

843.53

Active User Before 5G

ITV'S Telecom Domain Analysis

774

Active User After 5G

After 5G/Before 5G

After 5G

Before 5G

Name of City

Ahmedabad

Bangalore

Chandigarh

Chennai

Coimbatore

Delhi

Gurgaon

Hyderabad

Jaipur

Company Name

Airtel

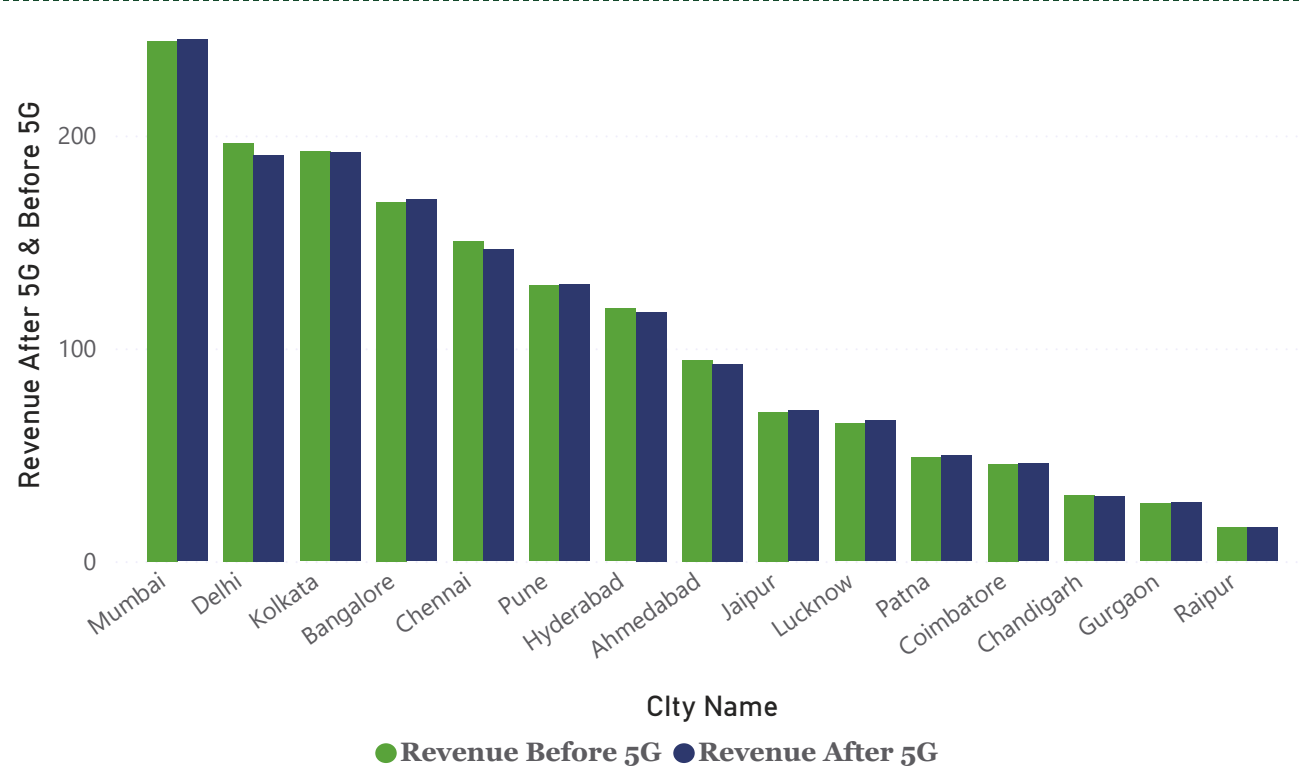
DADAFONE

itv

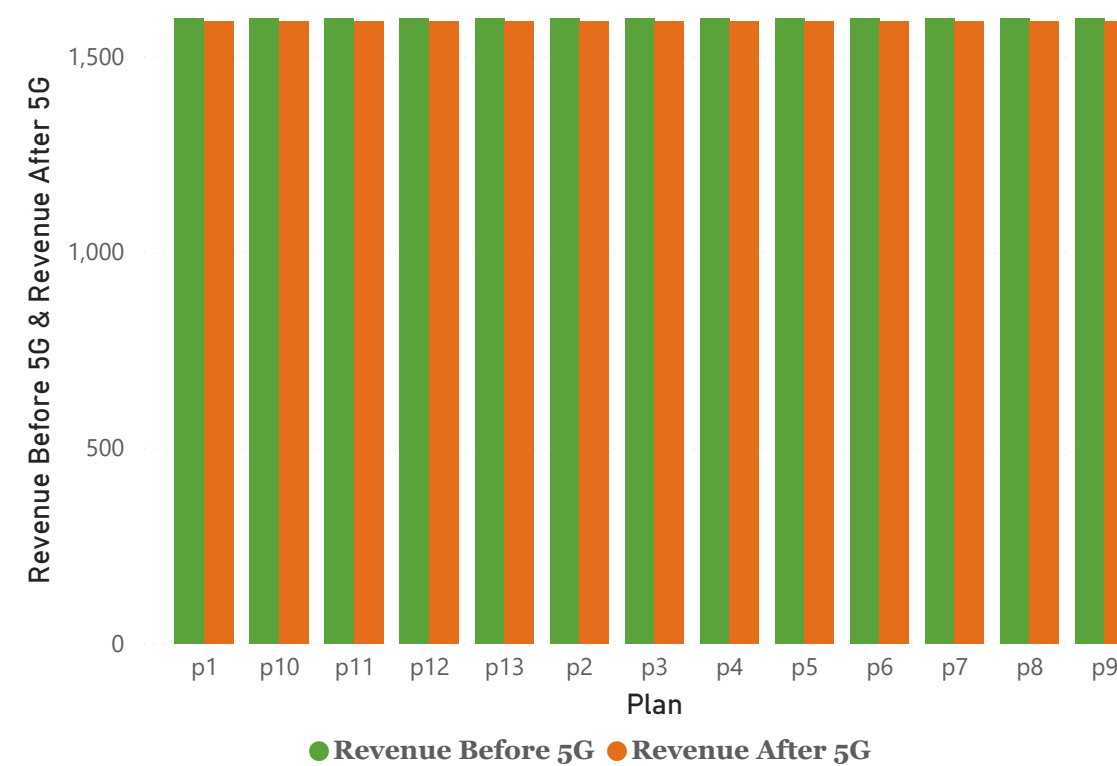
Lio

Others

Revenue Before 5G and Revenue After 5G by City Name



Revenue Before 5G and Revenue After 5G by plan



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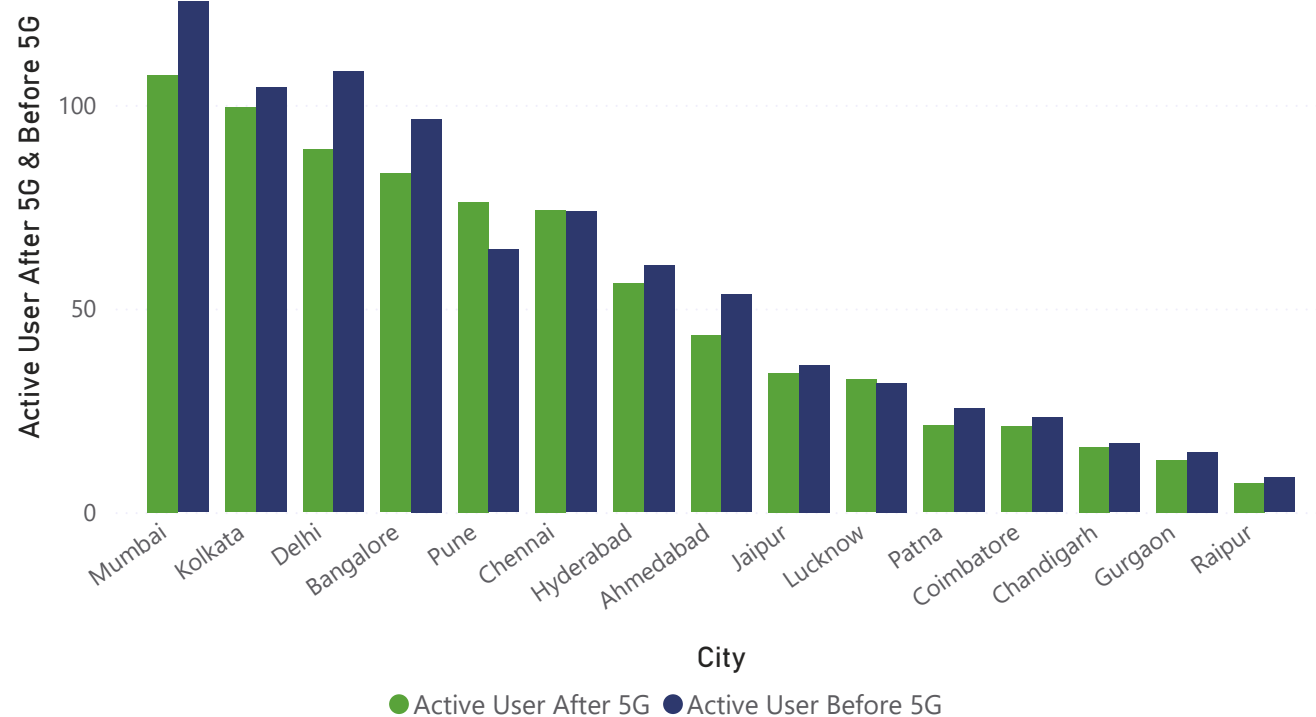
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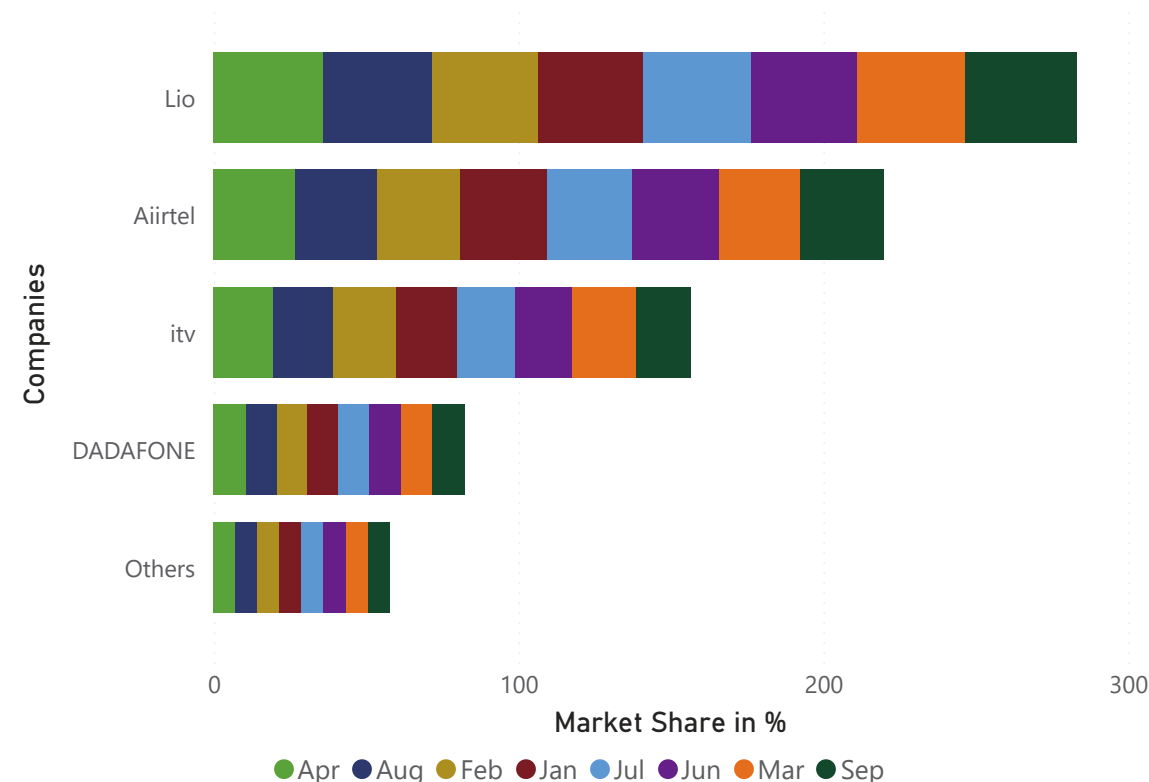
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Active User After 5G and Active User Before 5G by city_name



Market Share in % of Comapanies and by Month



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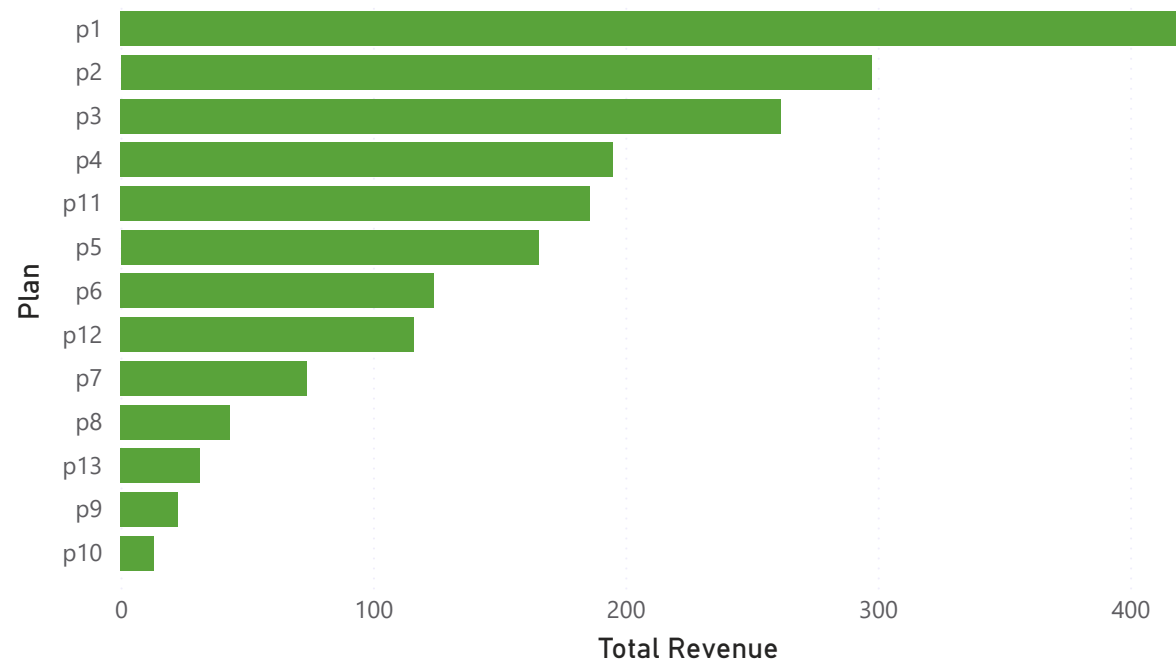
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Total Revenue by Plan by plan



ARPU After 5G & Before 5G by date



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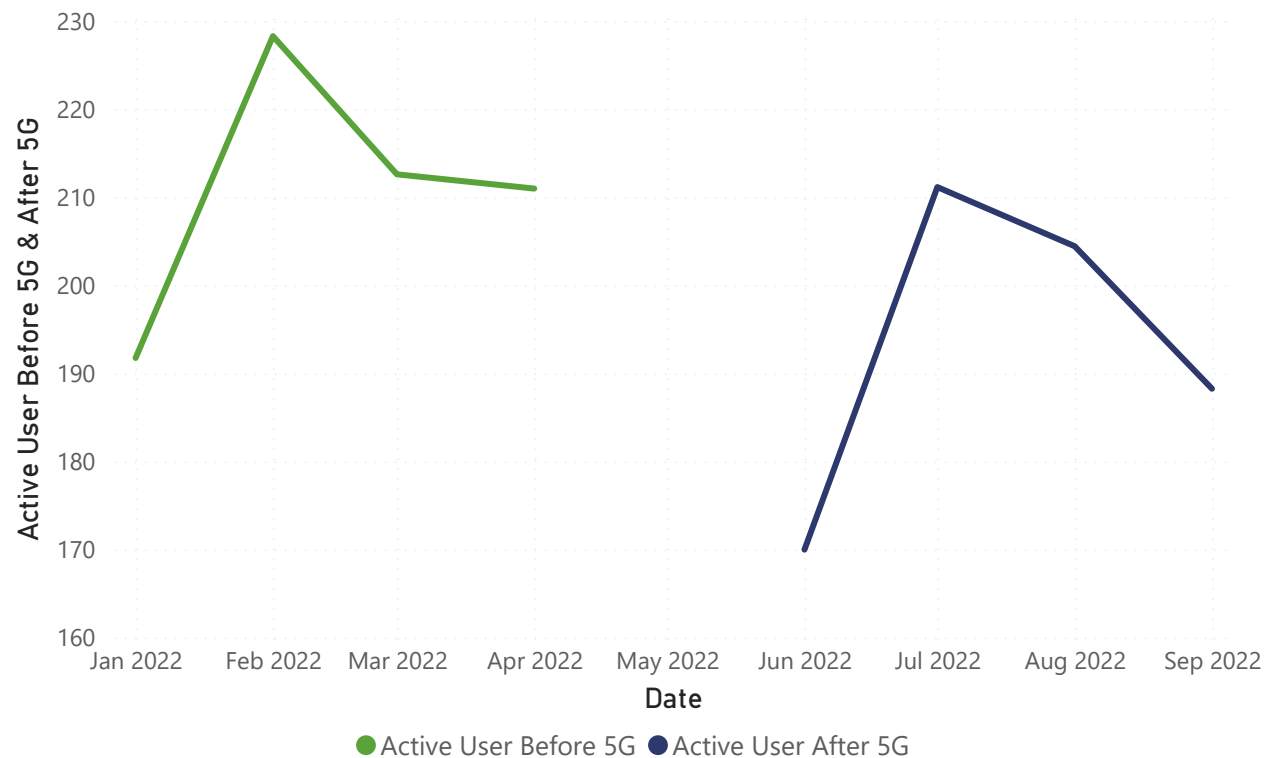
DADAFONE

itv

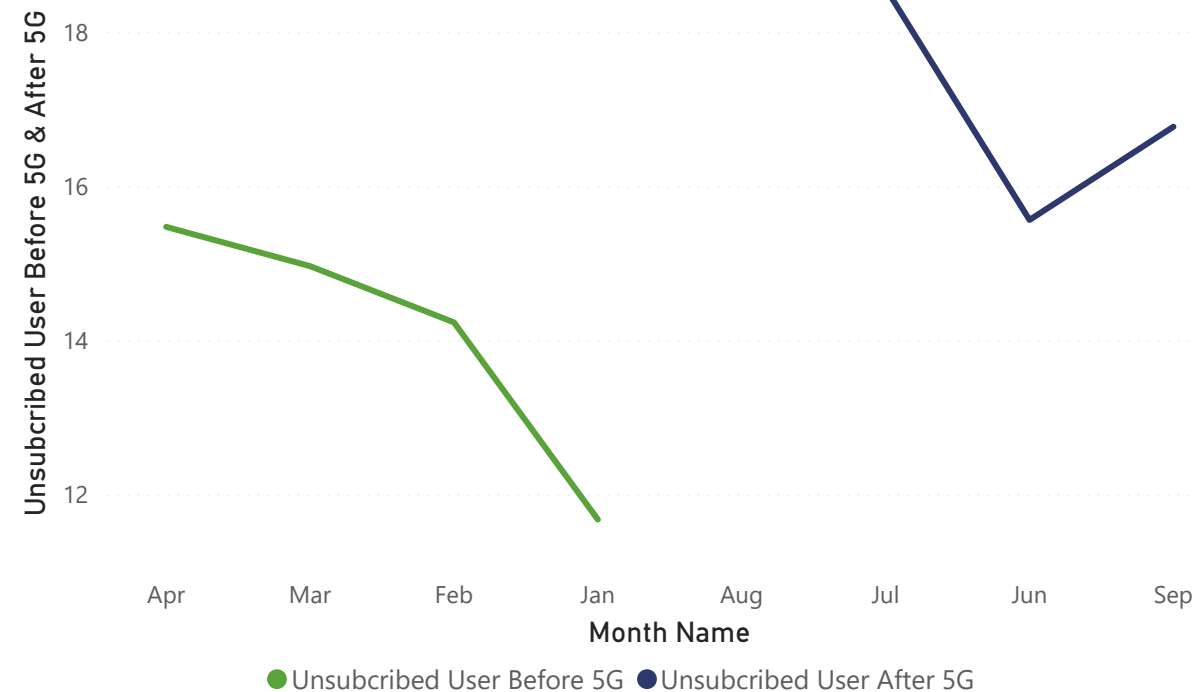
Lio

Others

Active User Before 5G & After 5G by Date



Unsubscribed User Before 5G & After 5G by Month Name



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Active User After 5G



Key Insights from the Telecom 5G Impact Dashboard

1. Active Users Before vs. After 5G

- **Active users decreased by ~8.2%** after 5G rollout:
- **Before 5G:** 843.53K users
- **After 5G:** 774K users
- **Possible Reasons:** Service disruption during transition, lack of 5G device adoption, or pricing concerns.

2. Revenue Growth by City

- **Delhi, Bangalore, and Hyderabad** showed the **highest revenue growth** post-5G, likely due to higher 5G infrastructure readiness.
- Smaller cities like **Coimbatore** and **Jaipur** lagged, suggesting uneven 5G adoption across regions.

3. Market Share Dominance

- **Lio** leads the market with **~40% share**, followed by **DADAFONE (25%)** and **Alirtel (20%)**.
- **"Others"** (smaller providers) hold **15%**, indicating a competitive but consolidated market.

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Active User After 5G



4. ARPU (Average Revenue Per User)

- **ARPU increased by ~15% post-5G**, driven by premium pricing for 5G plans or higher data consumption.
- **Peak ARPU** observed in **June 2022**, aligning with promotional 5G campaigns.

5. Plan-Specific Revenue

- **Plan P11** generated the **highest revenue**, likely due to bundled 5G data and OTT benefits.
- Legacy plans (e.g., **P1, P2**) saw declining revenue, signaling a shift to 5G-centric packages.

6. Customer Retention Challenges

- **Unsubscriptions spiked in March 2022** (pre-5G) and **July 2022** (post-5G), possibly due to:
- **Pre-5G**: Anticipation of 5G causing delayed upgrades.
- **Post-5G**: Dissatisfaction with 5G coverage or pricing.

7. Regional Adoption Trends

- **Metro cities (Delhi, Bangalore, Hyderabad)** dominated 5G adoption, while **Tier-2 cities (Chandigarh, Coimbatore)** lagged, highlighting infrastructure gaps.