# AtliQo
Annual Growth Report

**KEY METRICS**

| | Revenue | ARPU | Active Users |
|---|---|---|---|
| | ₹ 3.187 Cr | 200.74 | 202.15 |
| | (-0.5%) | (11.05%) | (-8.28%) |
| | ₹ 1.598 Cr / ₹ 1.590 Cr | 190 / 211 | 210,88 / 193,43 |
| | Before / After | Before / After | Before / After |

---

## Revenue Analysis

### Revenue before 5G

- January: ₹ 354 Cr
- February: ₹ 426 Cr
- March: ₹ 410 Cr
- April: ₹ 407 Cr

**ARPU**
- January: 187
- February: 186
- March: 196
- April: 191
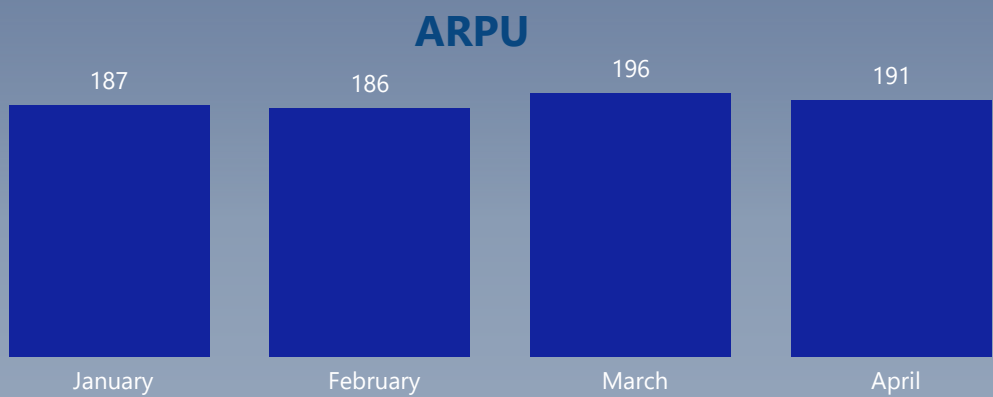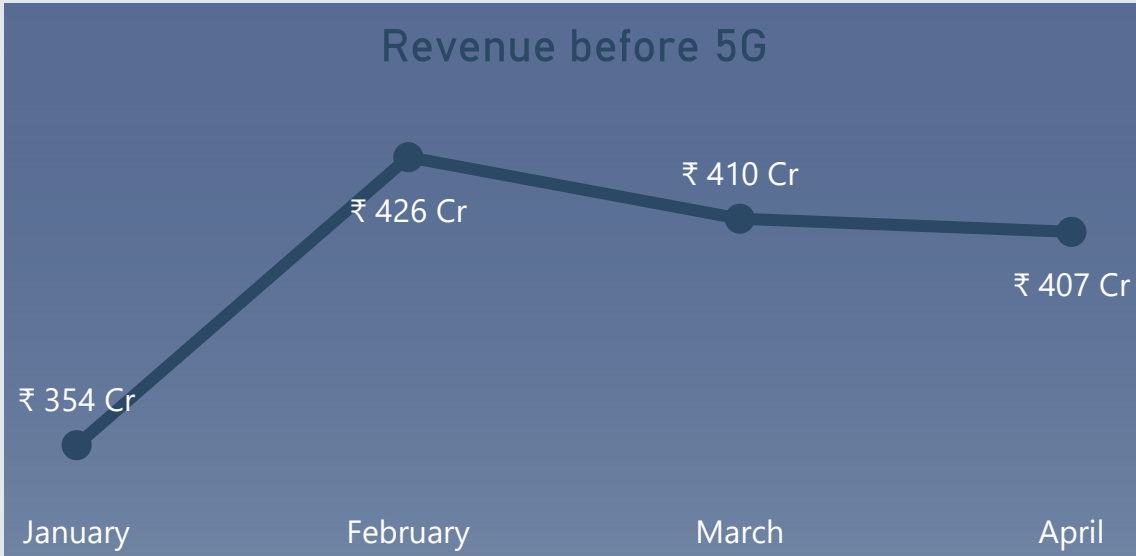
**Key Metrics**

| Revenue | AVG Revenue | ARPU |
|---|---|---|
| ₹ 1.598 Cr | ₹ 399 Cr | 190 |

### Revenue after 5G

- June: ₹ 358 Cr
- July: ₹ 413 Cr
- August: ₹ 419 Cr
- September: ₹ 400 Cr

**ARPU**
- June: 218
- July: 202
- August: 210
- September: 215
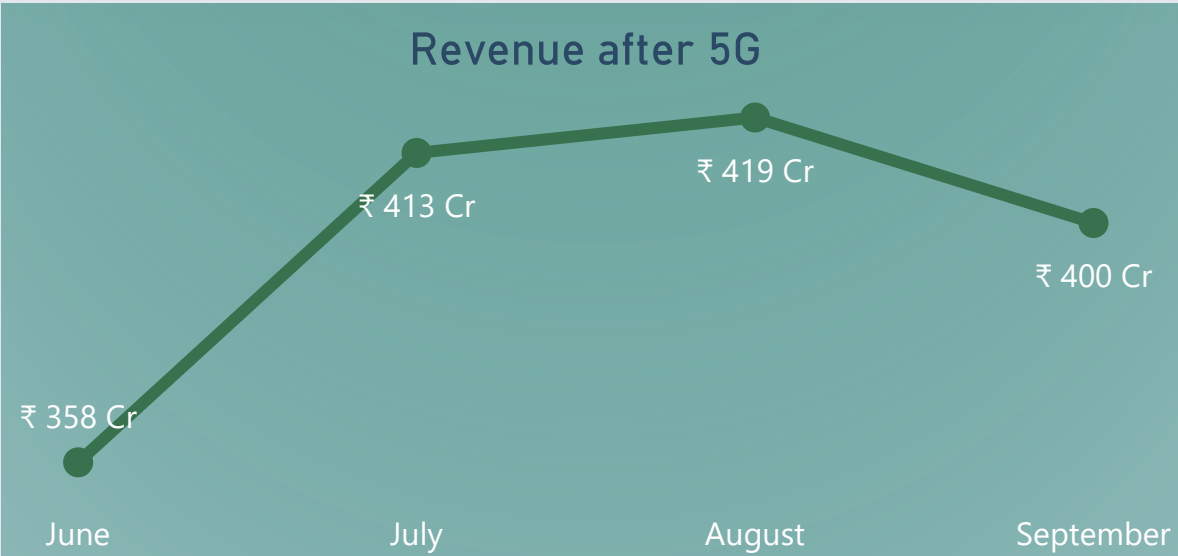
**Key Metrics**

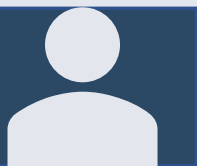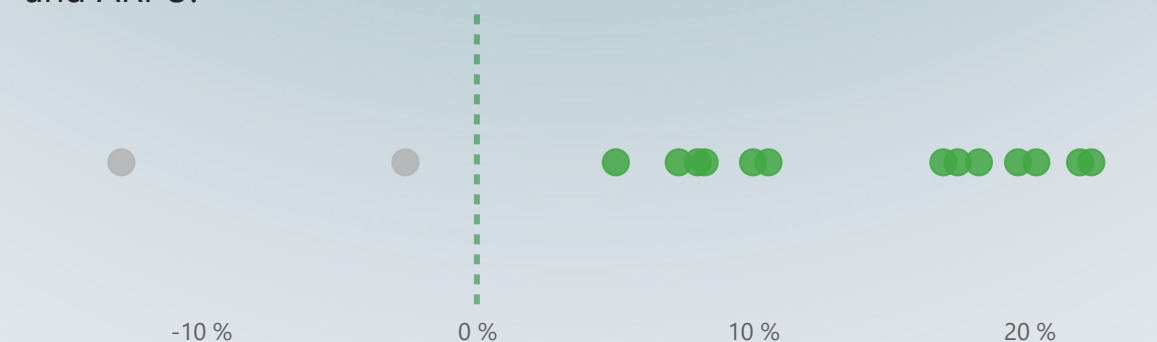| Revenue | AVG Revenue | ARPU |
|---|---|---|
| ₹ 1.590 Cr | ₹ 397 Cr | 211 |

### Revenue % change by cities

- Over a glance we can notice that there is no huge gap between lowest and highest revenue % change.
- We can notice that good performing cities are mostly at the lower end of earning revenue and having an user base which means that there is high potential in tier 2/3 cities.
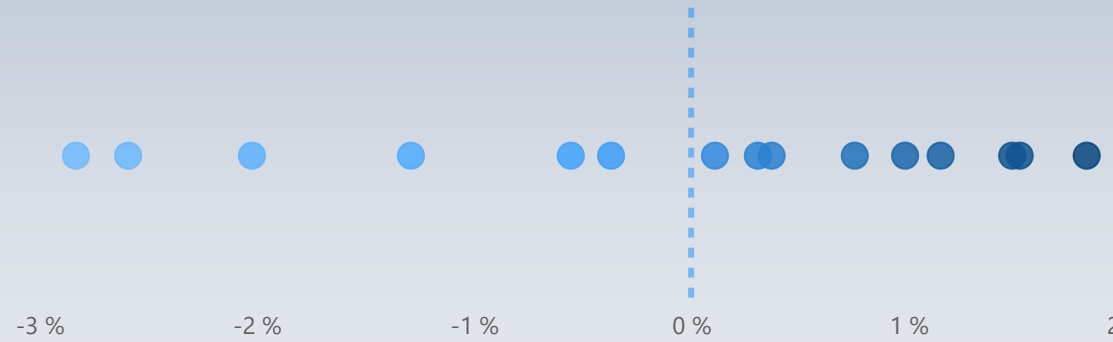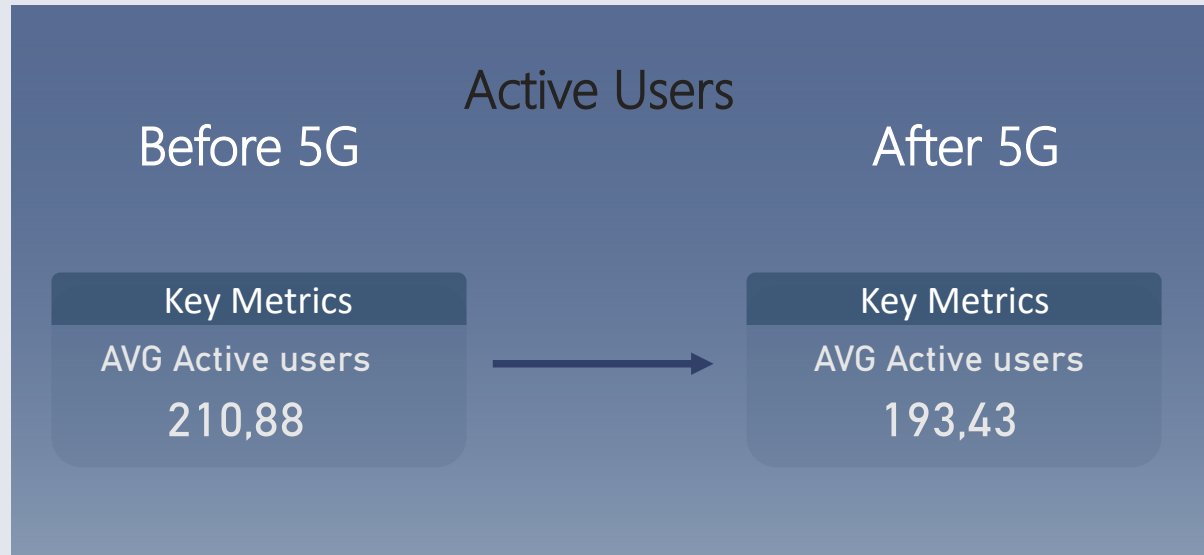
### ARPU % change by cities

- Pune and Chennai have been the outliers amongst the cities in getting negative ARPU.
- The common ground between them is that both have gained active users.
- This indicates a possible negative correlation between active users and ARPU.
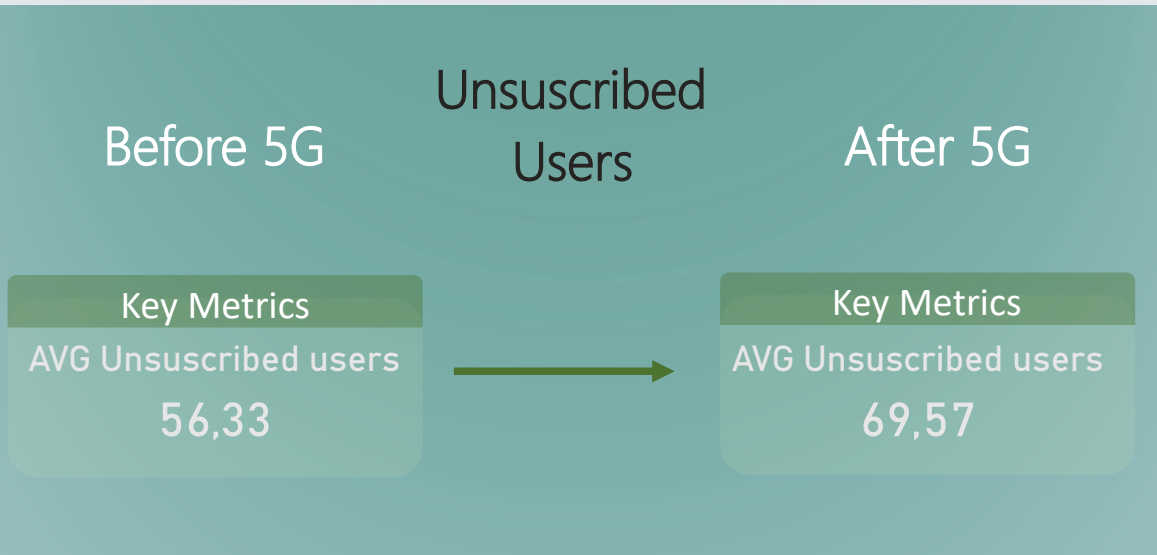
---

## Users Analysis

### Active Users

**Before 5G** → **After 5G**

| Key Metrics | Key Metrics |
|---|---|
| AVG Active users | AVG Active users |
| 210,88 | 193,43 |

- 13 out of 15 cities have experienced a decrease on active users, and since the market share has not changed, this could be explain through external factors.

**Reason**
The reason behind the increase of active users in these cities, could be the increase offers of low cost plans in huge cities.

### Unsuscribed Users

**Before 5G** → **After 5G**

| Key Metrics | Key Metrics |
|---|---|
| AVG Unsuscribed users | AVG Unsuscribed users |
| 56,33 | 69,57 |

- All cities expect Mumbai have experienced an increse in unsuscribed users, with Lucknow at the top at 79%, this could be due to an increase of 5G price plans so not too many people could afford it.

**Reason**
Mumbai is the only city with a decrease, this could be because is the capital and the need for fast internet is increasing.

---

## Plan Revenue Analysis

p7, p13, p6, p5, p4, p12, p3, p2, p11, p1

**Revenue % generated after 5G**

| plans | January | February | March | April | June | July | August | September |
|---|---|---|---|---|---|---|---|---|
| p1 | | | | | | | | |
| p10 | | | | | | | | |
| p11 | | | | | | | | |
| p12 | | | | | | | | |
| p13 | | | | | | | | |
| p2 | | | | | | | | |
| p3 | | | | | | | | |
| p4 | | | | | | | | |
| p5 | | | | | | | | |
| p6 | | | | | | | | |
| p7 | | | | | | | | |
| p8 | | | | | | | | |
| p9 | | | | | | | | |

- Plan 1 has always been the strongest plan of the company, and grew even stronger after the introduction of 5G.
- Introducing new products (plan 11 and 12) have performed comparatively really well than most of existing products.
- Plans 2 and 3 have shown little impact from the introduction of 5G, which says that these plans could be a reliable source of income despite future changes.
- After the introduction of 5G, plans 4, 5 and 6 are performing really low, so the replace of these plans could be a possibility in the future.

---

## City based Analysis

Around 60% of all the revenue and active users are concentred into the 5 main cities (Mumbai, Kolkata, Delhi, Bangalore and Chennai).

### Top | Bottom 4 cities

#### Mumbai

| | Before 5G | After 5G |
|---|---|---|
| Total Revenue | ₹ 244 Cr | ₹ 245 Cr |
| ARPU | 197 | 231 |
| AVG Active users | 31,34 | 26,84 |

#### Delhi

| | Before 5G | After 5G |
|---|---|---|
| Total Revenue | ₹ 196 Cr | ₹ 191 Cr |
| ARPU | 182 | 215 |
| AVG Active users | 27,04 | 22,28 |

#### Kolkata

| | Before 5G | After 5G |
|---|---|---|
| Total Revenue | ₹ 193 Cr | ₹ 192 Cr |
| ARPU | 184 | 193 |
| AVG Active users | 26,08 | 24,84 |

#### Banglore

| | Before 5G | After 5G |
|---|---|---|
| Total Revenue | ₹ 169 Cr | ₹ 170 Cr |
| ARPU | 175 | 209 |
| AVG Active users | 24,14 | 20,77 |

#### Coimbatore

| | Before 5G | After 5G |
|---|---|---|
| Total Revenue | ₹ 46 Cr | ₹ 46 Cr |
| ARPU | 200 | 217 |
| AVG Active users | 5,79 | 5,26 |

#### Chandigarh

| | Before 5G | After 5G |
|---|---|---|
| Total Revenue | ₹ 31 Cr | ₹ 31 Cr |
| ARPU | 183 | 201 |
| AVG Active users | 4,21 | 4,00 |

#### Gurgaon

| | Before 5G | After 5G |
|---|---|---|
| Total Revenue | ₹ 27 Cr | ₹ 28 Cr |
| ARPU | 184 | 215 |
| AVG Active users | 3,69 | 3,20 |

#### Raipur

| | Before 5G | After 5G |
|---|---|---|
| Total Revenue | ₹ 16 Cr | ₹ 16 Cr |
| ARPU | 184 | 225 |
| AVG Active users | 2,15 | 1,79 |