



Hindustan Times

FIRST VOICE. LAST WORD.

After 5G Business trends of Atliqo Communications will make Pakshi Rajan a bit Happy, says Peter Pandey.

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

However, the management noticed a decline in their active users and revenue growth post 5G launch in May 2022. Code Basics Data analytics took the project to compare the performance between these periods and get insights which would enable them to make informed decisions to recover their active user rate and other key metrics.



Atliqo managed to achieve the revenue generated in the before 5G period even though there is a greater number of un-subscribers. Pio tops the market and Atliqo is in the third position hoping that code basics data analysis will help the organisation to hold subscribers.

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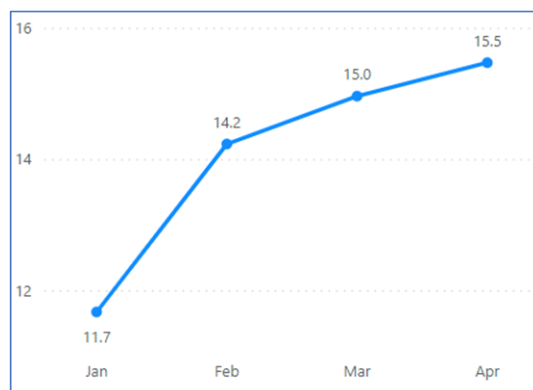
- The total revenue after 5G is almost equal to the total revenue before the 5G period.
- ARPU after 5G is improved, however, ARPU does not give a clear picture to draw the business insights. Because when the no. of active users decreased, the ARPU automatically increases mathematically.
- Total revenue depends on Plans from revenue and other revenue.
- **Other revenue After 5G dropped by 27.13%.** Maybe, other revenue components are Porting charges, Joining plans, and handsets.
- **Revenue from plans increased by 21.08%** after 5G Implementation.
- Total revenue is achieved because there is obviously a **price change (↑)** in the plans.

Thoughts:

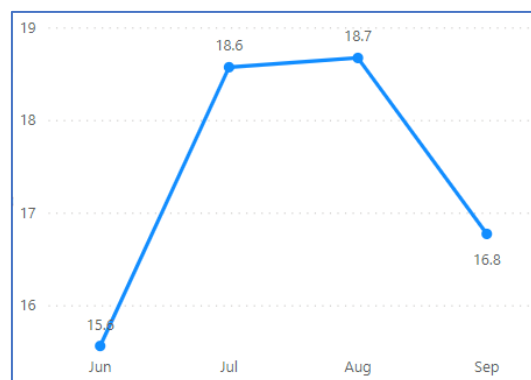
- ❖ Maybe, we need to take necessary actions on the pricing of the plans to make the customers feel like the prices are affordable for them.
- ❖ This action can hamper the thought of unsubscribing services which can decrease the un-subscriber Change%.
- ❖ The affordable price can also attract new customers that can improve the Active users and other revenue.

Analysis by Active users and Un-Subscribers

| No. of Unsubscribers by Month | |
|-------------------------------|--------------|
| Month | Before 5G |
| Jan | 11.67 |
| Feb | 14.23 |
| Mar | 14.96 |
| Apr | 15.47 |
| Total | 56.33 |



| No. of Unsubscribers by Month | |
|-------------------------------|--------------|
| Month | After 5G |
| Jun | 15.56 |
| Jul | 18.57 |
| Aug | 18.67 |
| Sep | 16.77 |
| Total | 69.57 |



From the above details, we can say that there is a continuous trend (↑) in the no. of un-subscribers for every month but Organisation witnessed a decrease in the no. of un-subscribers in September which is a good sign.

The No. of active users depends upon the no. of un-subscribers.

- The no. of active users after 5G decreased by 8.28%.
- The no. of un-subscribers increased by 23.5%.

| City | Unsub Chg% | Active Users Chg% |
|--------------|---------------|-------------------|
| Lucknow | 77.91% | 2.65% |
| Pune | 55.30% | 18.06% |
| Jaipur | 52.47% | -5.53% |
| Chandigarh | 45.63% | -4.99% |
| Hyderabad | 38.08% | -7.48% |
| Chennai | 36.94% | 0.35% |
| Kolkata | 27.85% | -4.75% |
| Coimbatore | 26.45% | -9.28% |
| Bangalore | 20.67% | -13.94% |
| Delhi | 16.62% | -17.63% |
| Ahmedabad | 16.27% | -18.93% |
| Gurgaon | 12.09% | -13.09% |
| Raipur | 10.53% | -16.67% |
| Patna | 10.53% | -16.11% |
| Mumbai | -12.63% | -14.35% |
| Total | 23.50% | -8.28% |

Let's assume for each city the no. of un-subscribers is X.

The no. of active users is Y.

Observations (After5G) from the above table:

- For Lucknow, the no. of un-subscribers after 5G is 1.77X but still, the active users are increased by 2.65% (1.0265Y).
- For Pune, the no. of un-subscribers after 5G is 1.55X but still, the active users are increased by 18.06% (1.1806Y). Pune managed to attract new customers. So, the strategies followed at that location should be implemented at the other locations.
- Chennai also managed to maintain the same no. of active users after 5G implementation.
- For Jaipur, Chandigarh, Hyderabad, Kolkata, Coimbatore, and Bangalore there is an increment (ranging from top 52.47% to 20.67%) in the no. of un-subscribers but the active no. of users are slightly impacted by the percentage ranging from 4.75 to 13.94.
- Mumbai is the only place where the no. of Un-subscribers before 5g is greater than the no. of Un-subscribers after 5g. Even though, the no. of active users is decreased by 14.35%.

- Mumbai tops the list in terms of Total revenue after 5G and before 5G.
- Mumbai tops the list in terms of active users after 5G and before 5G.
- Delhi tops the list in terms of Total no. of un-subscribers and other revenue decreased by 38.94%.
- For Lucknow, the un-subscriber change% is high.

Analysis by Plans

- Plan P1 is performing top in both after 5G and Before 5G periods.
- Plan P11, P12, P13 are introduced in 5G, P11 emerged to top 2 revenue generating.
- Plan P8, P9, P10 are discontinued after 5G.

Analysis by Market share

- 1. Gurgaon tops the list in terms of Market share%.
- 2. Mumbai is at the top in terms of revenue but lies at the bottom-4 when it comes to Market share% which means the other expenses like ads, promotions, etc are out of control in metropolitan cities.
- 3. When we compare Atliqo with the competitors
 - a. The market is equally occupied by all the companies
 - b. Atliqo lies in the 3rd position in terms of revenue and market share%