**CHALLENGE 3: Provide insights to executive team in telecom domain**

#codebasicsresumeprojectchallenge

SOFTWARE USED: TABLEAU

PROBLEM STATEMENT:

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

However, the management noticed a decline in their active users and revenue growth post 5G launch in May 2022. Atliqo’s business director requested their analytics team to provide a comparison report of KPIs between pre and post-periods of the 5G launch. The management is keen to compare the performance between these periods and get insights which would enable them to make informed decisions to recover their active user rate and other key metrics.

REVENUE

* Total revenue of company is 3187.36 crore
* Before 5g revenue is 1597 crore and after 5g its 1589 crore with %change of -0.25% (8 crore)

ARPU

* ARPU is increasing after 5g i.e., 21 crores

MONTHLY ACTIVE USERS

* TOTAL MONTLY ACTIVE USERS ARE 1617.23 lakhs
* Average monthly active users are decreasing after implementation of 5g

MONTHLY UNSUBSCRIBED USERS

* Total number of unsubscribed users are 125 lakhs
* The number of unsub user is increased after implementation of 5g

TOP 5 PLANS

P1, P2, P3, P4, P11

MARKET SHARE

* PIO has the highest market share i.e.,35.42%
* Atilqo has 19.56% market share.

LEARNINGS:

* Understanding the business challenges and requirements.
* Extracting valuable information from data
* Plotting different values and controlling them by using filter
* How to extract information from visualizations