3<sup>rd</sup> week AtliQ Virtual internship

# Wavecon Telecom

## 5G Launch Impact Analysis

## Post-5G Launch Insights and Plan Performance

**Prepared By:** Rama Gopala Krishna Masani

# Agenda: Analyzing post-5G Business Impact And Strategic Path Forward

- About Company
- Problem Statement
- Analysis Objectives
- Key Insights Post-5G Launch
- Strategic Recommendations

# About Wavecon Telecom

Wavecon is a premier telecom provider in India, renowned for delivering reliable and cutting-edge services.

In May 2022, Wavecon achieved a significant milestone by introducing its latest 5G services, aiming to offer fast and reliable connectivity to customers. This advancement benefits both individuals and businesses by fostering creativity and innovation. Wavecon operates across 15 major cities in India, maintaining a strong and widespread presence and striving to provide uninterrupted connectivity to its users.

The introduction of 5G services marks a new chapter in Wavecon's history of technological excellence.
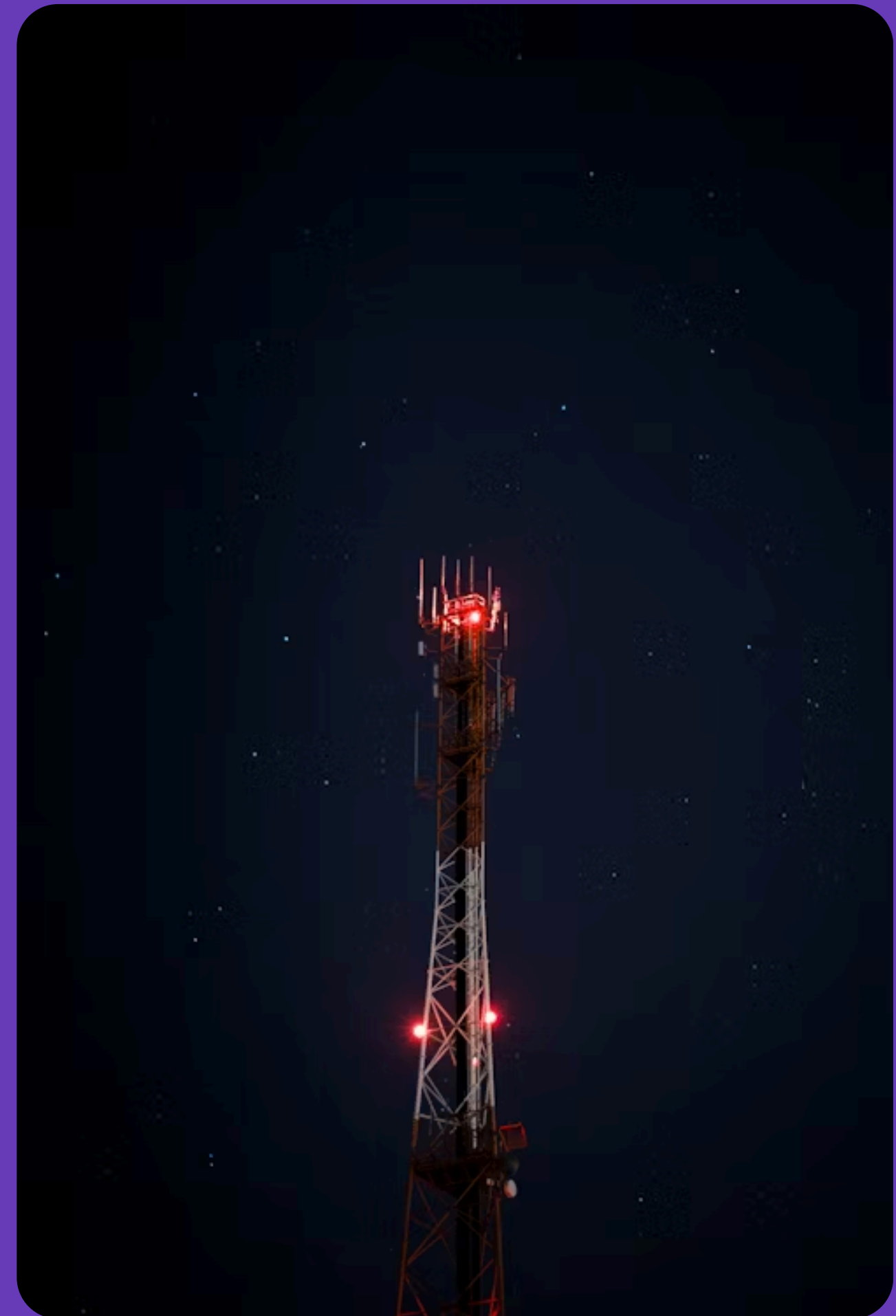
# Problem Statement

Following the 5G launch, Wavecon has seen only a marginal decline in total revenue, with mixed performance across cities and plans. While some high-data plans are gaining traction, several legacy plans are underperforming or becoming obsolete. Additionally, user churn remains high, and key performance indicators like ARPU have shown little improvement.

This raises a need to reassess the impact of 5G on business outcomes and optimize plan offerings to better meet customer expectations.

# Understanding the Business Shift Triggered by Wavecon's 5G Launch

Wavecon's 5G launch has reshaped market dynamics, raising the need to assess its impact on revenue, KPI performance, and plan viability.

This analysis aims to uncover whether 5G has driven business growth and identify strategic adjustments to enhance profitability and align offerings with evolving market demands.

# Key Objectives: Revenue, Plan Performance & Strategic Realignment

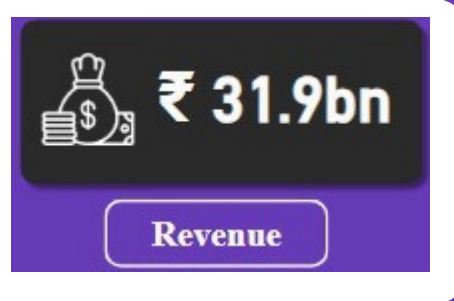**This presentation will focus on three key areas:**

**Revenue Impact:** Examine how the introduction of 5G has influenced Wavecon's revenue trajectory, identifying whether it led to growth, stagnation, or decline.

**Plan Performance:** Evaluate which plans have thrived in the post-5G environment and which have underperformed, indicating a potential misalignment with customer needs or market positioning.

**Strategic Insights & Recommendations:** Identify actionable opportunities to refine product offerings, address performance gaps, and enhance overall profitability in alignment with 5 G market demands.

# What is the impact of the 5G launch on our revenue?

**₹ 31.9bn**
Revenue

**₹ 200.7**
ARPU

| ₹ 16.0bn | ₹ 15.9bn | -0.50% | | ₹ 190.2 | ₹ 211.3 | 11.05% |
|---|---|---|---|---|---|---|
| Before 5G | After 5G | ▼ Chg% | | Before 5G | After 5G | ▲ Chg% |

**Revenue Impact**
- A slight decline was observed in total revenue post-5G
- **Before 5G:** 16 billion Rup (4 months)
- **After 5G:** 15.9 billion Rup(4 months)
- Change: Rup 0.1 billion drop (-0.50% decrease). Indicates that the 5G launch has not yet translated into immediate revenue growth. Suggests potential issues such as plan pricing, customer migration, or market readiness.

**ARPU (Average Revenue per User) Impact:**
- Significant improvement in ARPU post-5G rollout.
- **Before 5G: Rup** 190.2
- **After 5G: Rup** 211.3
- **Change: Rup** 21.1 increase (+11.05% growth)
- Reflects higher customer value per user, possibly due to premium 5G plan adoption.
- Positive signal for long-term profitability despite a slight dip in total revenue.
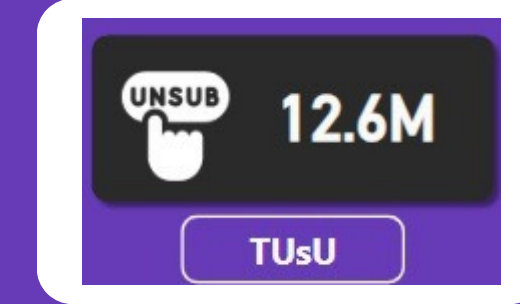
# What is the impact of the 5G launch on our revenue?

**TAU:** 161.7M

**TUsU:** 12.6M

| 84.4M Before 5G | 77.4M After 5G | -8.28% ▼ Chg% |
|---|---|---|

| 5.6M Before 5G | 7.0M After 5G | 23.50% ▲ Chg% |
|---|---|---|

- **Impact on TAU (Total Active Users)**
- Noticeable decline in active user base post- 5G launch.
- **Before 5G**: 84.4 million active users
- **After 5G**: 77.4 million active users
- **Change**: Decrease of **7 million users**
- Represents a **significant drop in user engagement**, which is concerning for long-term customer retention.
- Suggests issues with 5G accessibility, pricing, or dissatisfaction among existing users.

- **Impact on TUSU (Total Unsubscribed Users)**
- Sharp increase in user churn post–5G launch.
- **Before 5G: 5.6 million unsubscribed users**
- **After 5G: 7 million unsubscribed users**
- **Change: Increase of 1.4 million users**
- Indicates customer dissatisfaction or poor onboarding of 5G plans.
- Highlight the need for customer feedback **analysis and plan realignment.**

# Which KPI is underperforming after the 5G launch?

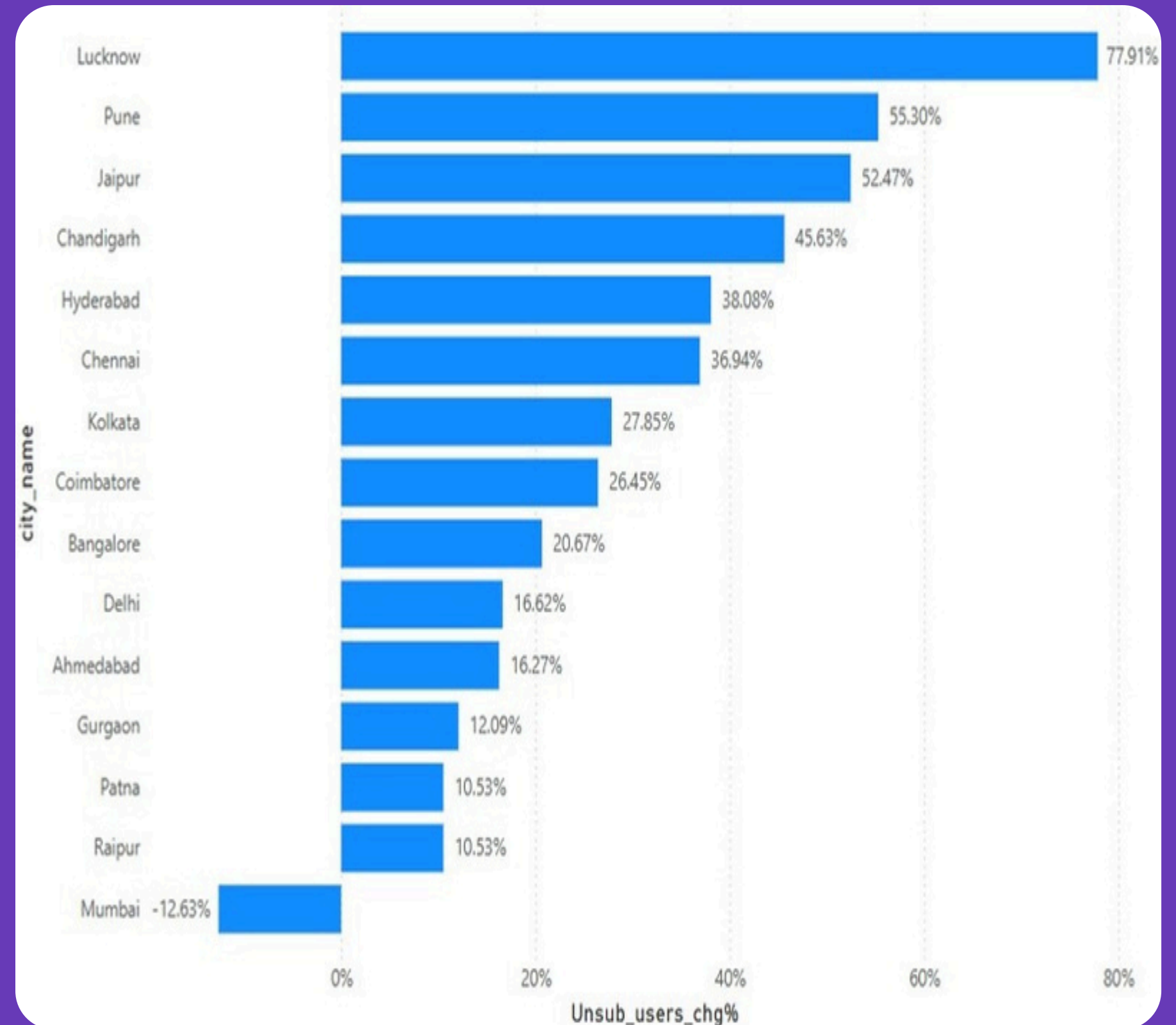| 5.6M | 7.0M | 23.50% |
|:---:|:---:|:---:|
| Before 5G | After 5G | ▲ Chg% |

**Total Unsubscribed Users (TUsU):**
- TUSU increased from 5.6M to 7M after the **5G launch, a 23.5% increase** in user churn.
- **Sharp spikes seen in key cities:**
- **Lucknow: +77.9%**
- **Pune: +55.3%**
- **Jaipur: +52.4%**
- Indicates poor **user retention** post-5G, making TUsU a key underperforming KPI.



| city_name | Unsub_users_chg% |
|---|---|
| Lucknow | 77.91% |
| Pune | 55.30% |
| Jaipur | 52.47% |
| Chandigarh | 45.63% |
| Hyderabad | 38.08% |
| Chennai | 36.94% |
| Kolkata | 27.85% |
| Coimbatore | 26.45% |
| Bangalore | 20.67% |
| Delhi | 16.62% |
| Ahmedabad | 16.27% |
| Gurgaon | 12.09% |
| Patna | 10.53% |
| Raipur | 10.53% |
| Mumbai | -12.63% |

# Which KPI is underperforming after the 5G launch?
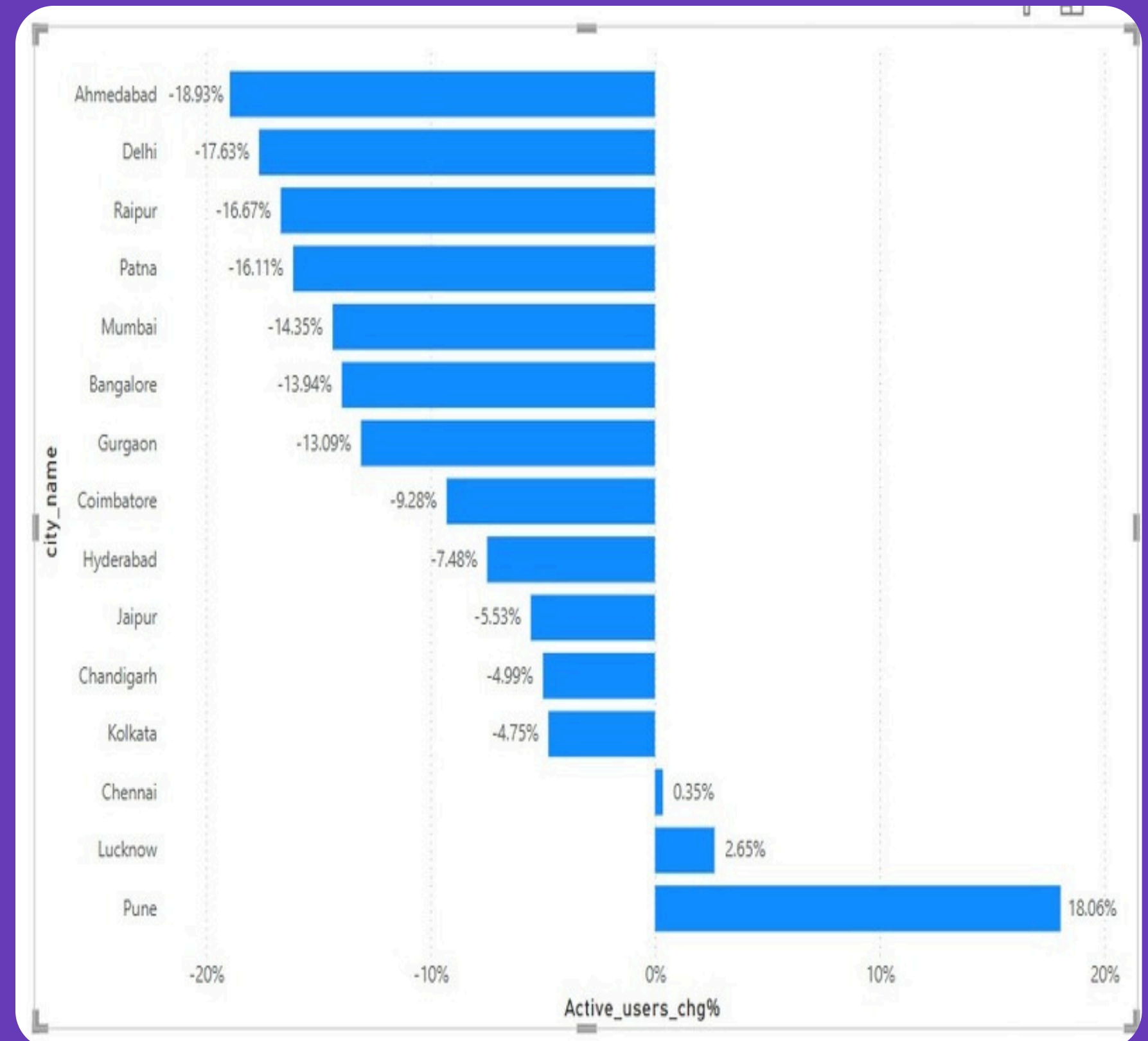
**84.4M** Before 5G

**77.4M** After 5G

**-8.28%** ▼ Chg%

**Total Active Users (TAU)**
- TAU declined from **84.4M to 77.4M** after the 5G launch, reflecting an **8.28% drop** in the active user base.
- Notable declines observed in key cities:
  **Ahmedabad:** -18.93%
- **Delhi:** -17.63%
- **Raipur:** -16.67%
- Indicates **regional retention challenges** post-5G, making TAU a critical KPI to monitor.



Bar chart of Active_users_chg% by city_name:

| city_name | Active_users_chg% |
|-----------|-------------------|
| Ahmedabad | -18.93% |
| Delhi | -17.63% |
| Raipur | -16.67% |
| Patna | -16.11% |
| Mumbai | -14.35% |
| Bangalore | -13.94% |
| Gurgaon | -13.09% |
| Coimbatore | -9.28% |
| Hyderabad | -7.48% |
| Jaipur | -5.53% |
| Chandigarh | -4.99% |
| Kolkata | -4.75% |
| Chennai | 0.35% |
| Lucknow | 2.65% |
| Pune | 18.06% |

# After the 5G launch, which plans are performing well in terms of revenue? Which plans are not performing well?

| plan | January | February | March | April | June | July | August | September |
|------|---------|----------|-------|-------|------|------|--------|-----------|
| p1 | ₹ 396M | ₹ 503M | ₹ 466M | ₹ 448M | ₹ 536M | ₹ 628M | ₹ 620M | ₹ 603M |
| p2 | ₹ 326M | ₹ 409M | ₹ 386M | ₹ 368M | ₹ 340M | ₹ 388M | ₹ 392M | ₹ 368M |
| p3 | ₹ 296M | ₹ 349M | ₹ 353M | ₹ 321M | ₹ 304M | ₹ 341M | ₹ 335M | ₹ 317M |
| p4 | ₹ 243M | ₹ 280M | ₹ 274M | ₹ 278M | ₹ 200M | ₹ 237M | ₹ 229M | ₹ 212M |
| p5 | ₹ 216M | ₹ 285M | ₹ 258M | ₹ 246M | ₹ 144M | ₹ 172M | ₹ 179M | ₹ 157M |
| p6 | ₹ 167M | ₹ 197M | ₹ 199M | ₹ 187M | ₹ 109M | ₹ 135M | ₹ 126M | ₹ 125M |
| p7 | ₹ 123M | ₹ 158M | ₹ 156M | ₹ 146M | ₹ 33M | ₹ 35M | ₹ 45M | ₹ 43M |
| p8 | ₹ 94M | ₹ 120M | ₹ 111M | ₹ 110M | | | | |
| p9 | ₹ 52M | ₹ 59M | ₹ 57M | ₹ 58M | | | | |
| p10 | ₹ 23M | ₹ 37M | ₹ 34M | ₹ 38M | | | | |
| p11 | | | | | ₹ 414M | ₹ 486M | ₹ 478M | ₹ 482M |
| p12 | | | | | ₹ 255M | ₹ 300M | ₹ 306M | ₹ 300M |
| p13 | | | | | ₹ 72M | ₹ 82M | ₹ 82M | ₹ 79M |

**Top Performing Plans Post-5G Launch**

- **Plan P1:** Continued strong performance; revenue increased post-5G.
- **Details:** 2GB/Day Combo for 3 Months Plan
- **P11:** Newly launched post-5G and performing well; 2nd highest seller after Plan P1.
- **Details:** 3GB/Day Combo for 80 Days.
- **Underperforming Plans. Post-5G Launch Plans P4, P5, P6, and P7 are not performing well,** showing weak traction post-5G rollout.

# Is there any plan affected largely by the 5G launch? Should we continue or discontinue that plan?

| plan | January | February | March | April | June | July | August | September |
|------|---------|----------|-------|-------|------|------|--------|-----------|
| p1 | ₹ 396M | ₹ 503M | ₹ 466M | ₹ 448M | ₹ 536M | ₹ 628M | ₹ 620M | ₹ 603M |
| p2 | ₹ 326M | ₹ 409M | ₹ 386M | ₹ 368M | ₹ 340M | ₹ 388M | ₹ 392M | ₹ 368M |
| p3 | ₹ 296M | ₹ 349M | ₹ 353M | ₹ 321M | ₹ 304M | ₹ 341M | ₹ 335M | ₹ 317M |
| p4 | ₹ 243M | ₹ 280M | ₹ 274M | ₹ 278M | ₹ 200M | ₹ 237M | ₹ 229M | ₹ 212M |
| p5 | ₹ 216M | ₹ 285M | ₹ 258M | ₹ 246M | ₹ 144M | ₹ 172M | ₹ 179M | ₹ 157M |
| p6 | ₹ 167M | ₹ 197M | ₹ 199M | ₹ 187M | ₹ 109M | ₹ 135M | ₹ 126M | ₹ 125M |
| p7 | ₹ 123M | ₹ 158M | ₹ 156M | ₹ 146M | ₹ 33M | ₹ 35M | ₹ 45M | ₹ 43M |
| p8 | ₹ 94M | ₹ 120M | ₹ 111M | ₹ 110M | | | | |
| p9 | ₹ 52M | ₹ 59M | ₹ 57M | ₹ 58M | | | | |
| p10 | ₹ 23M | ₹ 37M | ₹ 34M | ₹ 38M | | | | |
| p11 | | | | | ₹ 414M | ₹ 486M | ₹ 478M | ₹ 482M |
| p12 | | | | | ₹ 255M | ₹ 300M | ₹ 306M | ₹ 300M |
| p13 | | | | | ₹ 72M | ₹ 82M | ₹ 82M | ₹ 79M |

**Plans Largely Affected Post-5G Launch**
- **Plan P7:** Significantly impacted by the 5G launch; saw major decline in adoption.
  **Details:** 25GB Combo 3G/4G Data Pack Plan
- **P13:** Newly introduced after the 5G rollout, but failed to gain traction.
- **Details:** 750MB/Day for 28 Days

**Insight:**
- User preferences are shifting toward plans with Higher daily data allowances, highlighting a trend toward more data-intensive consumption patterns post-5G.

# Is there any plan that is discontinued after the 5G launch? What is the reason for it?

| plan | January | February | March | April | June | July | August | September |
|------|---------|----------|-------|-------|------|------|--------|-----------|
| p1 | ₹ 396M | ₹ 503M | ₹ 466M | ₹ 448M | ₹ 536M | ₹ 628M | ₹ 620M | ₹ 603M |
| p2 | ₹ 326M | ₹ 409M | ₹ 386M | ₹ 368M | ₹ 340M | ₹ 388M | ₹ 392M | ₹ 368M |
| p3 | ₹ 296M | ₹ 349M | ₹ 353M | ₹ 321M | ₹ 304M | ₹ 341M | ₹ 335M | ₹ 317M |
| p4 | ₹ 243M | ₹ 280M | ₹ 274M | ₹ 278M | ₹ 200M | ₹ 237M | ₹ 229M | ₹ 212M |
| p5 | ₹ 216M | ₹ 285M | ₹ 258M | ₹ 246M | ₹ 144M | ₹ 172M | ₹ 179M | ₹ 157M |
| p6 | ₹ 167M | ₹ 197M | ₹ 199M | ₹ 187M | ₹ 109M | ₹ 135M | ₹ 126M | ₹ 125M |
| p7 | ₹ 123M | ₹ 158M | ₹ 156M | ₹ 146M | ₹ 33M | ₹ 35M | ₹ 45M | ₹ 43M |
| p8 | ₹ 94M | ₹ 120M | ₹ 111M | ₹ 110M | | | | |
| p9 | ₹ 52M | ₹ 59M | ₹ 57M | ₹ 58M | | | | |
| p10 | ₹ 23M | ₹ 37M | ₹ 34M | ₹ 38M | | | | |
| p11 | | | | | ₹ 414M | ₹ 486M | ₹ 478M | ₹ 482M |
| p12 | | | | | ₹ 255M | ₹ 300M | ₹ 306M | ₹ 300M |
| p13 | | | | | ₹ 72M | ₹ 82M | ₹ 82M | ₹ 79M |

**Discontinued or Deprioritized Plans Post-5G Launch**

- **Plan P8:** Daily Saviour – 1GB/Day, Validity: 1 Day
- **Plan P9:** Combo Top-Up – ₱14.95 Talktime + 500MB Data
- **Plan P10:** Big Combo Pack – 6GB/Day, Validity: 3 Days

**Strategic Reasons:**

**ARPU Optimization:** Lower-end plans are likely deprioritized to encourage migration toward higher-value plans, increasing Average Revenue Per User (ARPU).
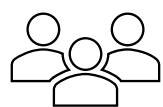
**Plan Rationalization:** Post-5G launch, the plan Portfolio appears streamlined to prioritize high-demand and 5G-compatible offerings.

# Key Insights Post-5G Launch

## Revenue Impact

1. Overall revenue declined slightly by 0.50% post-5G launch.
2. Lucknow and Patna saw notable revenue growth, while key markets like Delhi and Chennai experienced declines.
3. Indicates a need for **targeted revenue** boosting strategies in underperforming cities.

## Plan Performance

1. High-data plans (P1 and P11) are driving user preference and sales.
2. **Low-data plans (P7 and P13)** are underperforming.
3. Suggests phasing out or reworking low-performing plans to better align with 5G usage patterns.

## User Retention & Churn

1. Overall revenue declined slightly by 0.50% post-5G launch.
2. Lucknow and Patna saw notable revenue growth, while key markets like Delhi and Chennai experienced declines.
3. Indicates a need for **targeted revenue** boosting strategies in underperforming cities.
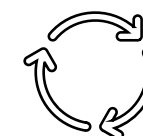
## Product Portfolio Evolution

1. The discontinuation of low-end plans reflects a strategic shift toward high-capacity, long-term plans.
2. This evolution enhances user experience by reducing plan complexity and focusing on value-driven offerings aligned with 5G demand.

# Strategic Recommendations to Boost 5G Adoption & Retention:

**Product Strategy:**

1. **Enhance 5G Experience**: Ensure consistent coverage and high-speed performance to meet user expectations and reduce dissatisfaction.

2. **Affordable 5G Plans:** Launch competitively priced entry-level 5G plans to attract price-sensitive and first-time users.

3. **Retention Offers**: Implement targeted retention campaigns with loyalty rewards, personalized discounts, and win-back offers.

**Customer Engagement:**

1. **User Feedback Loop**: Establish a strong feedback mechanism to capture and resolve user pain points driving churn.

2. **Bundled Offerings:** Introduce bundled plans that combine mobile with broadband, OTT subscriptions, or smart devices to increase value.

**Network Optimization:**

1. **Segmented & Personalized Plans**: Leverage user data to offer customized plans based on usage patterns, maximizing relevance and engagement.

# Resources

Image Source: www.unsplash.com

AtliQ Logo: www.AtliQ logo.com

Data Analytics Internship: www.codebasics.io
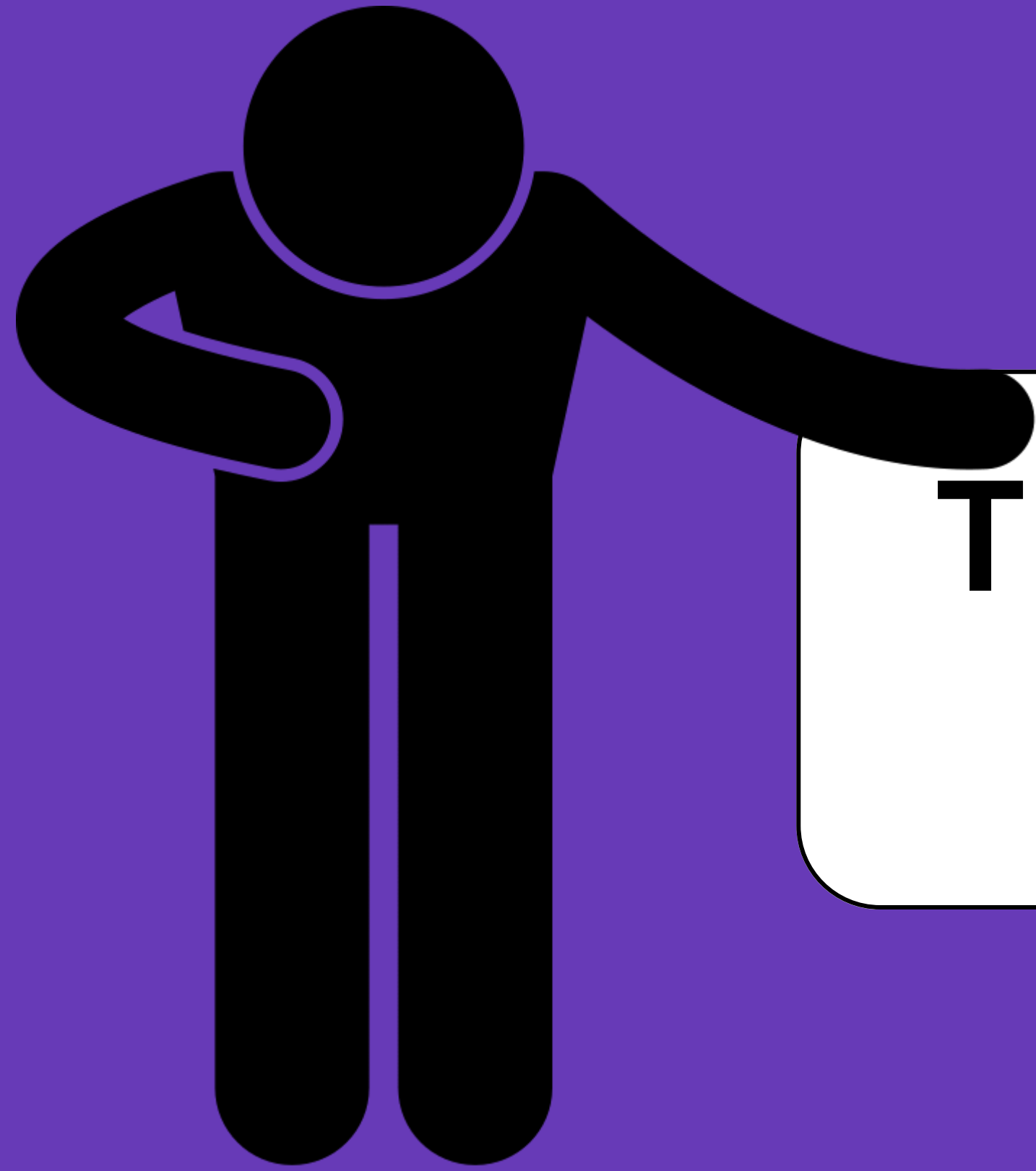
Live Power BI Dashboard: click to view

**Interactive report by**

Rama Gopala Krishna Masani @ **Data Analyst Intern**

Do you have any questions related to the presentation?

Please email ramagopalakrishna7818@gmail.com

Thank you for your attention