

WAVECOM TELECOM ANALYSIS

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Context

- ✓ About the Company
- ✓ Metrics Used
- ✓ Impact of 5G Launch
- ✓ Underperforming KPI after the Launch
- ✓ Plan Analysis



About the company

Wavecon, a big telecom company, just launched its fancy 5G service, showing off its cool tech skills. But even with all the excitement, Wavecon still has some tricky problems and good chances in the telecom world.

 Goals:

1. **Making Money and Doing Well** : See how the new 5G stuff affects Wavecon's money and how good they're doing.
2. **Checking Plans Before and After 5G** : Look at how Wavecon's phone plans did before and after they launched 5G.
3. **Learning from Plans That Got the Axe** : Figure out what Wavecon can learn from the plans they had to cancel.

Metrics Used

- **Revenue:** This shows the total amount of money Wavecon Telecom earned before and after the launch of 5G.
- **ARPU (Average Revenue Per User):** This indicates the average amount of money Wavecon Telecom earns from each user per month.
- **TAU (Total Active Users):** This represents the total number of customers actively using Wavecon Telecom's services during the specified period. (Exact numbers not shown)
- **TUSU (Total Unsubscribed Users):** This indicates the total number of customers who unsubscribed from Wavecon Telecom's services before and after the launch of 5G.
- **City Breakdown:** This shows how revenue changed across different cities after the launch of 5G.
- **MA** – Monthly Average revenue.

Impact of 5G Launch in terms of Revenue.

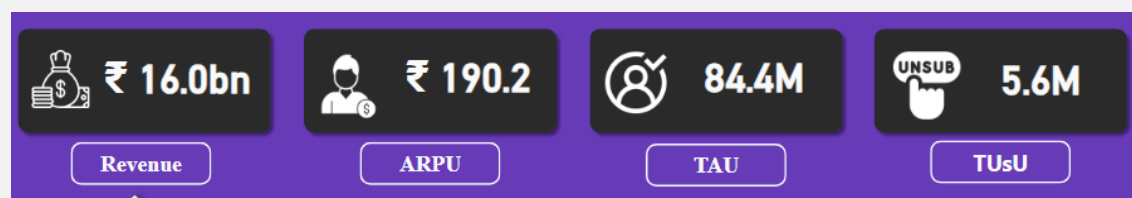
What is the impact of the 5G launch on our revenue?

- **Revenue Dip** : Total revenue took a **0.5%** hit (around 80 million less) after the 5G launch.
- **City Split** :
 - Cities like Kolkata, Delhi, Chandigarh, Hyderabad, Ahmedabad, Chennai saw their revenue drop after the 5G launch.
 - Rest of cities saw their revenue go up after 5G launched.
- Cities like **Lucknow** and **Patna** have seen a positive change in revenue after the launch of 5G, possibly indicating a higher adoption rate.

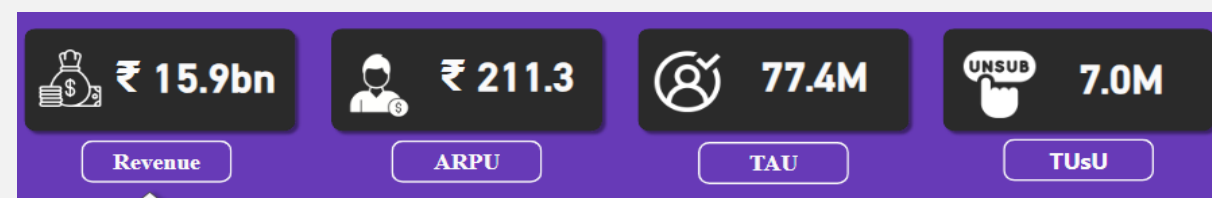
City Name	Total Revenue	Before_5G	After_5G	Chg%
Mumbai	₹ 4,896M	₹ 2,444M	₹ 2,452M	0.31%
Delhi	₹ 3,872M	₹ 1,964M	₹ 1,908M	-2.83%
Kolkata	₹ 3,844M	₹ 1,926M	₹ 1,918M	-0.37%
Bangalore	₹ 3,386M	₹ 1,687M	₹ 1,699M	0.75%
Chennai	₹ 2,964M	₹ 1,501M	₹ 1,462M	-2.59%
Pune	₹ 2,598M	₹ 1,296M	₹ 1,301M	0.37%
Hyderabad	₹ 2,357M	₹ 1,186M	₹ 1,171M	-1.29%
Ahmedabad	₹ 1,871M	₹ 945M	₹ 926M	-2.02%
Jaipur	₹ 1,409M	₹ 701M	₹ 708M	0.98%
Lucknow	₹ 1,308M	₹ 648M	₹ 660M	1.82%
Patna	₹ 982M	₹ 487M	₹ 495M	1.48%
Coimbatore	₹ 914M	₹ 457M	₹ 457M	0.11%
Chandigarh	₹ 612M	₹ 307M	₹ 305M	-0.55%
Gurgaon	₹ 547M	₹ 271M	₹ 275M	1.51%
Raipur	₹ 315M	₹ 157M	₹ 159M	1.15%
Total	₹ 31,874M	₹ 15,977M	₹ 15,897M	-0.50%

Underperforming KPI after 5G launch

Which KPI is underperforming after the 5G launch?



Before 5G launch



After 5G launch

- **Total Active Users (TAU)**
 - Before 5G Launch = 84.4M
 - After 5G Launch = 77.4M
- **Average Revenue Per User (ARPU)**
 - Before 5G Launch = ₹ 190.2
 - After 5G Launch = ₹ 211.3
- **Total Unsubscribed Users (TUsU)**
 - Before 5G Launch = 5.6M
 - After 5G Launch = 7.0M

Underperforming KPI after 5G launch

Total Active Users

city_name	Active_users_After_5G	Active_users_Before_5G	Active_users_chg%
Mumbai	11M	13M	-14.35%
Kolkata	10M	10M	-4.75%
Delhi	9M	11M	-17.63%
Bangalore	8M	10M	-13.94%
Pune	8M	6M	18.06%
Chennai	7M	7M	0.35%
Hyderabad	6M	6M	-7.48%
Ahmedabad	4M	5M	-18.93%
Jaipur	3M	4M	-5.53%
Lucknow	3M	3M	2.65%
Patna	2M	3M	-16.11%
Coimbatore	2M	2M	-9.28%
Chandigarh	2M	2M	-4.99%
Gurgaon	1M	1M	-13.09%
Raipur	1M	1M	-16.67%
Total	77M	84M	-8.28%

- After 5G came out, we lost **7 million** active users.
- Some cities like Pune, Lucknow, and Chennai saw more people joining after 5G.
- But in Ahmedabad, we noticed a big drop of **18.93%** in active users.

Underperforming KPI after 5G launch

Total Unsubscribe Users

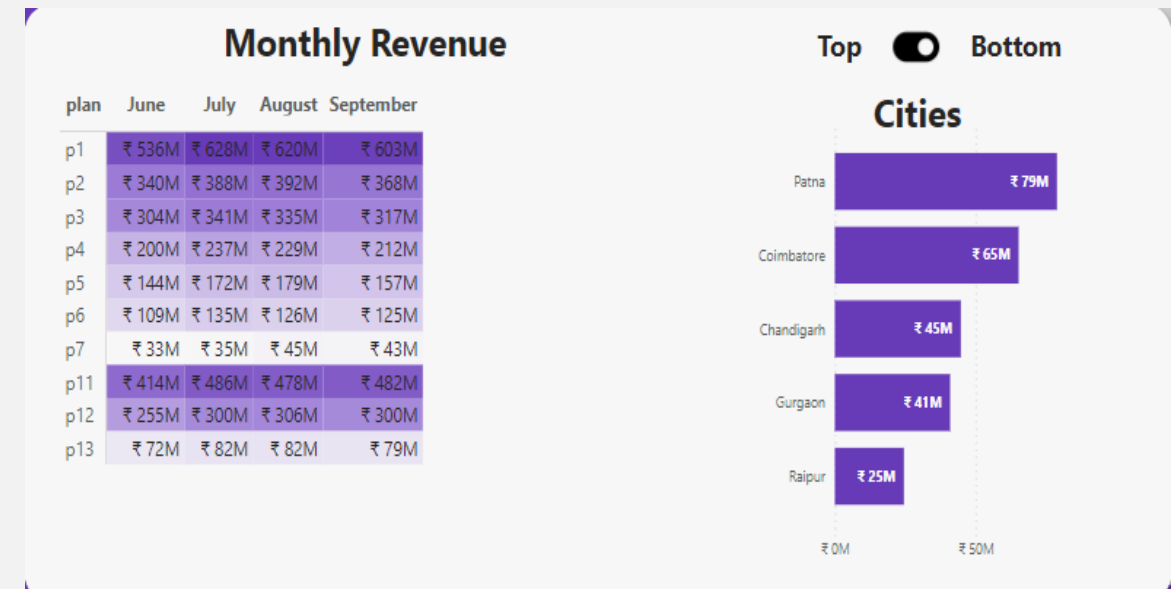
city_name	Unsub_users_After_5G	Unsub_users_Before_5G	Unsub_users_chg%
Ahmedabad	386K	332K	16.27%
Bangalore	689K	571K	20.67%
Chandigarh	150K	103K	45.63%
Chennai	708K	517K	36.94%
Coimbatore	196K	155K	26.45%
Delhi	898K	770K	16.62%
Gurgaon	102K	91K	12.09%
Hyderabad	533K	386K	38.08%
Jaipur	340K	223K	52.47%
Kolkata	886K	693K	27.85%
Lucknow	306K	172K	77.91%
Mumbai	837K	958K	-12.63%
Patna	189K	171K	10.53%
Pune	674K	434K	55.30%
Raipur	63K	57K	10.53%
Total	6957K	5633K	23.50%

- A whopping **13 million** users decided to unsubscribe.
- More than half of them, about **53.84%**, left after 5G came along.
- **Mumbai** was the exception; there, the rate of people leaving went down.

Plan Analysis

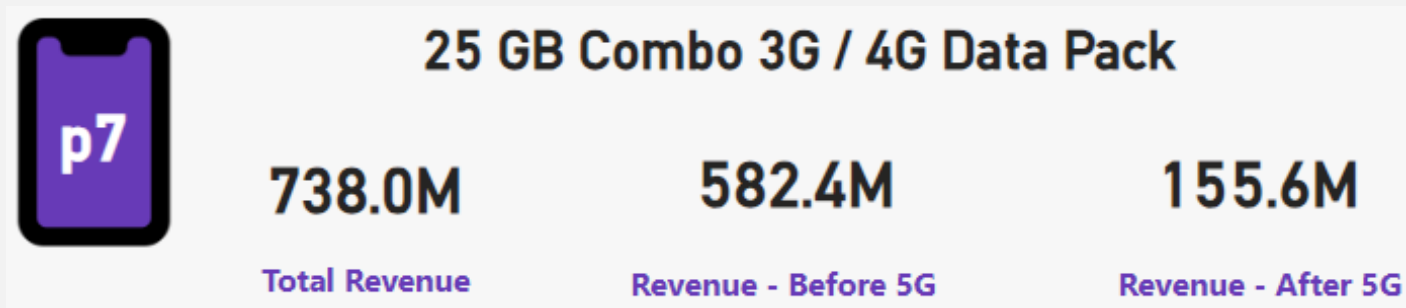
After the 5G launch, which plans are performing well in terms of revenue? Which plans are not performing well?

- Plans **P1, P2, and P3**: Consistent high performance pre- and post-5G, steady revenue flow.
- Plans **P4, P5, and P6**: Revenue decline post-5G launch, struggling to adapt.
- Introduction of Plans **P11, P12, and P13**: Fresh offerings post-5G rollout, aiming to capitalize on new technology.
- Discontinuation of Plans **P8, P9, and P10**: Phased out after 5G introduction, reflecting changing market demands and technology shifts.



Plan Analysis

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






- **Plan 7** took a major hit post-5G launch, witnessing a staggering revenue plunge from **582.4M** to **155.6M**, signaling a seismic shift in its market dynamics.
- With all these things in mind, pulling the plug on Plan P7 might just be a smart move. It frees up resources to focus on plans that match what customers want and bring in more money in the age of 5G.

Plan Analysis

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

- **Plans P8, P9, and P10:** has been discontinued after the 5G launch.
- The reason is because they didn't make much money (only around 8.24%) and didn't last long.

	Daily Saviour (1 GB / Day) validity: 1 Day		
	434.3M	434.3M	NA
	Total Revenue	Revenue - Before 5G	Revenue - After 5G
	Combo TopUp: 14.95 Talktime and 300 MB data		
	226.8M	226.8M	NA
	Total Revenue	Revenue - Before 5G	Revenue - After 5G
	Big Combo Pack (6 GB / Day) validity: 3 Days		
	131.1M	131.1M	NA
	Total Revenue	Revenue - Before 5G	Revenue - After 5G

Thank you