Novypro link:

<https://www.novypro.com/project/analysis-of-business-after-5g-implementation>

I have done all of the below things to accomplish this project.

1. Created a data model. I learned the importance of creating a good data model as it helps the analyst effortlessly create DAX.

2. Created an additional dimension table (Dim\_Companies) from the dataset to filter the Market value of companies.

3. I have created a home page and info page and interconnected all the pages.

4. Writing DAX for Key Metrics

5. Performed Data validation checks.

6. Created target-oriented report pages.

**Topics Learnt**:

1. Creating a toggle button, to switch between the visuals.

2. Creating a dynamic column name in the matrix visual.

3. Creating a tooltip page to provide further details on the visual.

4. Conditional color formatting of card visuals.

5. Editing interactions for the slicers.

6. How to set up the power BI account using novypro to share the report with the public.

7. Learned about the bookmark options to keep the slicer settings stable when switching between the visuals.

**My observations from the Dashboard**:

By Subscriber/ Un-subscriber:

1. Revenue after the implementation of 5G is almost equal to the revenue before 5G.

2. The company lost a greater number of subscribers after the 5G implementation, however, if we observe the monthly un-subscriber number there is a continuous decline even before the 5G period. The good thing is there is a decrease in the number of un-subscribers in the last month of this data set.

3. All the metropolitan cities are performing well in terms of revenue. Mumbai Tops the List.

4. For Mumbai the no. of unsubscribed after 5G users are less than before 5G.

5. For Pune, the number of active users after 5G users is more than before 5G.

6. Lucknow records the top percentage of un-subscribers after 5G.

By Plans:

1. Plan – P1 tops the list in terms of revenue by plans.

2. Mumbai tops the list in terms of other revenue too.

3. Plan – P8, P9, P10 are discontinued After 5G.

4. Plan – P11, P12, P13 are introduced in 5G. Among these three plans, P13 lies at the bottom place in terms of revenue.

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%