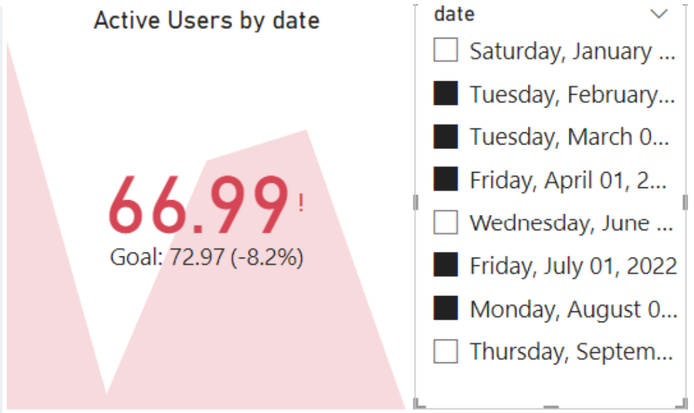




Description

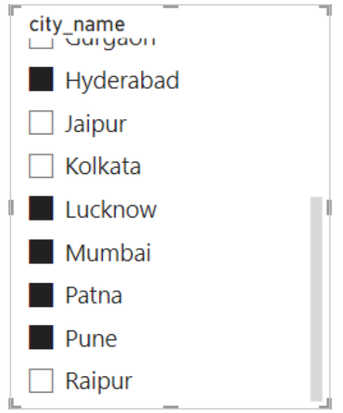
Not just the date but the management can visualize the data according to different cities also.

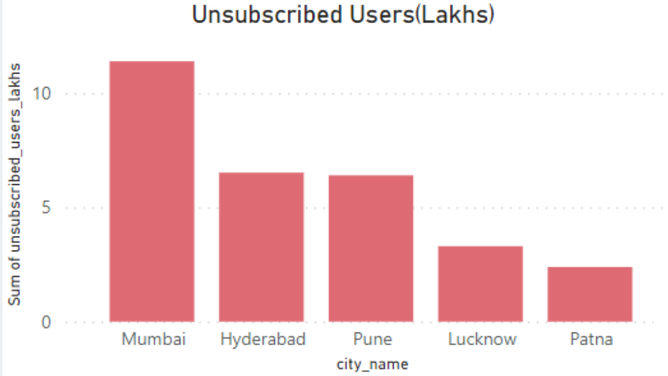
Visuals can be filtered both on dates and cities at the same time Team member can see the progress in any city in any month of the year(2022)

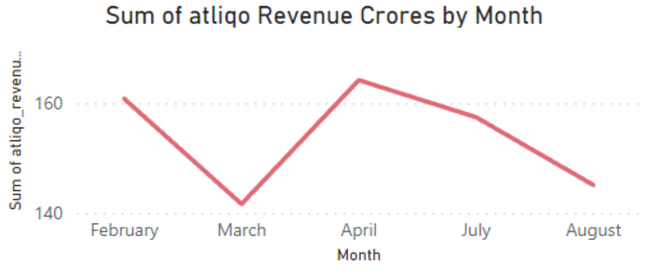


769.16
Sum of atliqo_revenue_crores

30.00
Sum of unsubscribed_users_lakhs

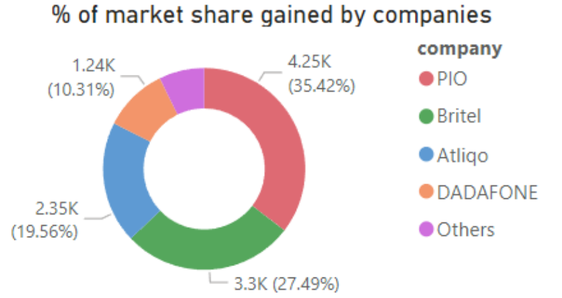


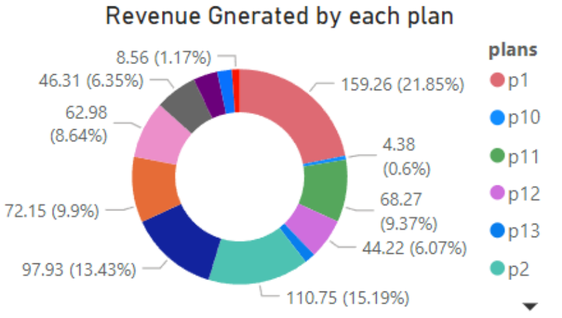




Unsubscribed Users before and after 5g

Active Users Before/After 5G





Description

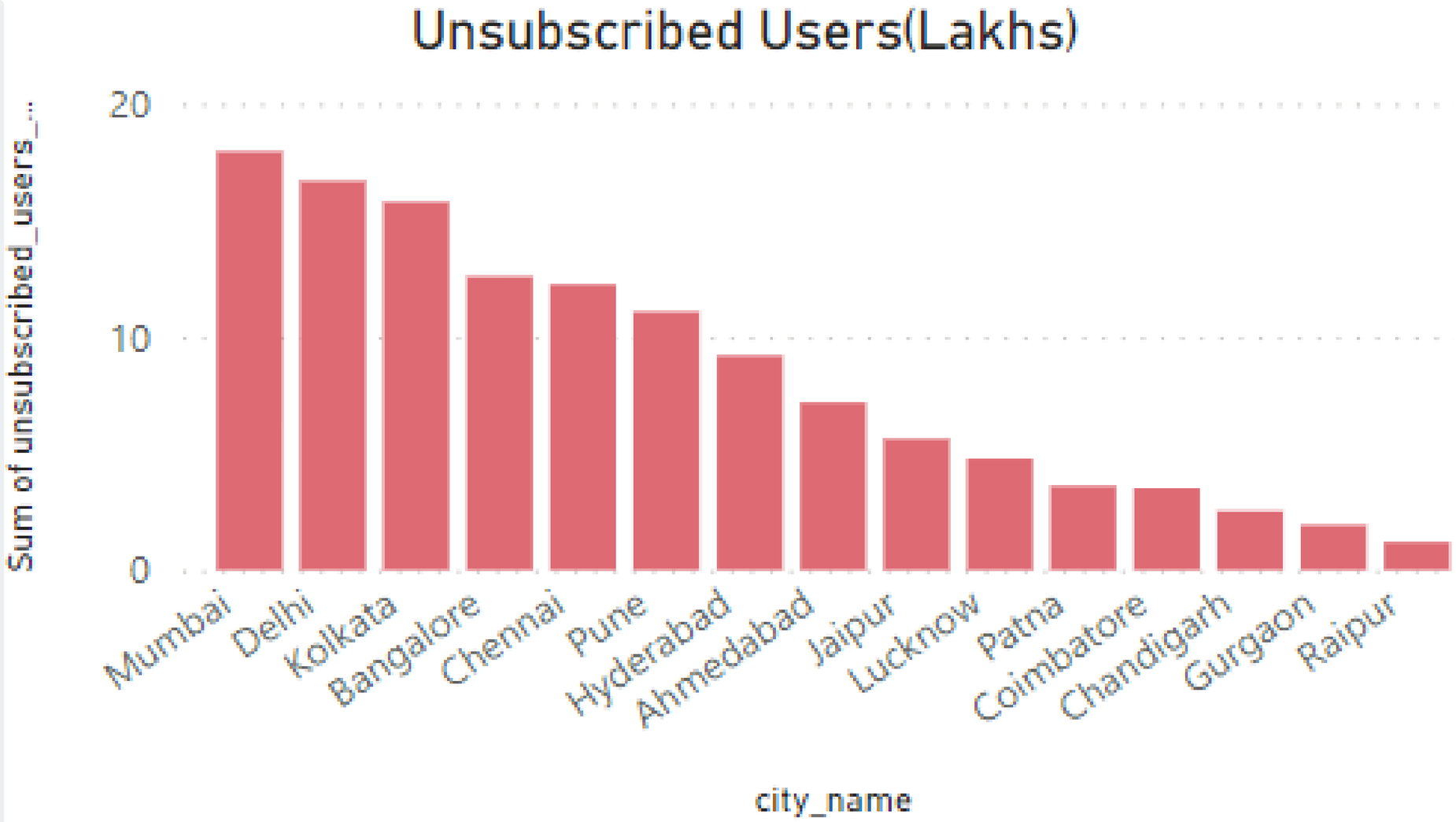
This visual shows how many users have unsubscribed in each city.

Conclusion:

In Mumbai most users have unsubscribed.

Then Delhi and Kolkata also have high amount of users who are unsubsribing

Rajpur have minimum number of unsubsribed users



Description

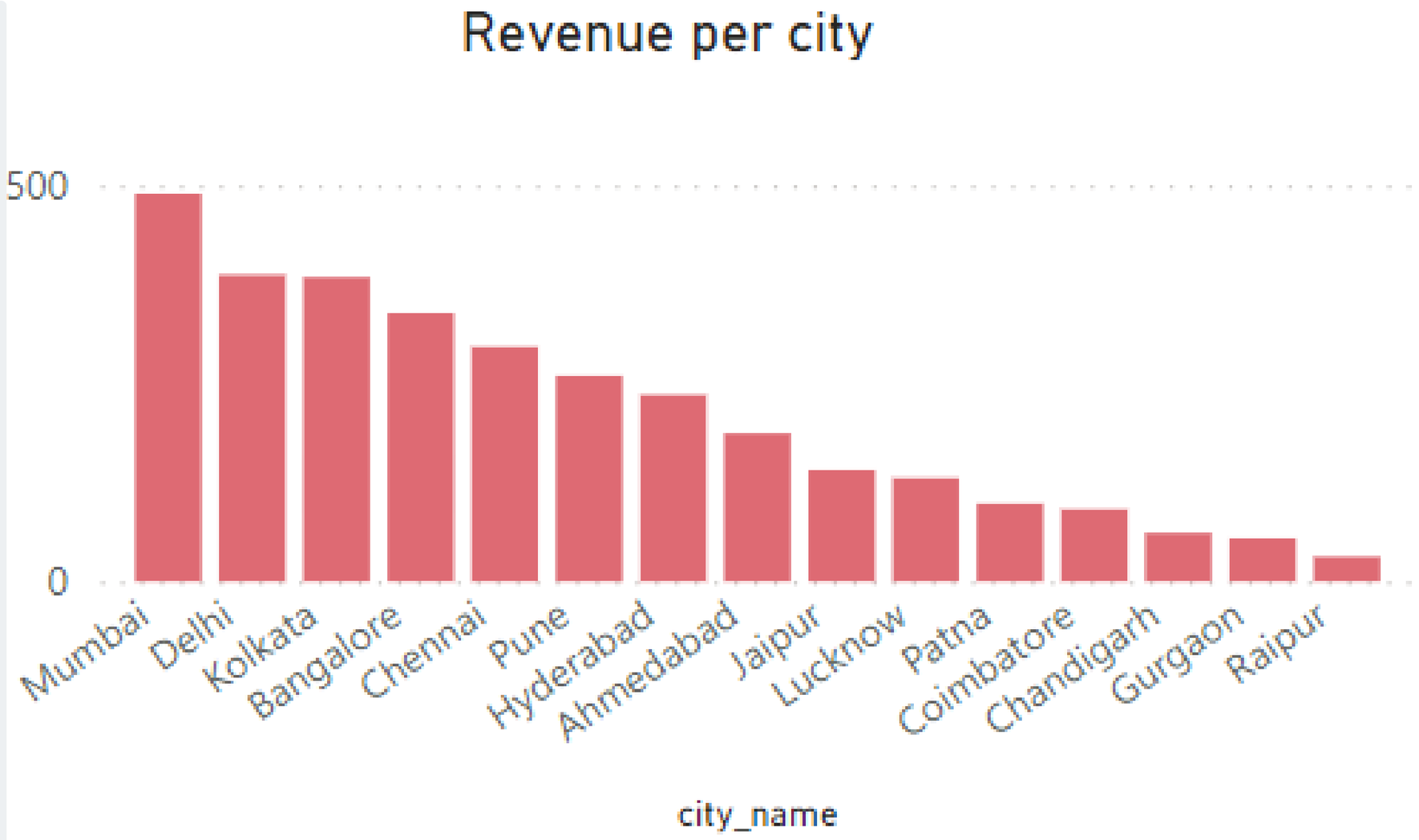
This visual shows how much company generate revenue from each city

Conclusion:

Mumbai have generated maximum revenue

From Delhi and Kolkata high revenue was generated

Rajpur have minimum revenue

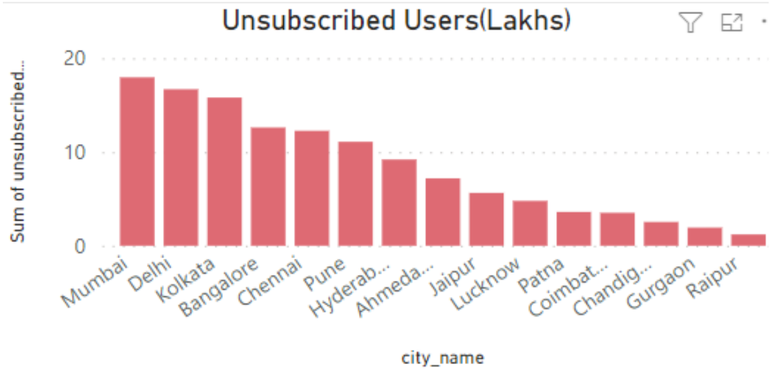


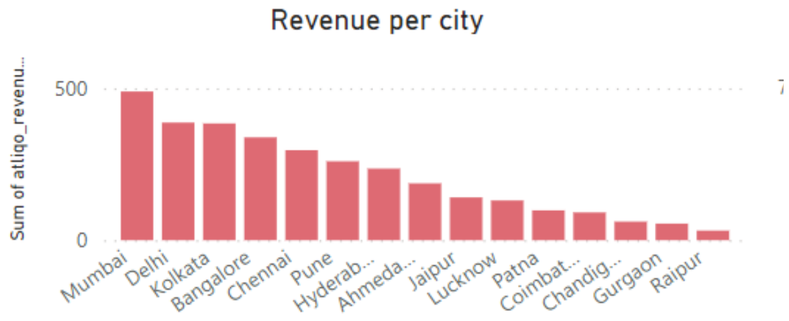
Description

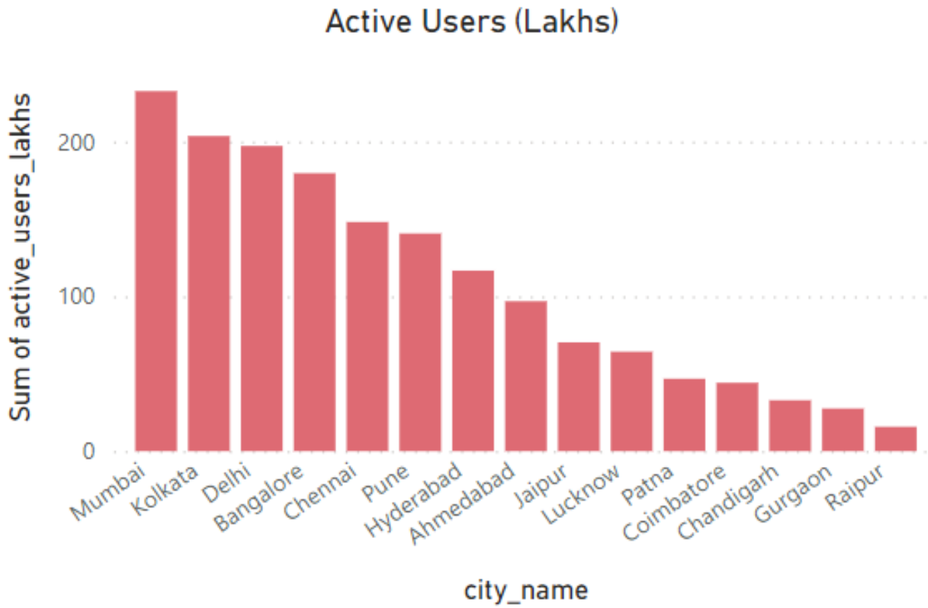
A very interesting thing that we can notice is that total number of unsubscribed users are from Mumbai but still maximum revenue is being generated from Mumbai

Conclusion:

Mumbai have maximum number of users that even after huge number of users unsubscribed but still Mumbai have huge amount of active customer and hense they are generating maximum revenue







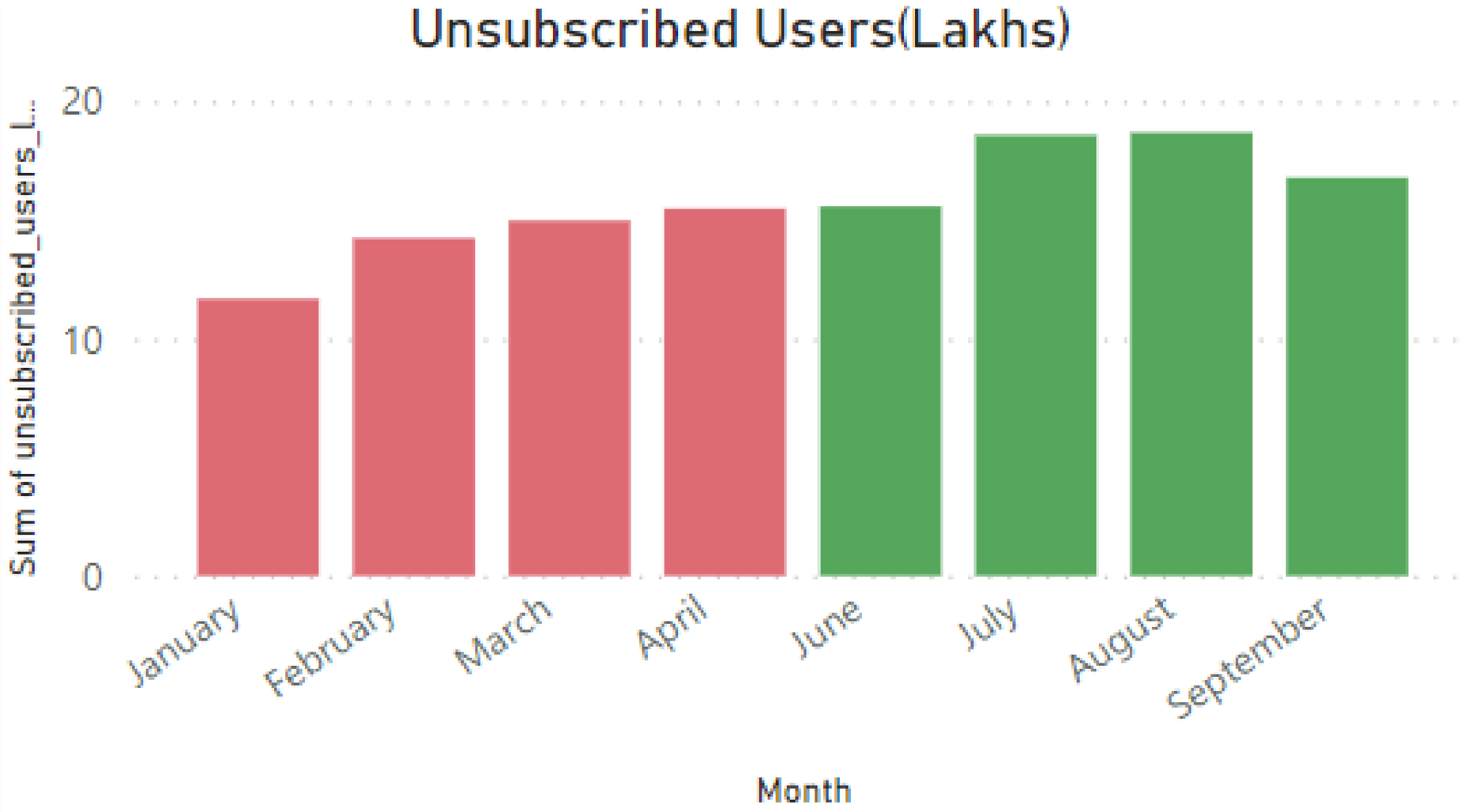
Description

This visual shows how many users have unsubscribed in each month.

Conclusion

We can clearly see that in July and August most users have unsubscribed

Note: July is month in which 5G was already been launched



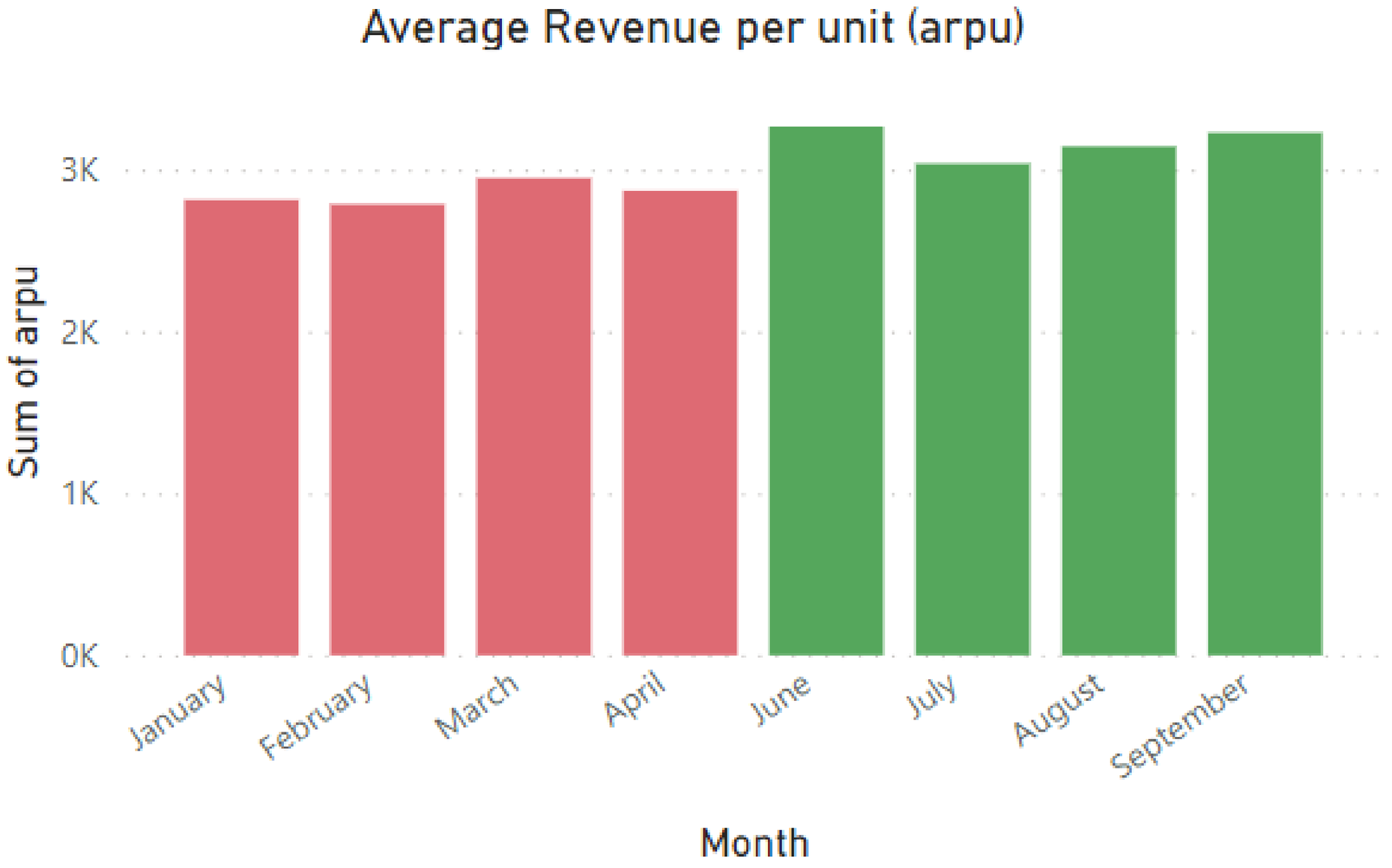
Description

This visual shows how much company generated revenue from each customer.

Conclusion

We can conclude that as soon as 5G was introduced users started subscribing to it. And suddenly Revenue increased Later little bit of fall in revenue can be observed but still more revenue is generated than before 5G

Note: June was the month in which 5G was launched

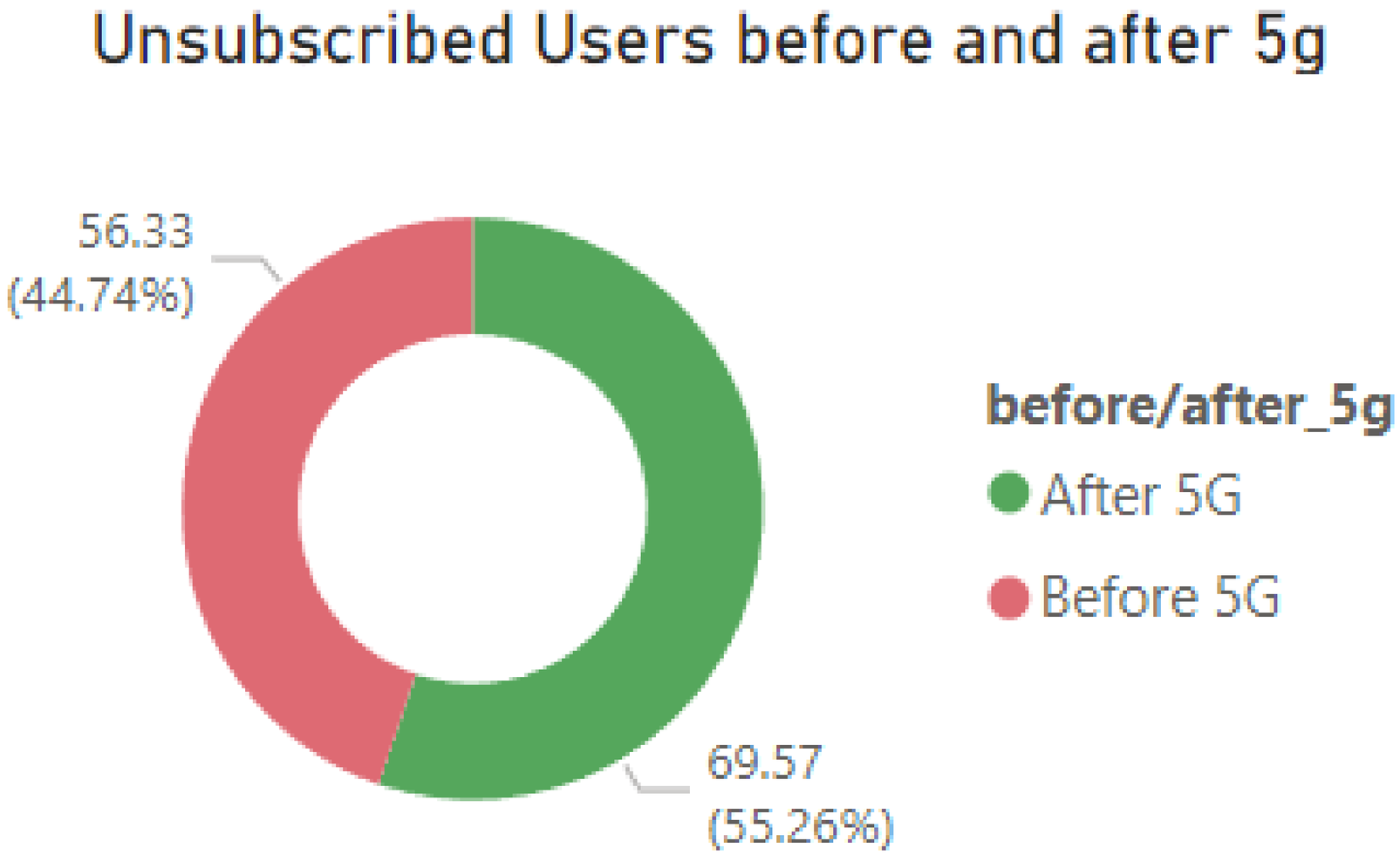


Description

This visual shows how many users have unsubscribed before introducing 5G and how many have unsubsribed after 5G launch

Conclusion

We can see that more users have unsubscribed after launching of 5G

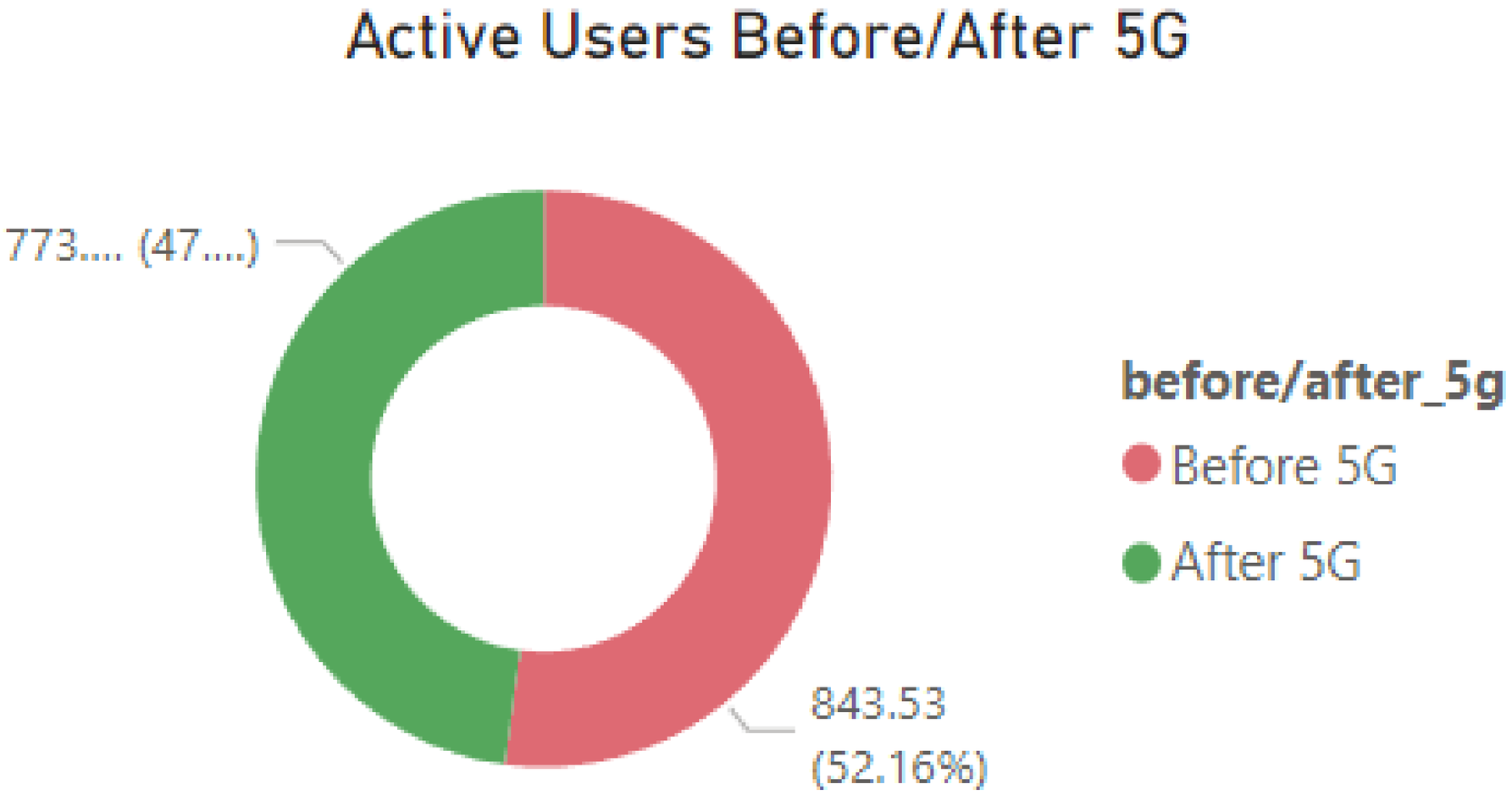


Description

This visual shows how many users were active before launching 5G and how many users activated after launching 5G

Conclusion:

We can see that after launching of 5G number of active users have decreased, so it means that users unsubsribed after launching 5G

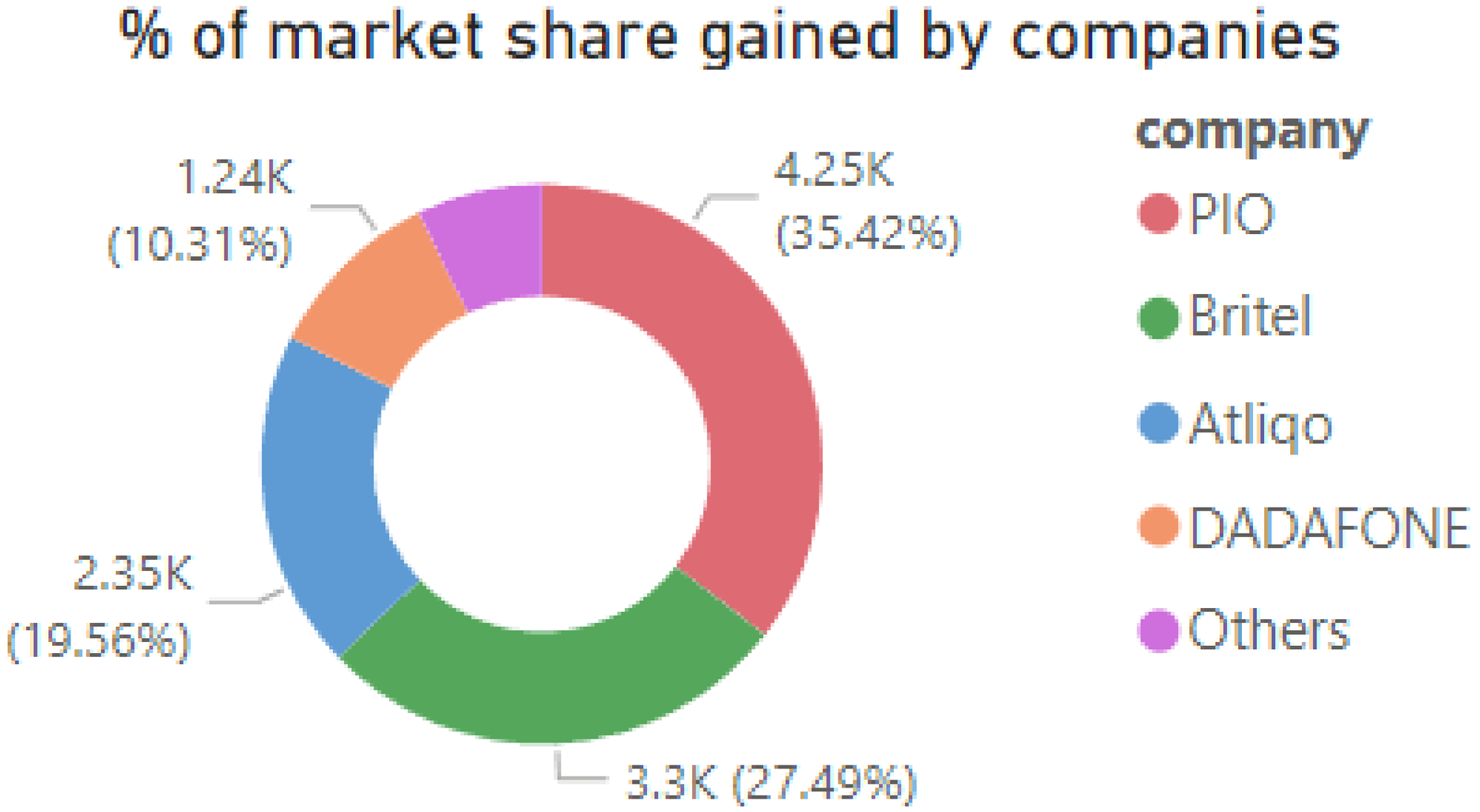


Description

This visual shows the comparison of various other companies from telecom industry that are in same cities as AtliQo

Conclusion:

We can conclude that AtliQo is not the only company in that region/cities and also other companies like PIO and Britel have more market share(more active users) than AtliQo

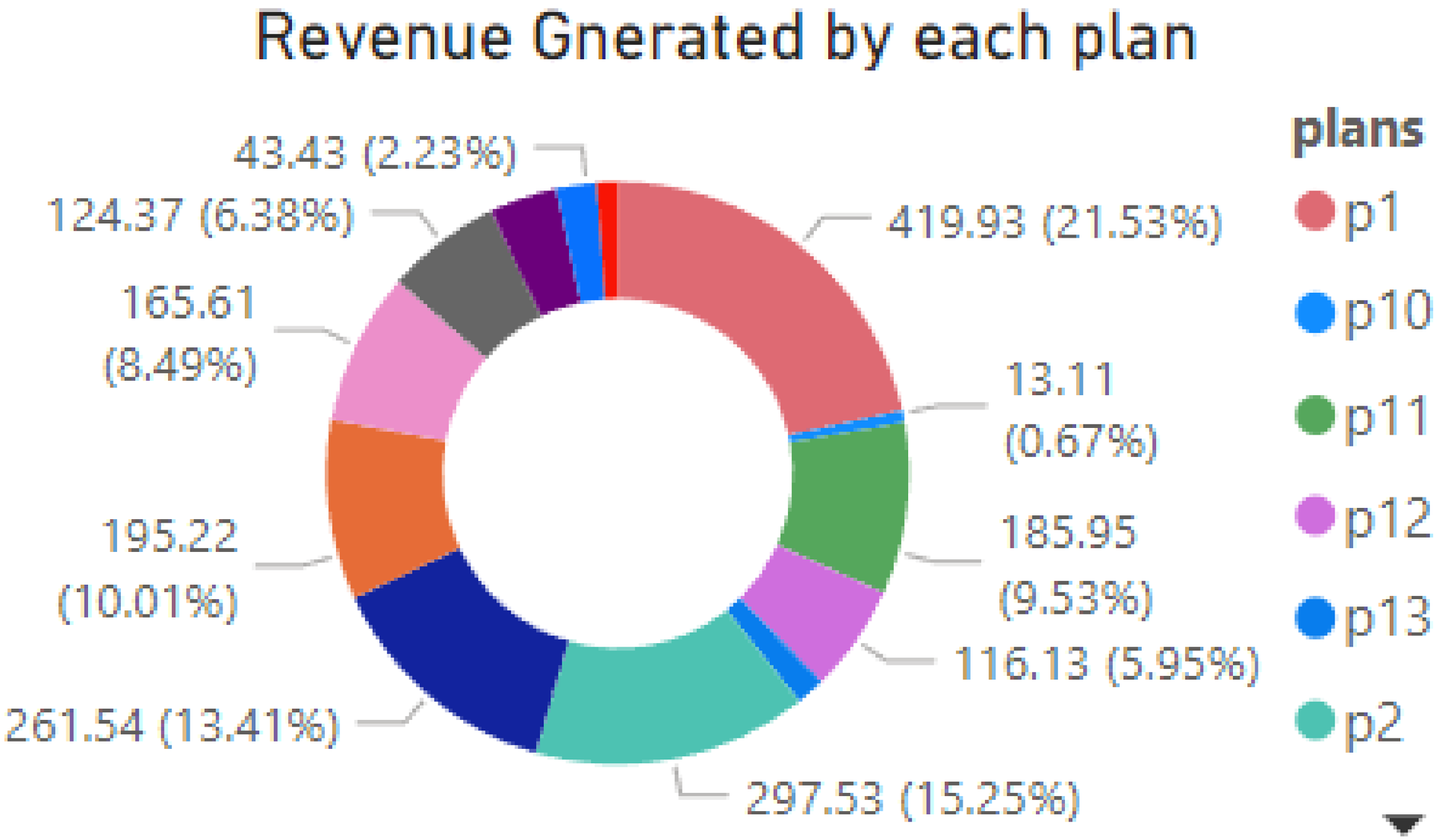


Description

This visual shows how much revenue each plan have generated for the company

Conclusion:

We can conclude that p1 have clearly generated more revenue (It means that maximum users have subscribed to P1 plan)

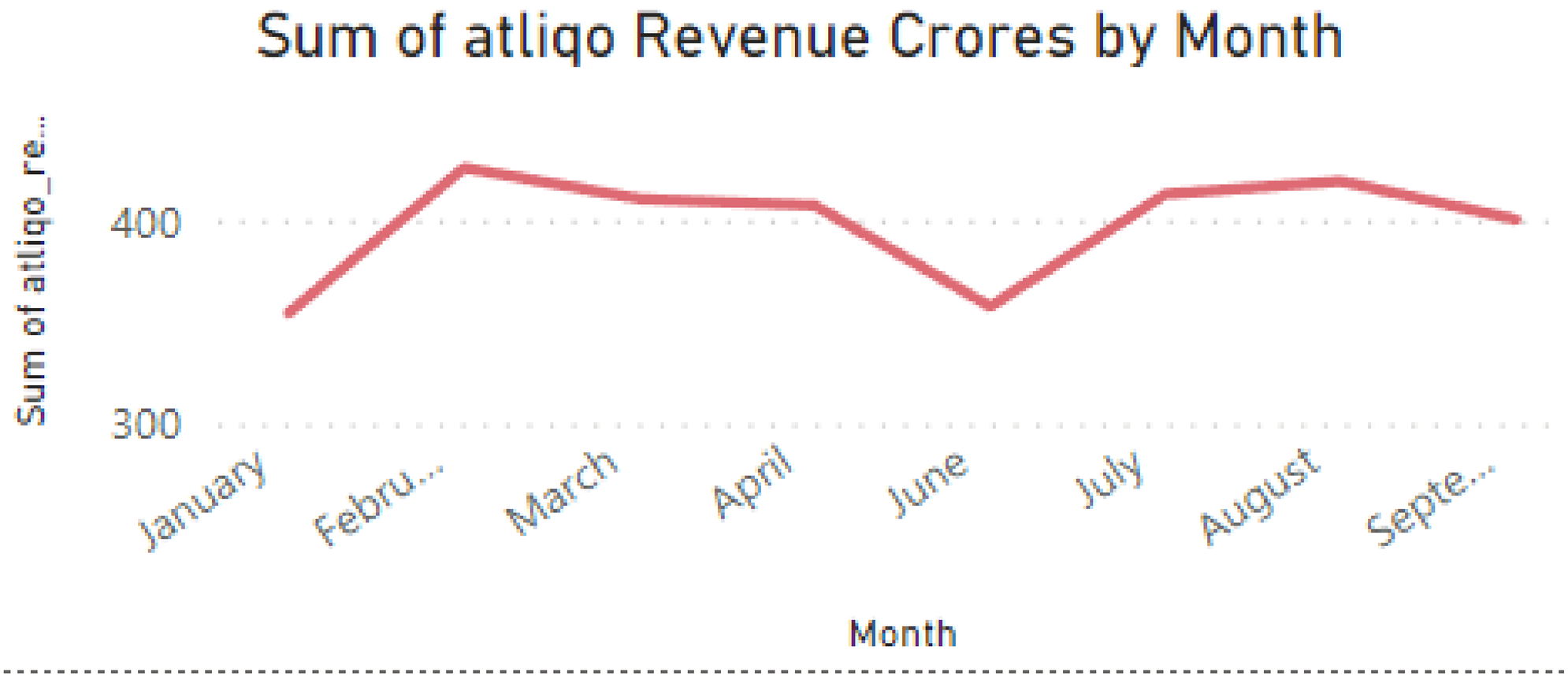


Description

This visual shows total revenue generated by AtliQo company in each month

Conclusion:

We can conclude that in month of june revenue suddenly decreased and then started increasing This is because in june, 5G was launched and many users have unsubsribed from AtliQo company but we can see that users started subscribing to AtliQo after launching of 5G has done



Challenge #3 : Conclusion

From this dashboard we can conclude

- **In AtliQo company problematic months are june and august. Because 5G was launched recently in these months**
- **Soon after launching of 5G users have unsubscribed AtliQo but later total number of unsubscribed user have decreased**
- **PIO and Britel have large % of market share than AtliQo in each city**
- **After launch of 5G Although users have unsubscribed but after sometime users starting subscribing in better rate than Before 5G**
- **P1 Plan have generated maximum revenue for the AtliQo**
- **In Mumbai, Total number of users are huge that is why even after unsubscribed by large number of users, Mumbai have generated maximum revenue**
- **As soon as 5G was launched an instant increase in company's revenue can be observed**

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