

# 5G Rollout: Revenue Impact Analysis

This presentation examines the impact of 5G rollout on revenue, user behavior, and service plan performance. We will analyze key metrics and trends, highlighting areas for further optimization and growth.

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# Revenue Performance Overview

## Overall Revenue

Contrary to expectations, overall revenue saw a slight decline of -0.50% after 5G launch. This could be attributed to initial infrastructure costs, promotional offers, or user hesitation in adopting the new technology.

## ARPU

Despite the revenue decline, there was a significant increase in ARPU by 11.05%. This suggests 5G adopters are spending more on average, likely due to higher data usage, premium plans, or additional services associated with 5G.

## Active Users & Churn

While ARPU increased, there was an 8.28% reduction in active users and a 23.50% increase in churn rate. This indicates a transition period where some users paused their services or switched providers due to dissatisfaction with the transition or issues with 5G service quality.

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%
<b>Total</b>	<b>₹ 31,874M</b>	<b>₹ 15,977M</b>	<b>₹ 15,897M</b>	<b>-0.50%</b>

## City-wise Revenue Performance

City	Revenue Trend	Possible Reasons
Mumbai	Increase	Strong adoption, positive reception of 5G
Bangalore	Increase	Tech-savvy population, quick adoption and utilization
Delhi	Lower growth	Market saturation, competitive offers, slower adoption
Chennai	Lower growth	Local market dynamics, user skepticism about 5G

# User Behavior: Spending & Adoption

## 1 Increased Spending

In many regions, users showed an increase in spending after the implementation of 5G. This could be attributed to enhanced capabilities like faster internet speeds, improved connectivity, and the availability of new services.

## 2 Lower Adoption in Chennai and Pune

These cities displayed less enthusiasm in adopting 5G. Factors could include a lack of awareness, higher costs associated with 5G plans, or satisfaction with existing 4G services.



# User Engagement: Post-5G Launch



## High Engagement in Pune

Pune exhibited high levels of user engagement post-5G launch, possibly due to effective marketing strategies, a tech-friendly population, or superior 5G infrastructure and service quality.



## Decline in Engagement

Some regions experienced a decline in user involvement. This could be due to network issues, insufficient promotion of 5G benefits, or the initial challenges associated with the new technology rollout.



# Service Plan Performance Review

1

## Improved Performance

Most service plans showed enhanced performance following the introduction of 5G. Users likely upgraded their plans to take advantage of the new technology, leading to better overall performance.

2

## Underperforming Plan: P7

Plan P7 ("25 GB Combo 3G / 4G Data Pack") witnessed a decrease in popularity post-5G launch. Users might have shifted to 5G-specific plans, or this plan might not have provided enough value compared to the new 5G offerings, leading to its decline.

# Analyzing 5G Impact: Key Takeaways

## Strong ARPU Growth

While overall revenue declined, ARPU increased significantly, indicating that 5G adopters are spending more on average.

## Regional Variance

Revenue performance varied across cities, highlighting the importance of targeted marketing strategies and regional adaptations.

## User Engagement Dynamics

High engagement in some regions suggests successful 5G adoption and user satisfaction, while decline in others points to areas requiring improvement.

## Service Plan Optimization

The decline in the popularity of plan P7 highlights the need to assess and optimize service offerings to cater to evolving user needs in the 5G era.



# Recommendations: Moving Forward



1

## Market Segmentation

Tailor marketing efforts to specific regions, focusing on customer needs and preferences.

2

## Enhanced User Experience

Prioritize network optimization and address user concerns to improve 5G service quality and enhance overall user experience.

3

## Value-driven Service Plans

Review and revamp service plans to ensure they offer compelling value propositions for 5G users. Consider introducing new plans specifically designed for 5G usage.