



AtliQo Telecom

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

Problem Statement and Objectives:

Post-5G Decline:

Management notes a decline in active users and revenue post AtliQo's May 2022 5G launch.

KPI Comparison Request:

Business director tasks the analytics team, asked to compare pre and post-5G launch KPIs for recovery insights.

Optimization Inquiry:

Management wonders about optimizing internet plans to regain and retain active users in the competitive landscape.

Continuous Monitoring:

Analysis is expected to be periodic, offering continuous insights for adaptive decision-making.

Strategic Vision:

Beyond recovery, the focus is on strategic positioning for sustained success in the evolving telecom market.

KPI

Marketing

Revenue

Insight

Improvements

About

Marketing

Revenue

Insight

Improvements

Before/After 5G

All

Month

All

City

All

26.56

Avg Revenue (crores)

-0.50

Chg% Before & After 5G

200.74

ARPU

11.05

Chg% Before & After 5G

1.62K

Total Active Users

-8.28

Chg% Before & After 5G

125.90

Total Unsubscribed Users (Lakhs)

23.50

Chg% before/after 5G

City	Before 5G	After 5G	Chg%
Ahmedabad	94.49	92.58	-2.02
Bangalore	168.67	169.94	0.75
Chandigarh	30.68	30.51	-0.55
Chennai	150.13	146.24	-2.59
Coimbatore	45.67	45.72	0.11
Delhi	196.38	190.82	-2.83
Gurgaon	27.12	27.53	1.51
Hyderabad	118.63	117.10	-1.29
Jaipur	70.09	70.78	0.98
Kolkata	192.55	191.84	-0.37
Lucknow	64.83	66.01	1.82
Mumbai	244.40	245.15	0.31
Patna	48.74	49.46	1.48
Pune	129.64	130.12	0.37
Raipur	15.68	15.86	1.15
Total	1,597.70	1,589.66	-0.50

City	Before 5G	After 5G	Chg%
Ahmedabad	705	859	21.84
Bangalore	699	836	19.60
Chandigarh	730	803	10.00
Chennai	812	791	-2.59
Coimbatore	800	866	8.25
Delhi	726	858	18.18
Gurgaon	734	858	16.89
Hyderabad	786	869	10.56
Jaipur	780	837	7.31
Kolkata	735	772	5.03
Lucknow	813	878	8.00
Mumbai	787	924	17.41
Patna	770	926	20.26
Pune	800	697	-12.88
Raipur	737	901	22.25
Total	11414	12675	11.05

City	Before 5G	After 5G	Chg%
Ahmedabad	53.51	43.38	-18.93
Bangalore	96.54	83.08	-13.94
Chandigarh	16.85	16.01	-4.99
Chennai	73.91	74.17	0.35
Coimbatore	23.17	21.02	-9.28
Delhi	108.17	89.10	-17.63
Gurgaon	14.74	12.81	-13.09
Hyderabad	60.60	56.07	-7.48
Jaipur	36.14	34.14	-5.53
Kolkata	104.31	99.36	-4.75
Lucknow	31.71	32.55	2.65
Mumbai	125.34	107.35	-14.35
Patna	25.45	21.35	-16.11
Pune	64.51	76.16	18.06
Raipur	8.58	7.15	-16.67
Total	843.53	773.70	-8.28

City	Before 5G	After 5G	Chg%
Ahmedabad	3.32	3.86	16.27
Bangalore	5.71	6.89	20.67
Chandigarh	1.03	1.50	45.63
Chennai	5.17	7.08	36.94
Coimbatore	1.55	1.96	26.45
Delhi	7.70	8.98	16.62
Gurgaon	0.91	1.02	12.09
Hyderabad	3.86	5.33	38.08
Jaipur	2.23	3.40	52.47
Kolkata	6.93	8.86	27.85
Lucknow	1.72	3.06	77.91
Mumbai	9.58	8.37	-12.63
Patna	1.71	1.89	10.53
Pune	4.34	6.74	55.30
Raipur	0.57	0.63	10.53
Total	56.33	69.57	23.50

About

KPI

Revenue

Insight

Improvements

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83.04K

TMV (Crores)

Total MS % and TMV

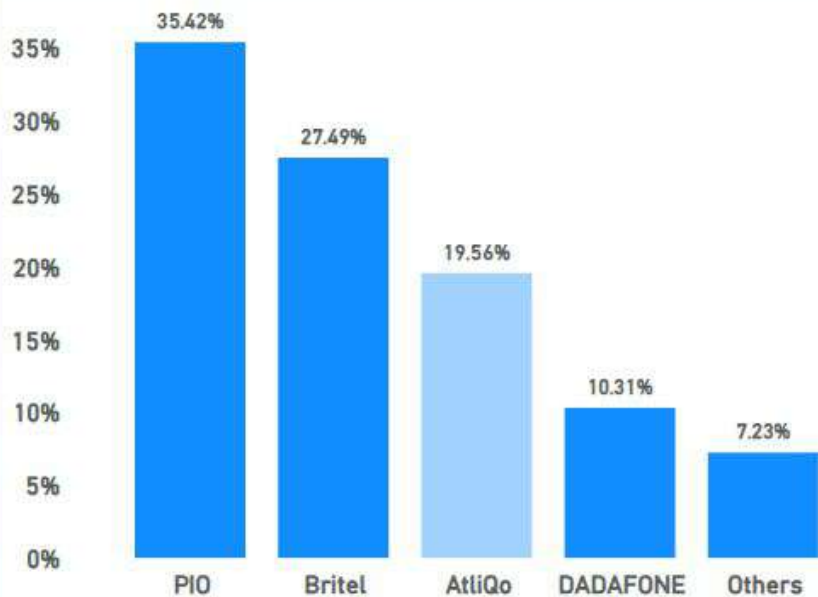
company	City	Market Share %	TMV (Crores)
AtliQo	Ahmedabad	1.28%	981.19
AtliQo	Bangalore	1.28%	1,769.01
AtliQo	Chandigarh	1.24%	328.82
AtliQo	Chennai	1.32%	1,486.76
Total		100.00%	83,039.25

16.61K

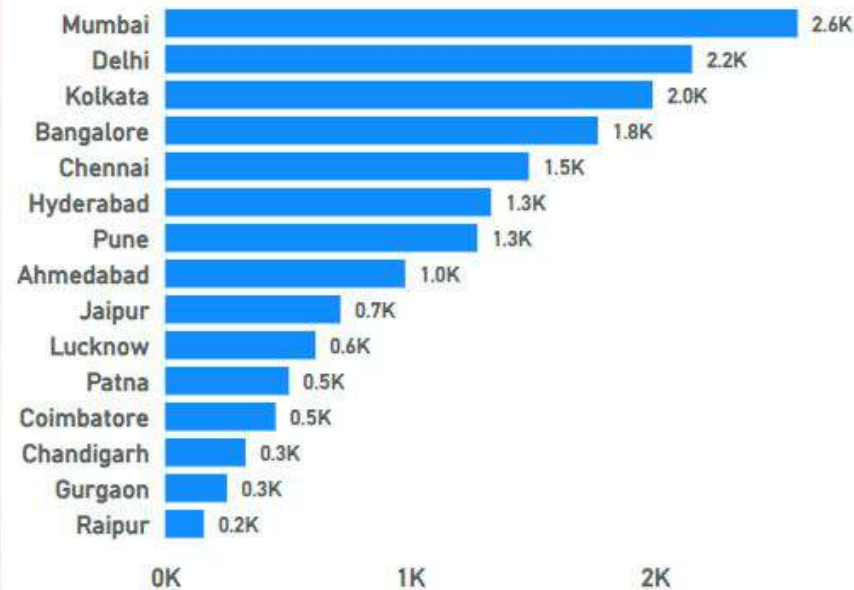
TMV (Cr) - AtliQo



Market Share % By Company



Market Value - AtliQo (Crores) By Cities



About

KPI

Marketing

Insight

Improvements

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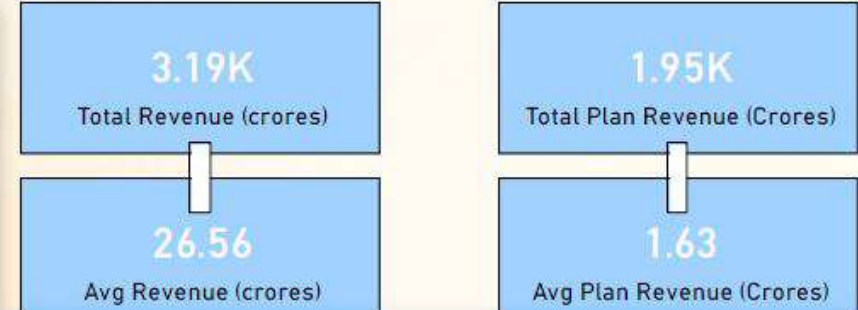
All

Month

All

City

All



plan	Plan Descriptions	Plans Revenue (Crores)
p10	Big Combo Pack (6 GB / Day) validity: 3 Days	13.11
p9	Combo TopUp: 14.95 Talktime and 300 MB data	22.68
p13	Mini Ultra Saver Pack (750 MB/Day for 28 Days)	31.45
p8	Daily Saviour (1 GB / Day) validity: 1 Day	43.43
p7	25 GB Combo 3G / 4G Data Pack	73.80
p12	Ultra Duo Data Pack (1.8GB / Day Combo For 55 days)	116.13
p6	Xstream Mobile Data Pack: 15GB Data 28 days	124.37
p5	Rs. 99 Full Talktime Combo Pack	165.61
p11	Ultra Fast Mega Pack (3GB / Day Combo For 80 days)	185.95
p4	Mini Data Saver Pack (500 MB/ Day) Valid: 20 Days	195.22
p3	Elite saver Pack (1 GB/ Day) Valid: 28 Days	261.54
p2	Super Saviour Pack (1.5 GB / Day Combo For 56 days)	297.53
p1	Smart Recharge Pack (2 GB / Day Combo For 3 months)	419.93
Total		1,950.75





AtliQo Telecom

Insights:

Financial Overview:

Total Revenue (Crores): 3.19K, offering a comprehensive view of the company's overall financial performance.

Average Revenue (Crores): 26.56, indicating individual user spending.

ARPU (Average Revenue Per User): 200.74 Rupees, revealing the average revenue generated per user.

User Base Metrics:

Total Active Users (Lakhs): 1.62, representing the current user base.

Total Unsubscribe Users (Lakhs): 125.90, highlighting user attrition.

Market Valuation:

Total Market Values (Crores): 830.04K, assessing the company's overall market valuation.

AtliQo Market Value (Crores): 16.61K, focusing specifically on AtliQo's market standing.

Plan Revenue Insights:

Total Plan Revenue (Crores): 1.95K, indicating the revenue generated from various plans.

Average Plan Revenue (Crores): 1.63K, providing insights into the average revenue from plans.

Post-5G Impact:

Average Revenue Reduction: -0.50%, signaling a slight decrease post-5G.

ARPU Increase: 11.05%, showcasing a positive shift post-5G.

Active User Reduction: -8.28%, indicating a decrease in the total active users post-5G.

Total Unsubscribed Users Increase: 23.50%, highlighting a rise in unsubscribed users post-5G.

Market Share % Decreases: -1.36%, reflecting a decline post-5G, while Market Values show a 0.55K Crores increase, indicating growth in overall market.

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Revenue

Improvements



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Improvements:

Focused 5G Campaigns:

- Execute targeted marketing to showcase unique advantages of AtliQo's 5G services.
- Utilize personalized messaging for reconnection, educating users on enhanced benefits.

Innovative Loyalty:

- Introduce creative loyalty initiatives to reward ongoing commitment.
- Craft incentives aligned with user preferences to foster value and loyalty.

Data-Driven Plans:

- Utilize data analytics to understand user preferences for tailored subscription plans.
- Introduce flexible, customizable plans for diverse user needs and increased satisfaction.

Strategic Pricing:

- Evaluate pricing strategies, ensuring affordability and perceived value of 5G services.
- Consider attractive bundling and promotions to broaden customer base appeal.

Network Enhancement:

- Allocate resources for extensive 5G network coverage improvement.
- Foster collaborations with tech partners to stay ahead in cutting-edge telecom services.

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Insights