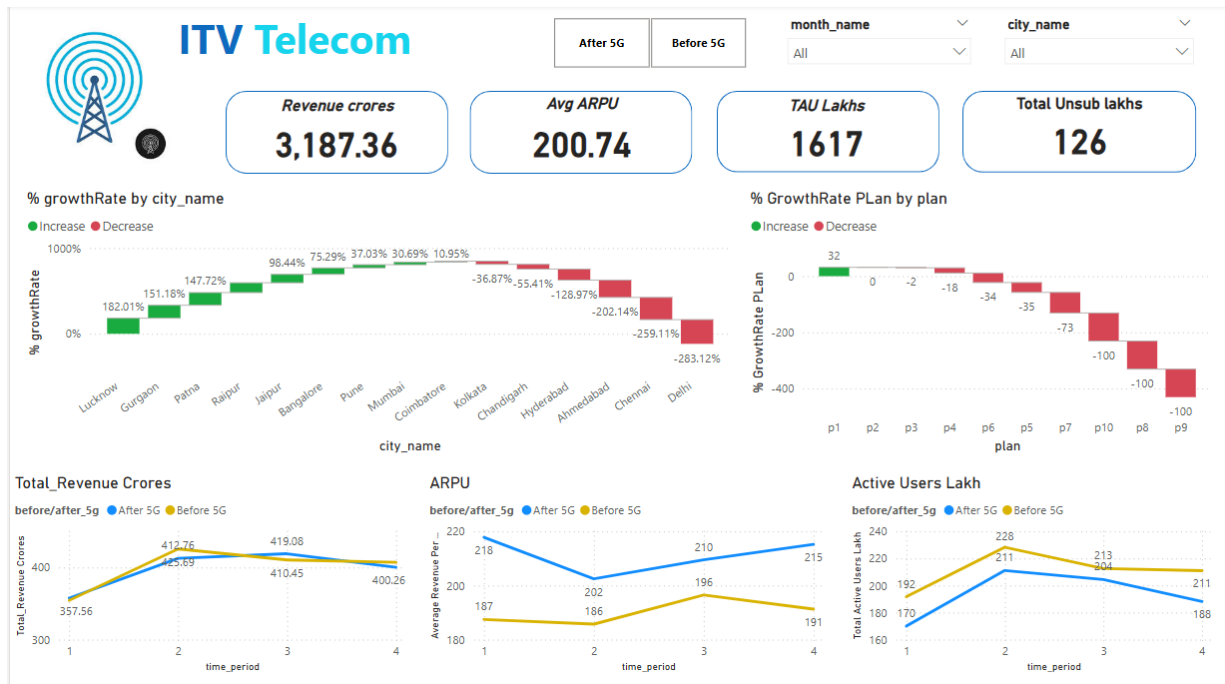


TELECOM DOMAIN USING POWER BI



Overall Performance

- **Revenue:** The total revenue has declined to ₹1589.66 crores following the introduction of 5G, down from ₹1597.70 crores previously. This marks a noticeable decrease.
- **ARPU (Average Revenue Per User):** The ARPU has risen from ₹190.23 to ₹211.25, indicating that existing users are spending more on their plans after the rollout of 5G.
- **Active Users:** The number of active users has dropped from 844 lakhs to 774 lakhs, suggesting that while 5G has not significantly increased the user base, it has contributed to higher revenue per user.

City-wise Performance

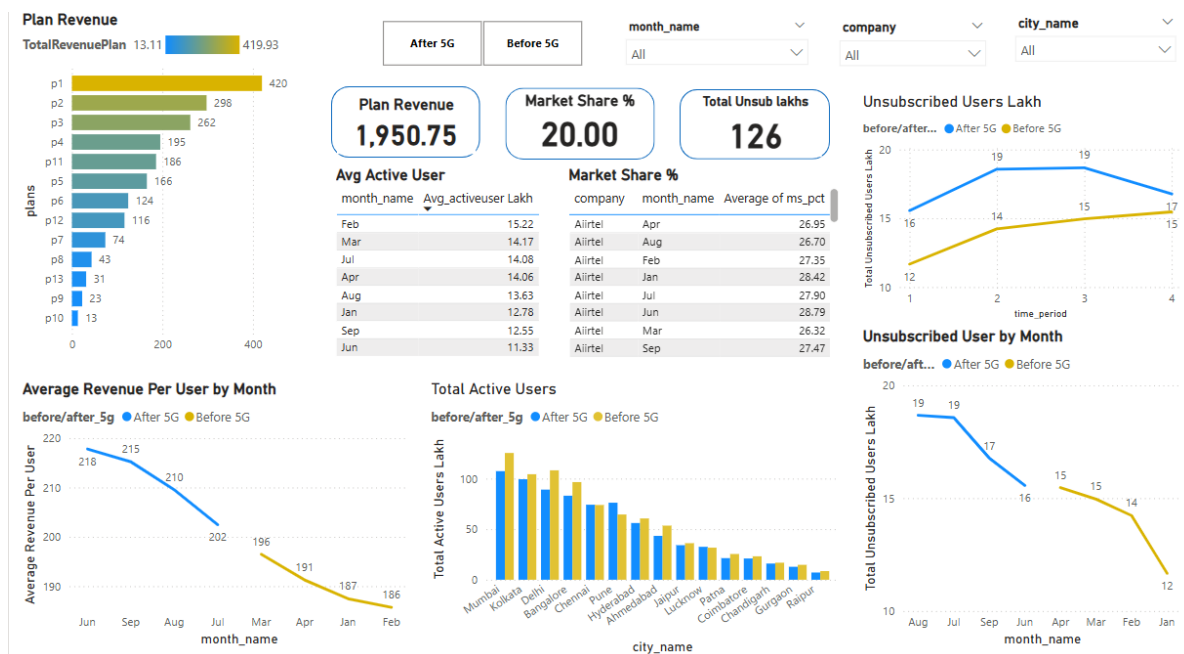
- **Revenue Growth:** Several cities have seen significant revenue growth after 5G. Some notable cities include Lucknow, Patna, and Bangalore.

Plan-wise Performance

- **Revenue Growth:** Some plans have seen significant revenue growth after 5G. This could be due to higher prices for 5G plans or increased usage by users on 5G plans.

Insights

- 5G has positively impacted ARPU, but overall revenue has slightly declined.
- The active user base has decreased, indicating a need to drive user retention and acquisition.
- There is significant potential to attract more users to 5G plans and expand the customer base.
- Maintaining high-quality 5G services will be crucial for sustaining and enhancing user engagement.
- The company should implement innovative strategies to increase 5G adoption among new users.



Overall Observations

1. **Plan Revenue:** The total plan revenue is 419.93, with the highest revenue coming from plan p1.
2. **Market Share:** The company has a market share of 20.00%, indicating a significant presence in the market.
3. **Unsubscribed Users:** The total number of unsubscribed users is 126 lakh. The number of unsubscribed users has increased after 5G implementation.

Trend Analysis

- **Unsubscribed Users:** The number of unsubscribed users has increased after 5G implementation, suggesting that 5G has improved user satisfaction and reduced churn.

City-wise Analysis

- **Total Active Users:** Delhi has the highest number of active users, followed by Mumbai and Kolkata.
- **Total Unsubscribed Users:** Delhi also has the highest number of unsubscribed users, followed by Mumbai and Kolkata.

Market Share Analysis

- **Airtel:** Lio has the highest market share in all months.
- **Average Market Share:** The average market share of Airtel is 35.42%.