

WAVECON TELECOM ANALYSIS

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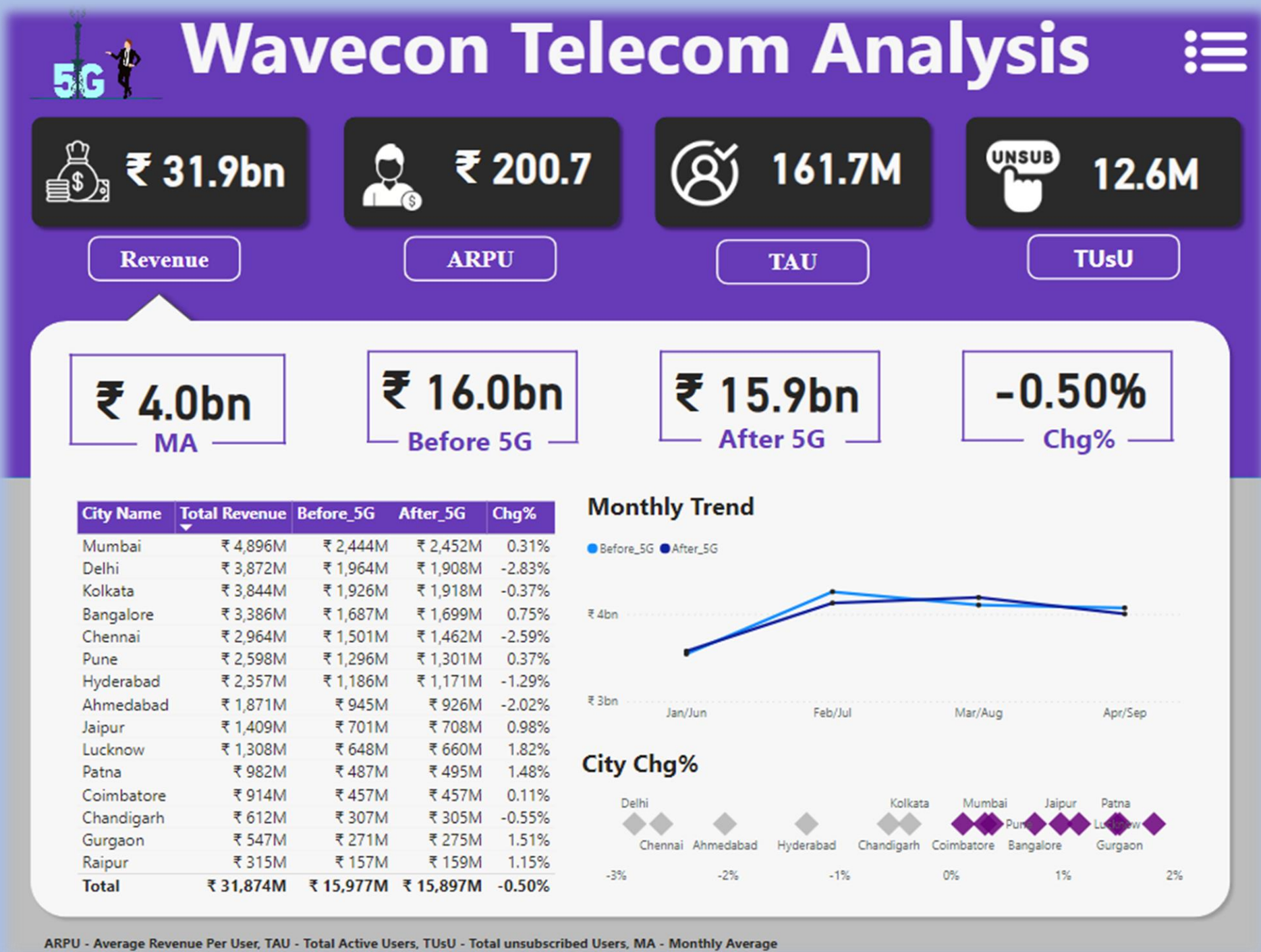


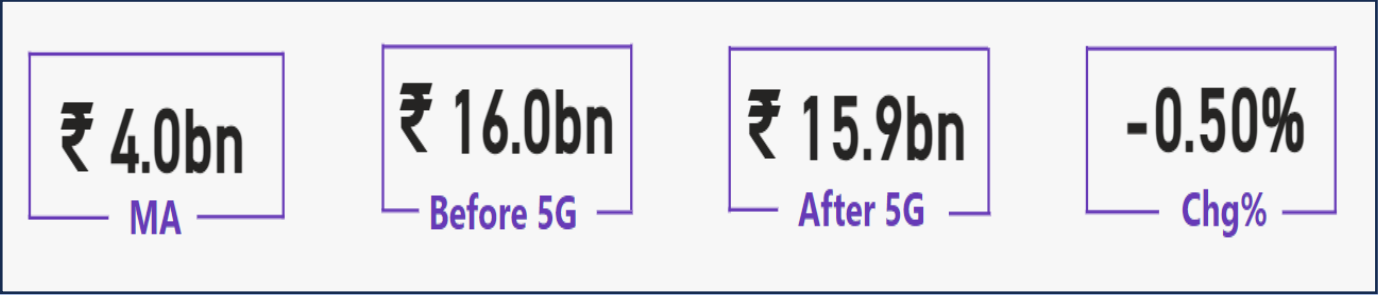
PROBLEM STATEMENT:-

Wavecon, a leading Indian telecom provider, entered the 5G service domain alongside industry counterparts in May 2022. Amidst the rapidly evolving telecom landscape, Wavecon confronts numerous challenges. In response to these challenges, Wavecon Telecom aims to leverage data from its dashboards to formulate actionable plans. The objective of this presentation is to streamline these insights, facilitating a comprehensive understanding for the client regarding the telecom industry's issues and potential solutions.

OBJECTIVE:-

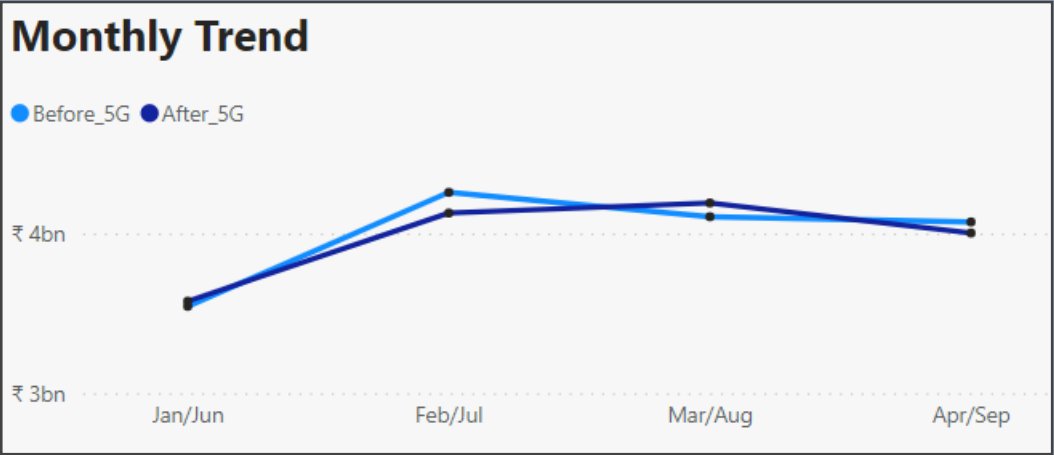
The primary aim is to articulate the insights gleaned from the dashboard effectively and deliver a comprehensive understanding to our telecom client, Wavecon. This communication seeks to address the challenges encountered by Wavecon in the dynamic telecom industry, fostering clarity and informed decision-making.





Impact of the 5G launch on our revenue

The introduction of 5G did not result in a substantial decrease in impact. Prior to the launch of 5G, the revenue for the first four months of the year was 16 billion rupees. Following the implementation of 5G, the revenue for the next four months decreased slightly to 15.9 billion rupees, reflecting a drop of 100 million rupees in Wavecon Telecom's revenue, equivalent to a negative 0.5% change.



Top five city with positive growth

City Name	Total Revenue	Before_5G	After_5G	Chg%
Lucknow	₹ 1,308M	₹ 648M	₹ 660M	1.82%
Gurgaon	₹ 547M	₹ 271M	₹ 275M	1.51%
Patna	₹ 982M	₹ 487M	₹ 495M	1.48%
Raipur	₹ 315M	₹ 157M	₹ 159M	1.15%
Jaipur	₹ 1,409M	₹ 701M	₹ 708M	0.98%

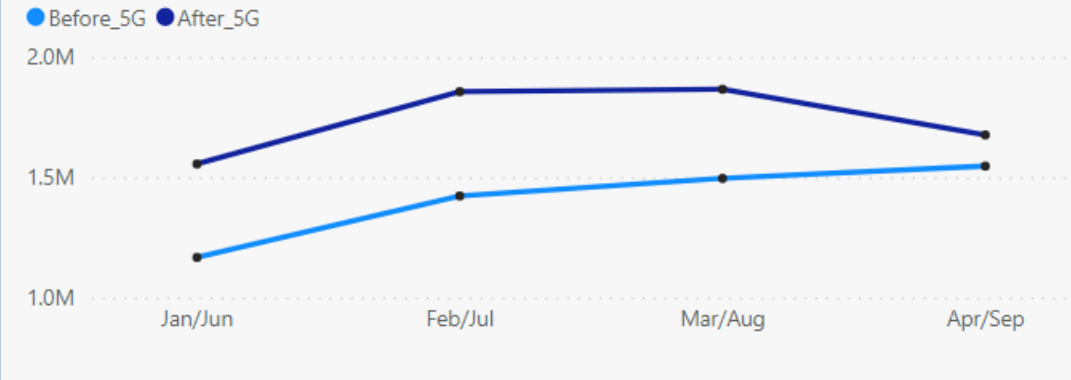
Top five city with negative growth

City Name	Total Revenue	Before_5G	After_5G	Chg%
Delhi	₹ 3,872M	₹ 1,964M	₹ 1,908M	-2.83%
Chennai	₹ 2,964M	₹ 1,501M	₹ 1,462M	-2.59%
Ahmedabad	₹ 1,871M	₹ 945M	₹ 926M	-2.02%
Hyderabad	₹ 2,357M	₹ 1,186M	₹ 1,171M	-1.29%
Chandigarh	₹ 612M	₹ 307M	₹ 305M	-0.55%

Underperforming KPI after the 5G launch

The most concerning key performance indicator (KPI) is the number of unsubscribed users. Before the advent of 5G, it stood at 5.6 million, with a monthly average of 1.4 million. However, after the introduction of 5G, this figure increased to 7 million, reflecting a monthly average of 1.75 million. This is a 23.5% surge compared to the pre-5G period. Consequently, the total number of active users has decreased from 84.4 million to 77.4 million.

Monthly Trend



Top cities with most Unsubscribed users

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

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

- * Following the introduction of 5G, newly implemented plans such as P11, P12, and P13 have exhibited strong performance.
- * The current plan P1 is performing well, while P2 and P3 are showing similar performance levels.
- * Plans like P4, P5, P6, and P7 are not meeting performance expectations.

plan	plan_description
p1	Smart Recharge Pack (2 GB / Day Combo For 3 months)
p2	Super Saviour Pack (1.5 GB / Day Combo For 56 days)
p3	Elite saver Pack (1 GB/ Day) Valid: 28 Days
p4	Mini Data Saver Pack (500 MB/ Day) Valid: 20 Days
p5	Rs. 99 Full Talktime Combo Pack
p6	Xstream Mobile Data Pack: 15GB Data 28 days
p7	25 GB Combo 3G / 4G Data Pack
p8	Daily Saviour (1 GB / Day) validity: 1 Day
p9	Combo TopUp: 14.95 Talktime and 300 MB data
p10	Big Combo Pack (6 GB / Day) validity: 3 Days
p11	Ultra Fast Mega Pack (3GB / Day Combo For 80 days)
p12	Ultra Duo Data Pack (1.8GB / Day Combo For 55 days)
p13	Mini Ultra Saver Pack (750 MB/Day for 28 Days)



25 GB Combo 3G / 4G Data Pack

738.0M

Total Revenue

582.4M

Revenue - Before 5G

155.6M


Revenue - After 5G


Is there any plan affected largely by the 5g launch? Should we continue that plan?


- * The performance of Plan 7, which provides a (25 GB combo 3G/4G data pack), has been significantly impacted by the launch of 5G.
- * Its revenue has plummeted to 155.6 million from 582.4 million, representing a substantial decline of 73.28%.
- * Considering the availability of 5G, it may be prudent to discontinue Plan 7, especially since it offers a 3G/4G data pack, which may not align with the interests of many users.

Is there any plan that is discontinued after the 5g launch?
what is the reason for it?

- * Plans such as P8, P9, and P10 have been discontinued following the launch of 5G.
- * The P8 plan, which offers a 1 GB data validity for a day, may no longer be as relevant or useful in the context of the 5G launch.
- * The P9 plan, featuring a combo top-up of talk time and 300 MB data, may no longer be advantageous after the introduction of 5G.
- * The P10 plan, providing 6 GB data with a validity of 3 days, may become less relevant after the advent of 5G. For this reason it might discontinued.

	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	

CONCLUSION:-

The rise in unsubscribed users following the introduction of 5G plans could be attributed to various factors.

Certainly, here are some recommendations for Wavecon Telecom based on the information provided:-

Review and Adjust 5G Plans: Assess the performance of 5G plans and consider tweaking or introducing new plans to better align with customer preferences and the evolving telecom landscape.

Customer Engagement Strategies: Implement targeted marketing campaigns and customer engagement strategies to retain and attract subscribers. Highlight the benefits and features of 5G plans to capture the interest of potential users.

Customer Feedback Mechanism: Establish a robust system for collecting and analyzing customer feedback. Understanding customer concerns and preferences can guide improvements in service offerings and overall customer satisfaction.

Competitor Analysis: Regularly monitor and analyze the strategies of competitors in the telecom industry. Stay informed about market trends and adjust offerings to remain competitive

Promotions and Incentives: Introduce promotional offers and incentives to encourage existing customers to transition to 5G plans. This could include discounts, bundled services, or exclusive perks for early adopters.

Thank You