



Wavecon Telecom Analysis

Innovating for a better future

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Agenda

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- ▶ **Objective**
- ▶ **Stakeholder Questions**
- ▶ **KPI Metrics**
- ▶ **Insights and Recommendations**
- ▶ **Dashboard**
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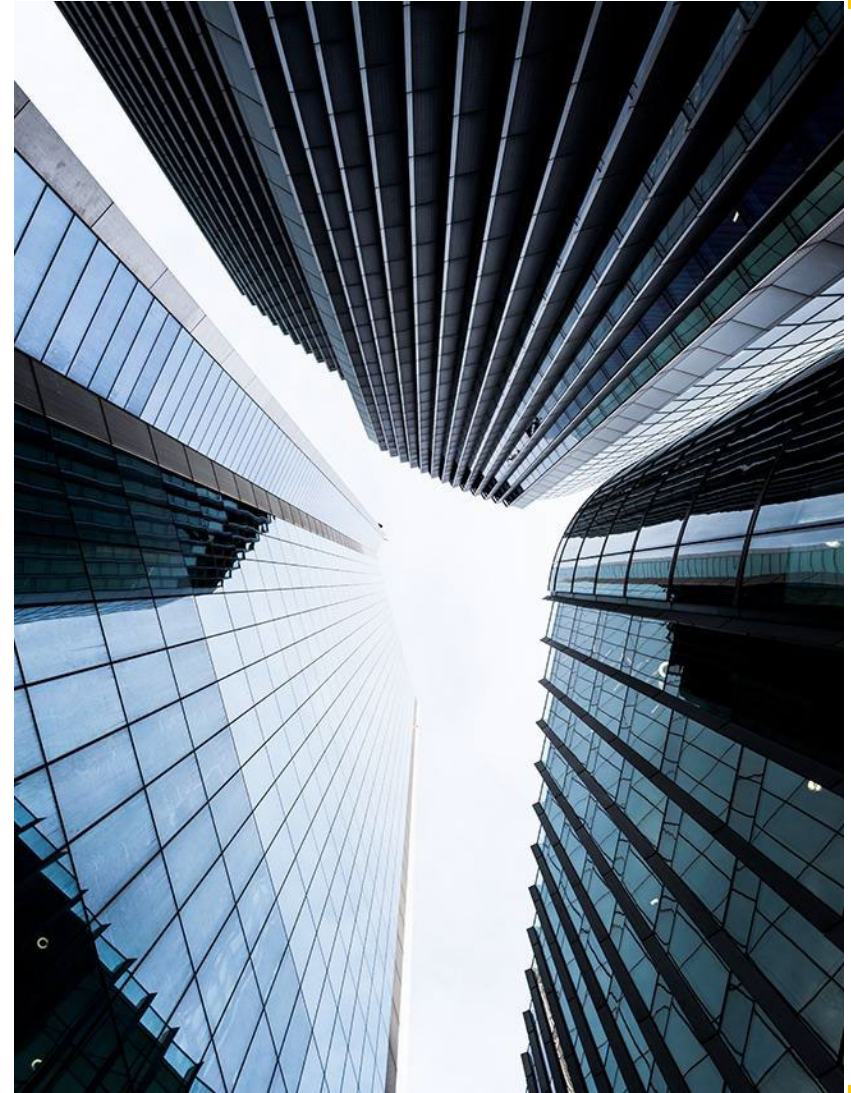
Wavecon

Our trusted client.



Introduction

Wavecon is a dynamic player in the telecommunications industry, offering a wide range of mobile services to its growing customer base. With a focus on delivering high-speed connectivity and customer-centric mobile plans, Wavecon has recently made a major leap forward by introducing its 5G network. This next-generation mobile technology enables faster data speeds, lower latency, and enhanced service reliability, positioning Wavecon as a leader in the digital communication space. Committed to innovation and excellence, Wavecon continues to evolve its offerings to meet the changing needs of today's mobile users.



Objective

Create an insightful presentation and address stakeholder questions



Stakeholder Questions

Launch Impact

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

KPI Performance

Which KPI is underperforming after the 5G launch?

Plan Performance

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

Feasible Plans

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

Consequence

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

Time Metric Comparison of 5G Launch

Before 5G: January to April

After 5G: June to September

Main Key Performance Indicators



Revenue

Total: ₹ 31.9bn
Before 5G: ₹ 16.0bn
After 5G: ₹ 15.9bn



ARPU

Average Revenue per User
Total: ₹ 200.7
Before 5G: ₹ 190.2
After 5G: ₹ 211.3



TAU

Total Active Users
Total: 161.7M
Before 5G: 84.4M
After 5G: 77.4M



TUsU

Total Unsubscribed Users
Total: 12.6M
Before 5G: 5.6M
After 5G: 7.0M



₹ 31.9bn

Revenue

₹ 4.0bn

MA

₹ 16.0bn

Before 5G

₹ 15.9bn

After 5G

-0.50%

Chg%



₹ 200.7

ARPU

200.7

MA

₹ 190.2

Before 5G

₹ 211.3

After 5G

11.05%

Chg%

20.2M

MA

84.4M

Before 5G

77.4M

After 5G

-8.28%

Chg%



161.7M

TAU

1.6M

MA

5.6M

Before 5G

7.0M

After 5G

23.50%

Chg%



12.6M

TUsU

Key Performance Indicators

Insights:

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

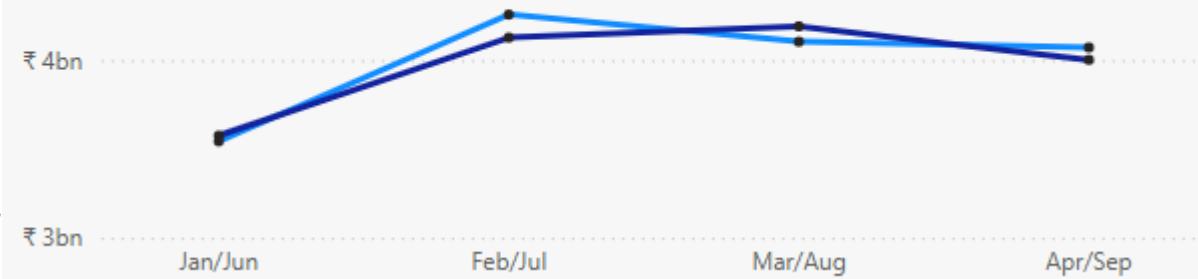
The launch of 5G hasn't caused a significant impact in terms of **Revenue**. The Total Revenue After 5G has in fact reduced by ₹ **0.1bn** with a change of **0.50%**. The **Monthly Average** is more or less the same.

Impact on Cities:

- **Mumbai** is the most positively affected city generating highest revenue after 5G followed by **Kolkata** and **Delhi**.
- **Delhi** despite being the capital of India failed to embrace the 5G technology generating **-2.83%** less revenue after 5G.
- **Ahmedabad** despite being a business easy city generated **-2.02%** less revenue after 5G.
- **Gurgaon** being an IT city in Haryana generated **1.51%** more revenue after 5G but it has second to least impact on it.
- **Lucknow** being the capital of Uttar Pradesh generated 1.82% more revenue after 5G.
- **Raipur** was the **least** impacted but generated **1.15%** more revenue.

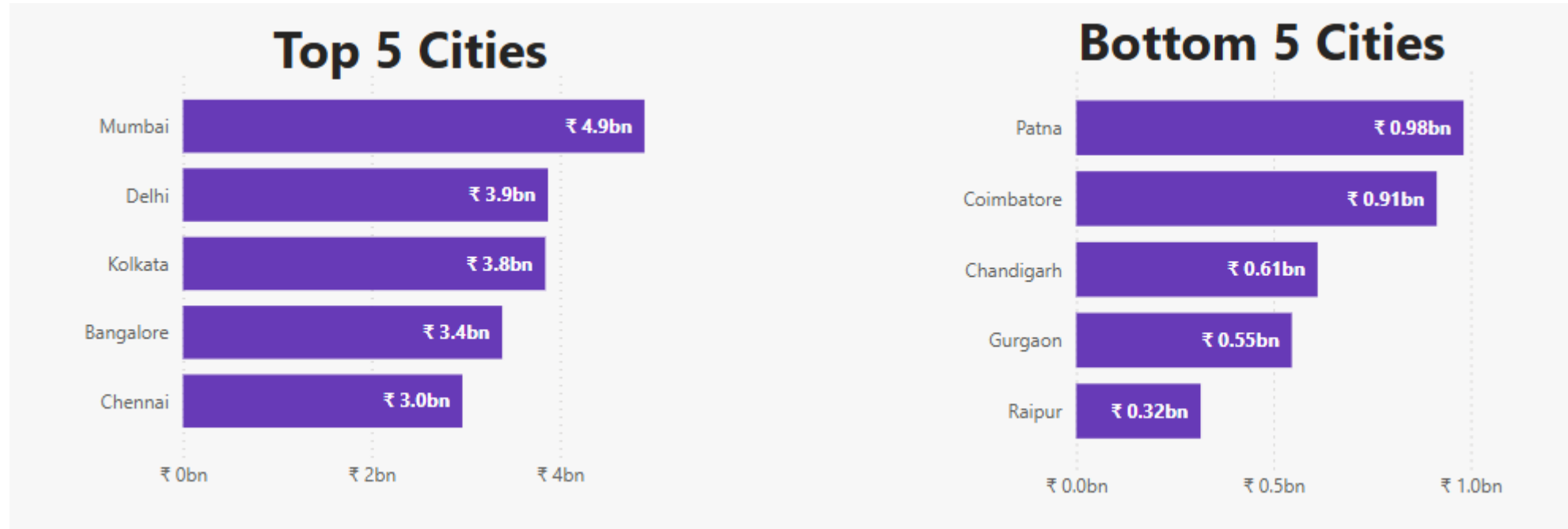
Monthly Trend

● Before_5G ● After_5G



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%

Total Revenue:



Insights:

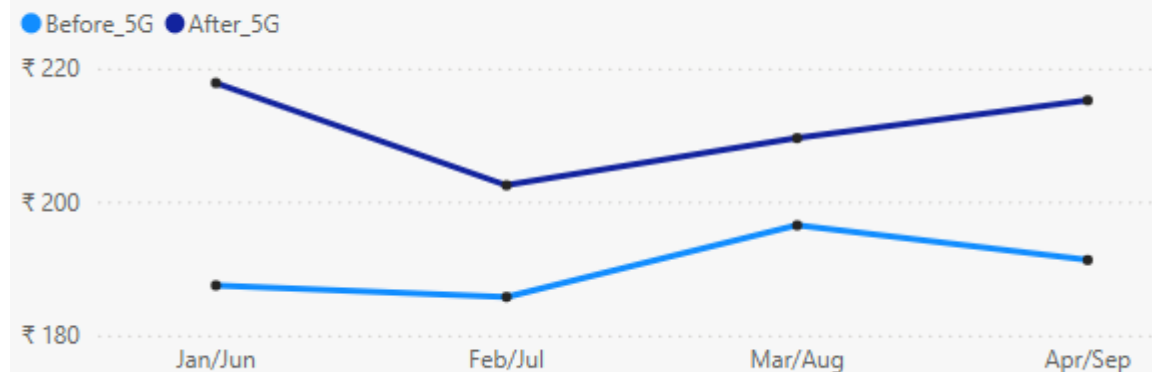
Average Revenue per User

ARPU increased significantly generating **11.05%** more revenue. It has a positive impact on majority of the cities interest in users for 5G technology. **Monthly Average** is showing a sharp increase from June-September.

Impact on Cities:

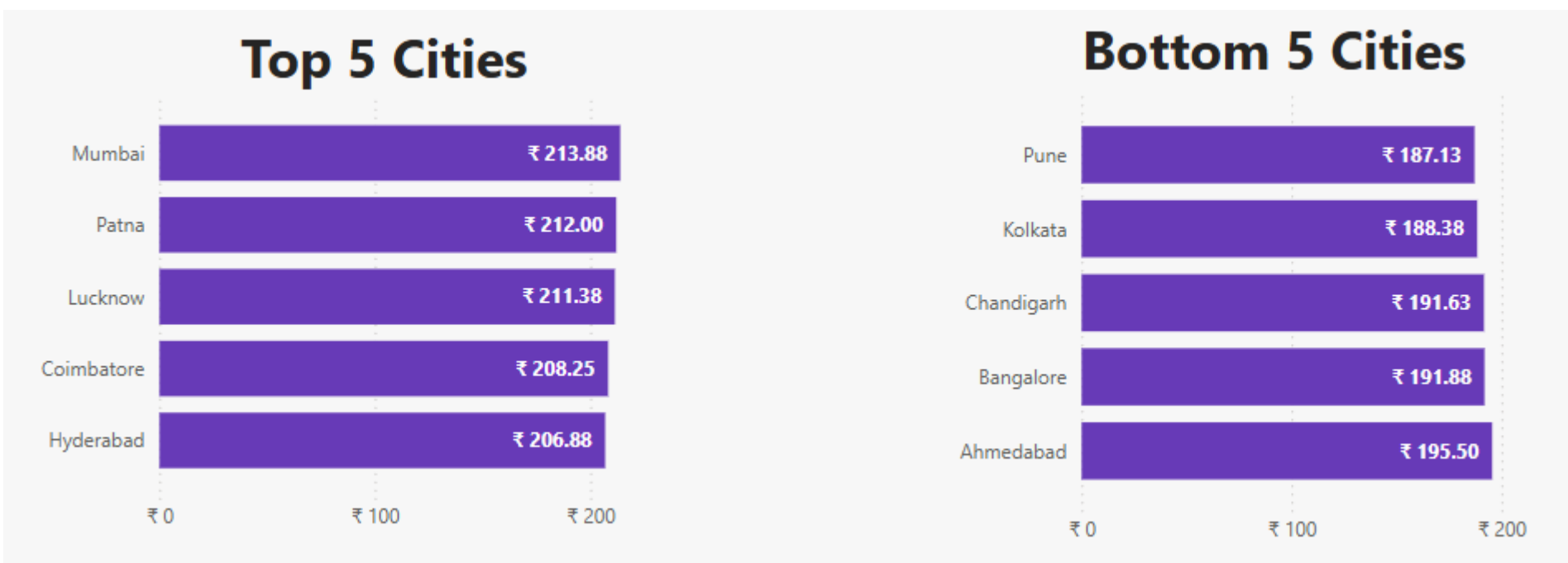
- **Mumbai** is the most positively affected city generating the **highest** revenue per user followed by **Patna** and **Lucknow**.
- **Raipur** despite being a small city showed the most increase in ARPU at **22.25%** followed by **Ahmedabad** and **Patna**
- **Pune** despite having many IT industries companies set up there generated the least amount of revenue per user at ₹ **187.13**.
- **Pune** users contributed the least amount of revenue per user with a change of **-12.88%**.
- **Bangalore** being the silicon valley of India is among the top 5 cities that generated more revenue per user at **19.60%** but is also among the bottom 5 cities generating less revenue per user.

Monthly Trend



City Name	ARPU	Before_5G	After_5G	Chg%
Mumbai	₹ 213.88	₹ 196.75	₹ 231.00	17.41%
Patna	₹ 212.00	₹ 192.50	₹ 231.50	20.26%
Lucknow	₹ 211.38	₹ 203.25	₹ 219.50	8.00%
Coimbatore	₹ 208.25	₹ 200.00	₹ 216.50	8.25%
Hyderabad	₹ 206.88	₹ 196.50	₹ 217.25	10.56%
Raipur	₹ 204.75	₹ 184.25	₹ 225.25	22.25%
Jaipur	₹ 202.13	₹ 195.00	₹ 209.25	7.31%
Chennai	₹ 200.38	₹ 203.00	₹ 197.75	-2.59%
Gurgaon	₹ 199.00	₹ 183.50	₹ 214.50	16.89%
Delhi	₹ 198.00	₹ 181.50	₹ 214.50	18.18%
Ahmedabad	₹ 195.50	₹ 176.25	₹ 214.75	21.84%
Bangalore	₹ 191.88	₹ 174.75	₹ 209.00	19.60%
Chandigarh	₹ 191.63	₹ 182.50	₹ 200.75	10.00%
Kolkata	₹ 188.38	₹ 183.75	₹ 193.00	5.03%
Pune	₹ 187.13	₹ 200.00	₹ 174.25	-12.88%
Total	₹ 200.74	₹ 190.23	₹ 211.25	11.05%

ARPU:



Reasons:

- 1. Infrastructure Costs:** Investments required for 5G deployment might have impacted MA, reducing total revenue.
- 2. Metro Market Dynamics:** In metro areas, customer adoption of 5G plans may have faced barriers, such as higher costs or perceived lack of added value.
- 3. Plan Migration Impact:** Revenue from monthly plans might have been temporarily disrupted during the transition to 5G offerings.
- 4. Urban vs. Non-Urban Trends:** Positive growth in smaller cities (e.g., **Patna** and **Lucknow**) hints at effective targeting strategies, while metro areas (e.g., Delhi and Chennai) showing a revenue decline could be affecting the MA.
- 5. Localized Adoption Patterns:** Smaller cities like Raipur benefiting from tailored 5G plans and promotions highlight effective localized strategies.

Recommendations:

1. Boost Monthly Averages:

- Introduce affordable monthly 5G plans to attract hesitant users and increase subscriptions.
- Provide enhanced monthly benefits like additional data or value-added services (e.g., streaming platform partnerships).

2. Address Metro Declines:

- Launch urban-specific campaigns focused on educating users about 5G benefits.
- Offer loyalty rewards for existing users to prevent churn and sustain monthly averages.

3. Optimize Low-Performing Cities

- Launch specific promotional offers in Delhi, Chennai, Hyderabad to revive demand.
- Introduce **more affordable 5G bundles** targeting budget users in these cities.

4. Focus on Growing Regions:

- Capitalize on cities showing revenue growth (e.g., Lucknow and Patna) by introducing tailored monthly plans for these markets.

5. Optimize Revenue Strategies:

- Regularly monitor MA trends to identify cities or segments requiring intervention.
- Run seasonal promotions to stabilize MA during periods of decline.

Insights:

Which KPI is underperforming after the launch?

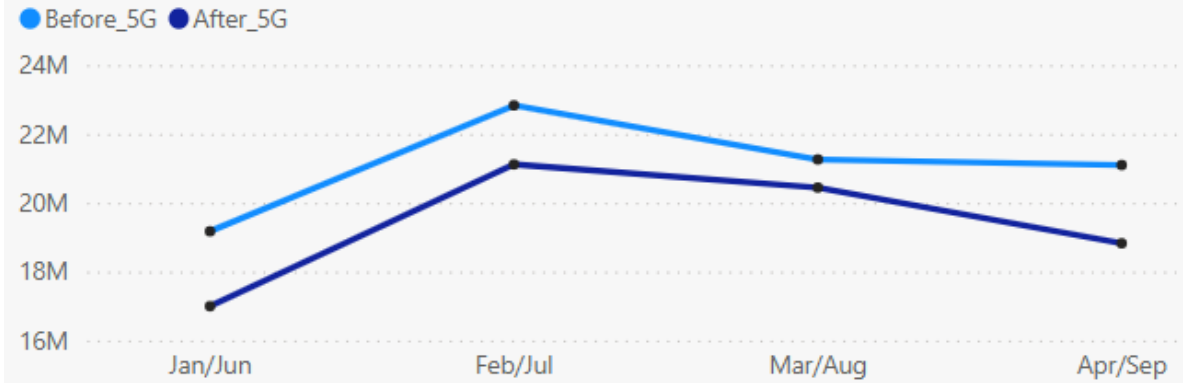
TAU decreased quite significantly from **84.4M** to **77.4M** in number with a change of **-8.28%**. But it has a stagnant effect on most cities leaving a few which were negatively affected.

Monthly Average after 5G started declining significantly after August staying positively correlated with before 5G for first 3 months.

Impact on Cities:

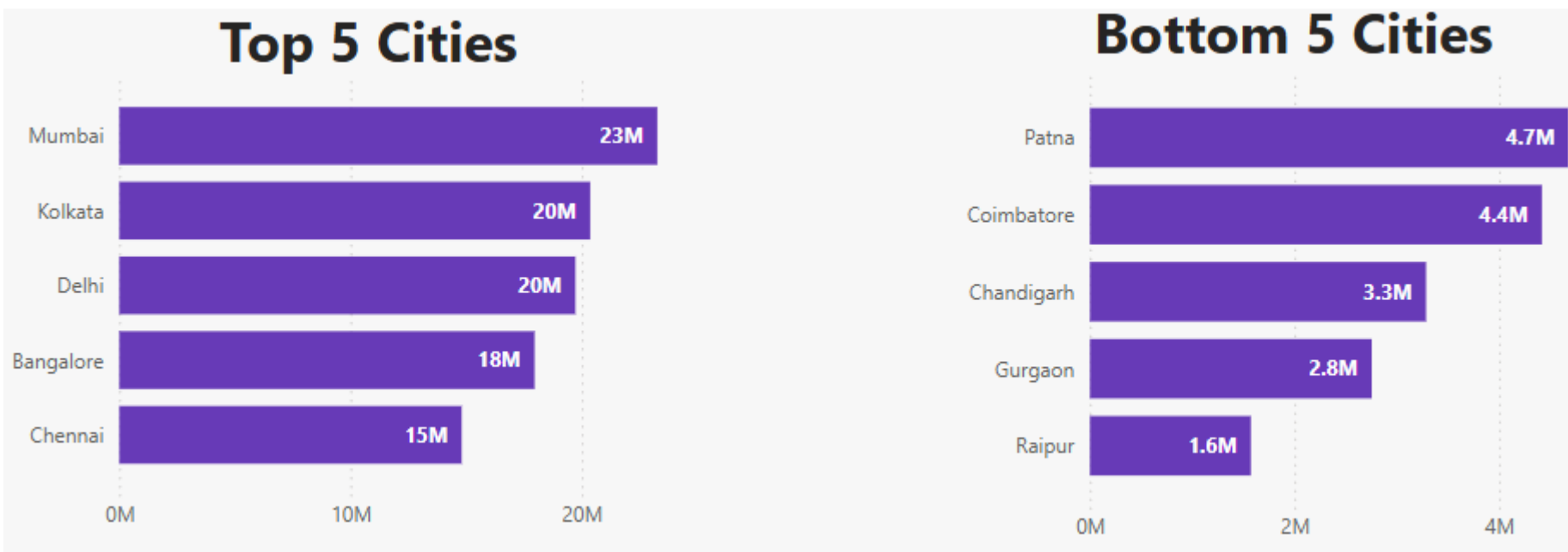
- **Pune** is the only city that showed a significant increase in its active users from 6 to 8M at **18.06%**.
- Major cities like **Mumbai**, Bangalore and Delhi experienced decrease in its users **14.35%**, **13.94%** and **17.63%** respectively.
- **Ahmedabad** experienced the highest decrease in its users at **18.93%** followed by Delhi and Raipur..
- **Mumbai** has the highest number of users standing at **23M** followed by Kolkata and Delhi.
- **Raipur** has the lowest number of users standing at **2M** followed by Gurgaon and Chandigarh.

Monthly Trend



City Name	Total_Users	Before_5G	After_5G	Chg%
Mumbai	23M	13M	11M	-14.35%
Kolkata	20M	10M	10M	-4.75%
Delhi	20M	11M	9M	-17.63%
Bangalore	18M	10M	8M	-13.94%
Chennai	15M	7M	7M	0.35%
Pune	14M	6M	8M	18.06%
Hyderabad	12M	6M	6M	-7.48%
Ahmedabad	10M	5M	4M	-18.93%
Jaipur	7M	4M	3M	-5.53%
Lucknow	6M	3M	3M	2.65%
Patna	5M	3M	2M	-16.11%
Coimbatore	4M	2M	2M	-9.28%
Chandigarh	3M	2M	2M	-4.99%
Gurgaon	3M	1M	1M	-13.09%
Raipur	2M	1M	1M	-16.67%
Total	162M	84M	77M	-8.28%

TAU:



Insights:

Most underperforming KPI: TUsU

TUsU increased a lot after 5G from **5.6M** to **7.0M** in number with a change of **23.50%**. It has impacted almost all the cities leaving only Mumbai which was positively affected.

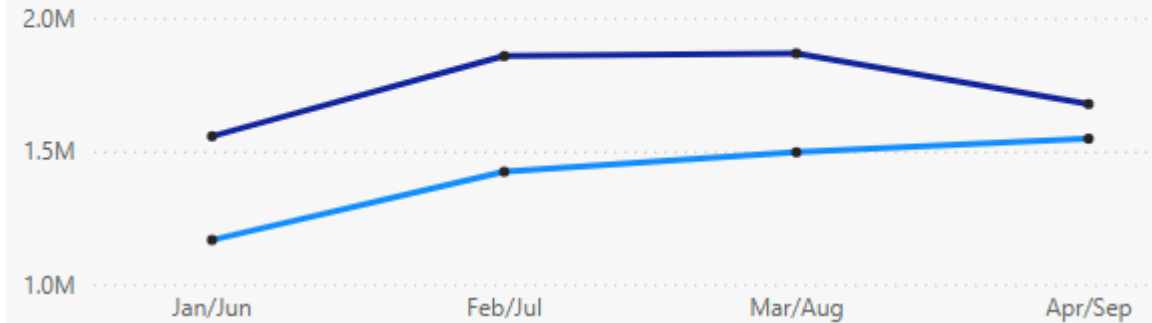
Monthly Average although started increasing initially after the launch of 5G but it stopped after 2 months and started declining after August whereas TUsU were consistently increasing before 5G.

Impact on Cities:

- **Lucknow** showed the highest number in increase of unsubscribed users after 5G followed by **Pune** and **Jaipur**.
- **Mumbai** is the only city which was least impacted showing decrease in its unsubscribed users from 958K to 837K at **-12.63%**.
- **Raipur** users unsubscribed the least standing at **120K** with the change of 10.53% second to Mumbai.
- **Mumbai** is also the city which has highest number of unsubscribed users at **1795K** followed by **Delhi** and **Kolkata**.
- **Raipur** is also followed by **Gurgaon** and **Chandigarh** having the lowest number of unsubscribed users.

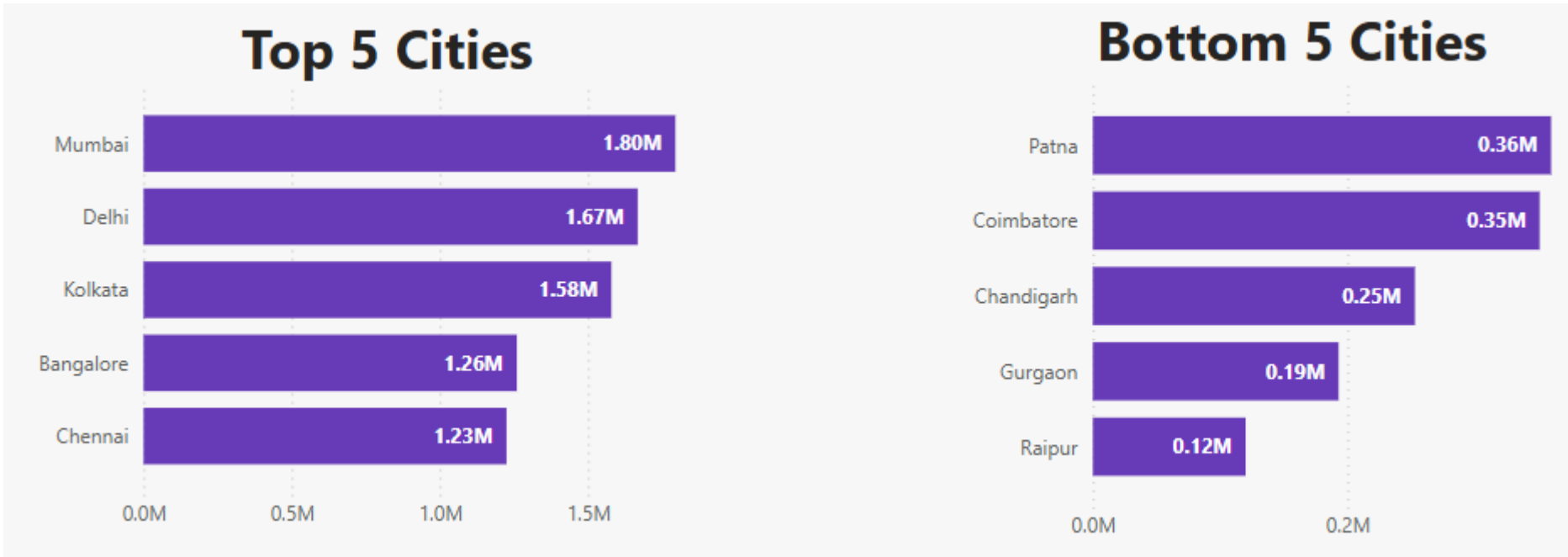
Monthly Trend

● Before_5G ● After_5G



City Name	Total_Users	Before_5G	After_5G	Chg%
Mumbai	1795K	958K	837K	-12.63%
Delhi	1668K	770K	898K	16.62%
Kolkata	1579K	693K	886K	27.85%
Bangalore	1260K	571K	689K	20.67%
Chennai	1225K	517K	708K	36.94%
Pune	1108K	434K	674K	55.30%
Hyderabad	919K	386K	533K	38.08%
Ahmedabad	718K	332K	386K	16.27%
Jaipur	563K	223K	340K	52.47%
Lucknow	478K	172K	306K	77.91%
Patna	360K	171K	189K	10.53%
Coimbatore	351K	155K	196K	26.45%
Chandigarh	253K	103K	150K	45.63%
Gurgaon	193K	91K	102K	12.09%
Raipur	120K	57K	63K	10.53%
Total	12590K	5633K	6957K	23.50%

TUsU:



Reasons:

1. Plan Pricing Concerns:

- Higher-priced 5G plans might have alienated cost-sensitive customers, leading to higher churn rates.

2. User Experience Issues:

- Limited network coverage or inconsistencies in performance could have triggered dissatisfaction among users, driving them to unsubscribe.

3. Perception of Value:

- Some users might not perceive the shift to 5G as worth the additional cost or effort, especially if their needs are met by other providers or technologies.

4. City-Specific Factors:

- Spikes in cities like Lucknow, Pune, and Jaipur may indicate challenges related to local adoption strategies, market competition, or customer engagement.

Recommendations:

1. Address Cost Concerns:

- Introduce more budget-friendly plans tailored to attract price-sensitive users in cities with high unsubscriptions.
- Offer exclusive discounts or trial periods for unsubscribed users to incentivize their return.

2. Enhance Network Infrastructure:

- Focus on improving 5G network performance and coverage to prevent dissatisfaction and subsequent churn.
- Monitor user feedback closely to identify areas needing infrastructure improvements.

3. Run Re-engagement Campaigns:

- Target unsubscribed users with personalized communication highlighting the benefits of rejoining Wavecon.
- Promote specific city-level offers, particularly in regions like Lucknow and Pune.

4. Provide Value-Added Services:

- Bundle 5G plans with additional features like free OTT subscriptions, higher data allowances, or loyalty rewards to increase perceived value.

5. Improve Customer Support:

- Strengthen customer support mechanisms to handle grievances effectively and reduce the likelihood of churn.

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



Smart Recharge Pack (2 GB / Day Combo For 3 months)

2.4bn

Total Revenue

1.8bn

Revenue - Before 5G

2.4bn

Revenue - After 5G



Ultra Fast Mega Pack (3GB / Day Combo For 80 days)

1.9bn

Total Revenue

NA

Revenue - Before 5G

1.9bn

Revenue - After 5G

Well
Performing
Plans:

Reasons:

Why P1 and P11 are performing well:

1. Good Data Offers:

These plans offer **high daily data limits** (2 GB/day, 1.5 GB/day, 1 GB/day) which is attractive for regular internet users, especially for streaming, gaming, or work-from-home needs.

2. Long Validity:

P1 gives **3 months** (90 days!) of service — users love longer validity to avoid recharges.

3. Customer Habit:

Mobile users now prefer **unlimited daily data** plans instead of fixed total data plans.

4. P1 (Pre-5G Plan - 2GB/day, 90 days)

- High daily data allowance perfectly suited heavy 5G users.
- Competitive pricing made it highly attractive for both urban and semi-urban markets.

5. P11 (Post-5G Plan)

- Launched specifically keeping 5G consumption behavior in mind (high data needs).
- New customers adopting 5G quickly preferred bigger, richer plans.
- Smart positioning and marketing post-5G launch boosted adoption.

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



Super Saviour Pack (1.5 GB / Day Combo For 56 days)

1.5bn

1.5bn

1.5bn

Total Revenue

Revenue - Before 5G

Revenue - After 5G



Elite saver Pack (1 GB/ Day) Valid: 28 Days

1.3bn

1.3bn

1.3bn

Total Revenue

Revenue - Before 5G

Revenue - After 5G



Ultra Duo Data Pack (1.8GB / Day Combo For 55 days)

1.2bn

NA

1.2bn

Total Revenue

Revenue - Before 5G

Revenue - After 5G

Stable Good
Plans:

Reasons:

Why P2, P3 and P12 are stable plans:

1. P2 (Pre-5G Plan - 1.5GB/day, 56 days)

- Balanced offer of decent daily data and medium validity.
- Still fits regular users who have moderate to heavy data needs but don't need 2GB/day.
- Retained existing loyal customer base even after 5G.

2. P3 (Pre-5G Plan - 1GB/day, 28 days)

- Affordable, short-term plan for light to moderate users.
- Popular among students, young professionals, and budget-conscious users.
- Continued relevance for users not yet shifted to full 5G lifestyle.

3. P12 (Post-5G Plan)

- Captured users who wanted a **mid-tier 5G plan** — not very expensive, not very cheap.
- Appealed to customers upgrading from 4G but not ready to pay for premium plans.
- Reasonable revenue generation suggests good product-market fit.

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



Mini Data Saver Pack (500 MB/ Day) Valid: 20 Days

876.8M

1.1bn

876.8M

Total Revenue

Revenue - Before 5G

Revenue - After 5G



Rs. 99 Full Talktime Combo Pack

651.5M

1.0bn

651.5M

Total Revenue

Revenue - Before 5G

Revenue - After 5G



Xstream Mobile Data Pack: 15GB Data | 28 days

494.6M

749.1M

494.6M

Total Revenue

Revenue - Before 5G

Revenue - After 5G



Mini Ultra Saver Pack (750 MB/Day for 28 Days)

314.5M

NA

314.5M

Total Revenue

Revenue - Before 5G

Revenue - After 5G

Plans Not
Performing
Well:

Reasons:

Why P4, P5, P6, and P13 are NOT performing well:

1. Low Data Offering:

P4/P13 offer only **500 MB/day/ 750 MB/day**, which is very low compared to P1–P3.
Insufficient for 5G users who consume much more daily.

2. Talktime Only (P5):

Rs. 99 plan seems to be **only talktime** (no data) — in the 5G world, **data is more important** now.

3. One-Time Data Packs (P6):

- P6 offers **fixed GBs (like 15GB total or 25GB total)** instead of **daily limits**.
- Today, users prefer **unlimited daily data** over limited one-time data packs.

4. Short Validity (28 Days)

- Only **28 days validity** means customers have to **recharge frequently**, which can be irritating.

5. Not Aligned with 5G User Behavior

- 5G encourages more video consumption (HD/4K videos, video calls), online gaming, cloud usage — **all needing high data**.

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



Before 5G

25 GB Combo 3G / 4G Data Pack		
582.4M	582.4M	155.6M
Total Revenue	Revenue - Before 5G	Revenue - After 5G

After 5G

25 GB Combo 3G / 4G Data Pack		
155.6M	582.4M	155.6M
Total Revenue	Revenue - Before 5G	Revenue - After 5G

Should be discontinued

Reasons:

Why P7 (25GB Combo 3G/4G Data Pack) should be discontinued:

1. Not Compatible with 5G Expectations:

1. 5G users expect **high-speed and high-volume daily data**, not a **fixed 25GB**.
2. 5G speeds consume data **much faster** — users will exhaust 25GB in just a few days.

2. Old Technology Positioning (3G/4G):

1. The plan is still branded for **3G/4G**, which feels outdated after 5G launch.
2. Customers moving to 5G **won't be interested** in a plan that sounds like it's for older networks.

3. No Daily Data Refill:

1. Fixed 25GB total = **once it's used up, users are stuck** or forced to recharge again.
2. People prefer **daily data limits** (e.g., 1GB/day, 2GB/day) to avoid running out suddenly.

4. Poor Value Perception:

1. Compared to new 5G plans offering 1.5GB/day or 2GB/day, 25GB fixed looks **small and poor value** for money.

5. Extremely Low Revenue Generation:

1. Since users are avoiding it after the 5G launch, it's **occupying product space but not contributing to revenue**.
2. It also **confuses customers** who are browsing for better plans.

Reasons:

Why P7 (25GB Combo 3G/4G Data Pack) worked before 5G:

1. 4G Speeds Were Slower and Manageable:

- On 4G networks, people consumed **less data** because streaming, downloading, and browsing were **slower** compared to 5G.
- 25GB could **easily last** for many users for a month if they mainly used social media, light browsing, and moderate video streaming.

2. Limited Heavy Data Usage:

- Before 5G, **ULTRA HD video streaming**, **cloud gaming**, and **heavy app updates** were not that common.
- Users didn't need huge daily data — so a **one-time 25GB** pack was **enough** and **affordable**.


3. Segment of users still prefer "top-up" style plans:


- Some users use **Wi-Fi at home/office** and **mobile data only outside** — so they **don't need daily large data packs**.
- For them, a **fixed 15GB or 25GB** for a month is **cheaper** and **sufficient**.


4. Cost-sensitive customers:

- Fixed data plans are **more affordable upfront** compared to unlimited daily data packs.
- Many users want a **cheaper option** without committing to ₹600–₹900 monthly unlimited plans.

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

	Daily Saviour (1 GB / Day) validity: 1 Day		
	(Blank)	434.3M	NA
	Total Revenue	Revenue - Before 5G	Revenue - After 5G

	Combo TopUp: 14.95 Talktime and 300 MB data		
	(Blank)	226.8M	NA
	Total Revenue	Revenue - Before 5G	Revenue - After 5G

	Big Combo Pack (6 GB / Day) validity: 3 Days		
	(Blank)	131.1M	NA
	Total Revenue	Revenue - Before 5G	Revenue - After 5G

Discontinued
Plans

Reasons:

Why P8, P9 and P10 were discontinued:

1. P8 – Daily Saviour Pack (1 GB/day, 1-day validity)

- **Very short validity** — only 1 day — not attractive after 5G launch.
- Users prefer **longer-term plans** that cover at least a month or more.
- Constant daily recharge needed, **inconvenient** for users.
- In 5G usage, customers prefer **bulk data for longer periods**, not one-day recharges.

2. P9 – Combo TopUp (14.95 Talktime + 300 MB Data)

- **Very low data offering** (only 300MB) — extremely insufficient for 5G needs.
- 5G users consume **much more data** even with basic activities like video calls or YouTube streaming.
- Also included a **small talktime top-up**, not attractive in a time when users expect **data-focused packs**.
- This plan became irrelevant with **data demands skyrocketing** post-5G.

3. P10 – Big Combo Pack (6 GB/day, 3 days validity)

- **Very short validity** — only 3 days.
- Although **6GB/day** is a good amount, the **short validity** made it **inconvenient** for users needing longer term plans.
- Users would have to recharge **too frequently**, causing dissatisfaction.
- 5G users prefer **long validity plans with continuous heavy data support** — not tiny 3-day plans.

Reasons:

Less Revenue Generation

- 1.Low Profitability:** Since these plans weren't generating significant revenue, Wavecon might have decided to phase them out to focus on more lucrative offerings.
- 2.Resource Optimization:** Maintaining low-performing plans can be inefficient. By discontinuing them, Wavecon could redirect resources toward promoting higher-performing plans or designing better options for 5G users.
- 3.Market Competitiveness:** If competitors were offering more appealing alternatives, these older plans might have struggled to remain viable in the market.
- 4.Customer Preferences:** Plans with less revenue often indicate lower adoption rates, suggesting that these plans didn't align well with customer needs and preferences.
- 5.Strategic Transition:** The launch of 5G provided the perfect opportunity to streamline the portfolio, ensuring all available plans met the demands of the new technology and contributed positively to Wavecon's overall revenue.

Recommendations

Plans That Are Performing Well (Keep and Promote)

- **Continue** these plans without major changes.
- **Promote heavily** via marketing, especially highlighting their **data benefits**, **validity periods**, and **5G readiness**.
- Offer **small cashback** or **bonus data** for these plans to retain loyal users.
- Bundle them with **additional perks** like free OTT subscriptions, extra talktime, etc., to increase appeal.

Plans That Need Review (Minor Changes Needed)

- P13 (Mini Ultra Saver Pack - 750MB/day for 28 days)

Recommendations:

- **Revise** the plan to offer **at least 1.5GB/day**, as 750MB/day is **too low for 5G users**.
- If price-sensitive customers are the target, market it for **basic smartphone users** (like secondary phones or older people).
- Alternatively, **merge** this plan with another existing low-data pack to simplify offerings.

Recommendations

Overall Plan Strategy Recommendations

- Focus on **longer validity, high daily data** packs for the 5G generation.
- Keep **plan structures simple** — users prefer clear benefits: eg., "2GB/day for 84 days".
- Offer **family data packs** or **shared data packs** to tap into multi-device users.
- Regularly **analyze plan-wise performance** and retire underperforming plans faster.



Wavecon Telecom Analysis



₹ 31.9bn

Revenue



₹ 200.7

ARPU



161.7M

TAU



UNSUB 12.6M

TUsU

₹ 4.0bn

MA

₹ 16.0bn

Before 5G

₹ 15.9bn

After 5G

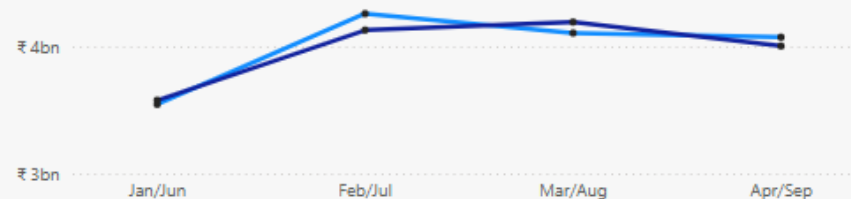
-0.50%

Chg%

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%

Monthly Trend

Before_5G After_5G



City Chg%

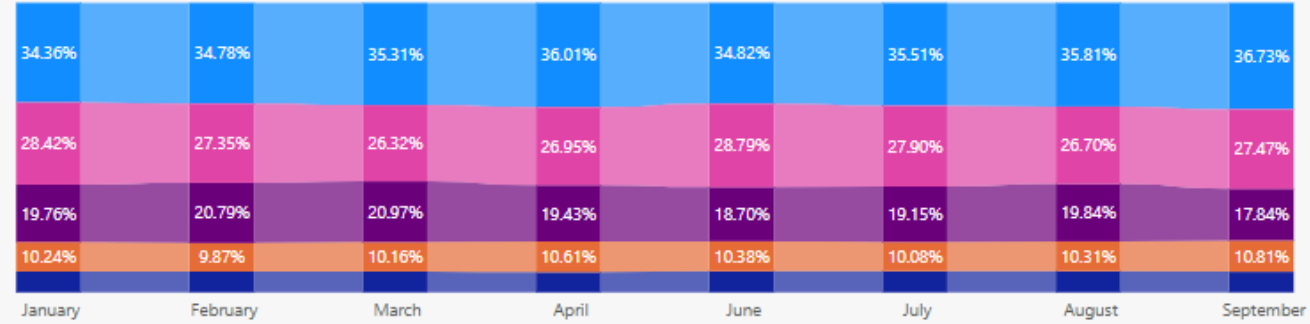


Value

%

Market Share

PIO_Ms Others_Ms Dadafone_Ms WaveCon_Ms Britel_Ms



Revenue

AU

Usub

ARPU

Top 5 Cities



Bottom 5 Cities



before/after_5g

city_name

All

All



p1



Smart Recharge Pack (2 GB / Day Combo For 3 months)

4.2bn

Total Revenue

1.8bn

Revenue - Before 5G

2.4bn

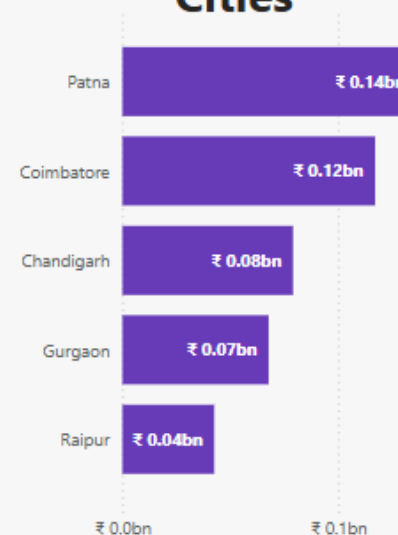
Revenue - After 5G

Monthly Revenue

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 ☒ Bottom

Cities



Feedback

For feedback and suggestions feel free to connect me with me on:



LinkedIn



Github

Or email me directly at:

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Thank you