

ATLIQO 5G Performance Analysis

AtliQO, a leading Indian telecom provider, experienced declining active users and revenue growth after launching 5G services in May 2022. The management requires a comprehensive pre vs post-5G launch analysis to identify performance gaps and develop strategies to recover user engagement and optimize internet plans for business growth.

Critical Challenge

Market share declined from 20.24% to 18.88% following 5G launch

Revenue Impact

ARPU decreased by 9.9%, significantly affecting profitability margins

Customer Retention

19% increase in customer churn threatening subscriber base



Strategic Analysis Objectives

Our comprehensive analysis framework addresses critical performance gaps through data-driven insights across multiple business dimensions.



Revenue Analysis

Monitor ARPU trends and revenue patterns before and after 5G implementation



Customer Engagement

Track acquisition, retention, and churn patterns across user segments



Plan Performance

Evaluate individual plan contributions and optimization opportunities



Competitive Positioning

Assess market share dynamics and competitive landscape analysis



Geographic Performance

Identify city-wise variations for targeted strategic interventions

Performance Insights Dashboard

Revenue Metrics

- Total revenue: ₹3.19K (+0.5% growth)
- ARPU declined 9.9% to ₹200.74
- Smart Recharge Pack: ₹419.93 top performer

Customer Analytics

- Active users: 1.62K (+9.0% growth)
- Mumbai leads: 233 active users
- Churn rate increased 19% (125.90 users)

18.88%

Market Share

ATLIQO's current position
(3rd place)

35.42%

Market Leader

PIO maintains dominant position

₹419.93

Top Revenue Plan

P1 plan performance leader





Strategic Recommendations

Revenue Recovery



Implement dynamic pricing strategies to address ARPU decline. Launch targeted campaigns promoting high-value P1 and P2 plans whilst bundling 5G services with premium content offerings.

Churn Mitigation



Deploy retention programmes in high-churn cities including Pune and Hyderabad. Enhance customer service quality and introduce loyalty rewards for long-term subscribers.

Market Positioning



Execute aggressive marketing in tier-2 cities whilst enhancing 5G network quality. Establish strategic partnerships to compete effectively with market leaders.

Geographic Strategy



Strengthen market presence in Delhi and Bangalore. Customise plans based on city-specific user behaviour and invest in infrastructure for high-potential regions.



Strategic Impact & Value

This comprehensive analytics framework transforms ATLIQO's 5G implementation challenges into actionable business intelligence, enabling strategic recovery and sustainable growth.



Data-Driven Decisions

Real-time performance monitoring enables rapid strategic adjustments



Business Recovery

Framework addresses critical gaps preventing further market erosion



Market Leadership

Strategic insights position ATLIQO for competitive advantage in 5G landscape

Next Steps: Implement immediate retention strategies whilst developing long-term market expansion plans to maximise 5G investment returns and strengthen competitive positioning.