

Saskatchewan Telecom Market Analysis and Performance Dashboard

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Introduction

This report looks at the telecommunications market in Saskatchewan in 2025. It focuses on provider market share, customer usage patterns, the move toward 5G, and how customers are grouped by plan type. The goal is to give decision-makers a clear picture of the current landscape and highlight areas where strategy and investments can have the most impact.

Data Sources and Methodology

Data Sources

Customer data: a dataset of 750 customers across SaskTel, Bell, TELUS, Rogers, and Public Mobile. It includes plan details, monthly usage, and customer segments.

Market reports: data from IBISWorld, S&P Global, and the Canadian Radio-television and Telecommunications Commission (CRTC).

SaskTel public data: recent investor and annual reports on network investments and 5G adoption.

Government publications: updates on digital economy and broadband expansion programs in Saskatchewan.

Methodology

Data preparation: customer usage, plan, and segment data were cleaned, verified, and linked through customer and plan IDs.

Aggregation: customer counts and usage were rolled up by provider, segment, month, and year.

Key metrics:

- ARPU was calculated as total revenue divided by customer count.
- Market share was measured as the share of total customers per provider.
- 5G adoption was measured as the share of customers on 5G-enabled plans.

Analysis tools: a Power BI dashboard was built with visuals for pricing, usage trends, and provider comparisons, along with slicers for provider, plan type, and customer segment.

Market Analysis Results

Market Share

SaskTel leads with 32 percent of customers, followed by Bell (26.4%), TELUS (24%), Rogers (14.1%), and Public Mobile (3.7%). In customer counts, that equals 253 for SaskTel, 198 for Bell, 180 for TELUS, 106 for Rogers, and 13 for Public Mobile.

Usage and Revenue

The average revenue per user (ARPU) is \$66.40, close to the national average. Customers use between 10 and 15 GB of data per month on average, with small seasonal changes. Plan utilization is low at about 18.6 percent, which shows many customers pay for more data than they use.

Technology Adoption

5G adoption is high at more than 80%, showing a strong move toward new networks. Premium 5G+ plans are still a smaller segment at 23% but represent an area for growth.

Strategic Recommendations

Network and Infrastructure

Keep investing in 5G and fiber expansion, with a focus on rural areas where coverage gaps remain. AI-driven network monitoring can also help detect outages faster, predict capacity issues, and optimize resource allocation in real time.

Customer Plans

Offer more flexible data plans that reflect real usage to reduce waste and improve customer satisfaction. Use AI to analyze customer usage patterns and recommend plan adjustments automatically. Personalized offers, generated through AI models, can target heavy users or early adopters and encourage upgrades to 5G+ plans.

Competition and Market Position

SaskTel is in a strong position as the leading provider in the province. Competitors may find more success by focusing on urban markets or offering specialized services. AI can support competitive strategy by monitoring market data and customer sentiment to detect early shifts in pricing, promotions, or service quality.

Data Use

Continue to use dashboards like this one for tracking performance. Over time, integrate AI to build predictive usage trends, churn indicators, and lifetime value forecasts. AI-enabled decision support can help providers identify which customers are most at risk of leaving and where to invest in retention.

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