



# Wavecon Telecom Analysis

# PRESENTATION

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# Objectives

- 01 Introduction
- 02 5g Launch Impact On Revenue
- 03 Underperforming KPIs
- 04 Top Performing Plans Post 5g
- 05 Underperforming Plans Post 5g
- 06 Plan Evaluation: Continuation or Discontinuation
- 07 Discontinued Plans Post 5g

# Introduction



Wavecon, a premier telecom provider in India, introduced its 5G services in May 2022 across major cities, alongside other telecom providers.

## Objective

This analysis evaluates the performance of Wavecon's 5G rollout in 15 key urban centers, aiming to uncover insights into the impact of 5G on revenue, plan performance, and key performance indicators (KPIs)



# Impact of 5G Launch on Revenue

Revenue

Before 5G

15.89 Bn

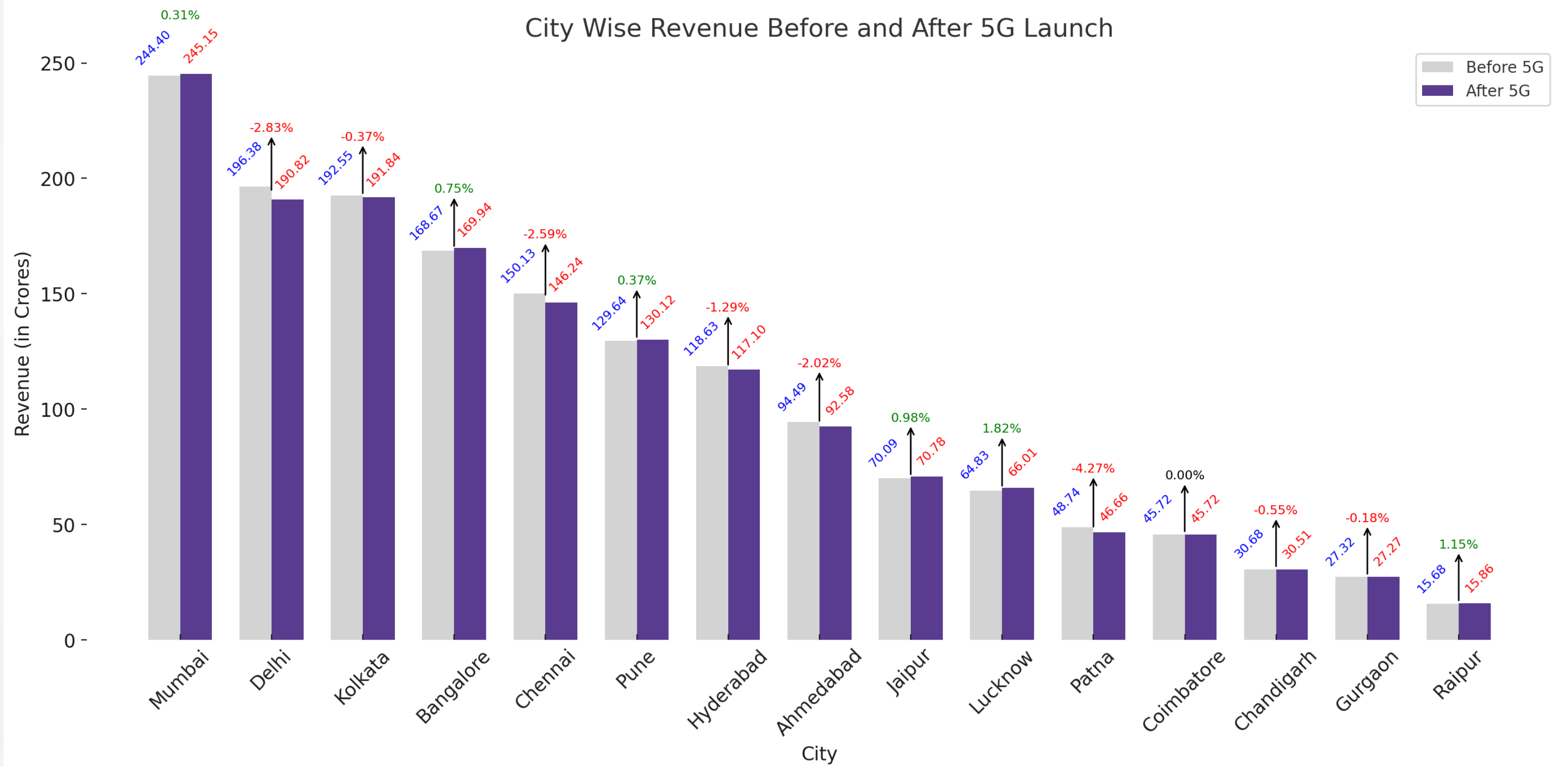
After 5G

15.97 Bn

Loss

8.04 Cr

City Wise Revenue Before and After 5G Launch



# Impact of 5G Launch on Revenue

How can we recover the lost revenue (8 Cr) ?



Revenue

Before 5G

15.89 Bn

After 5G

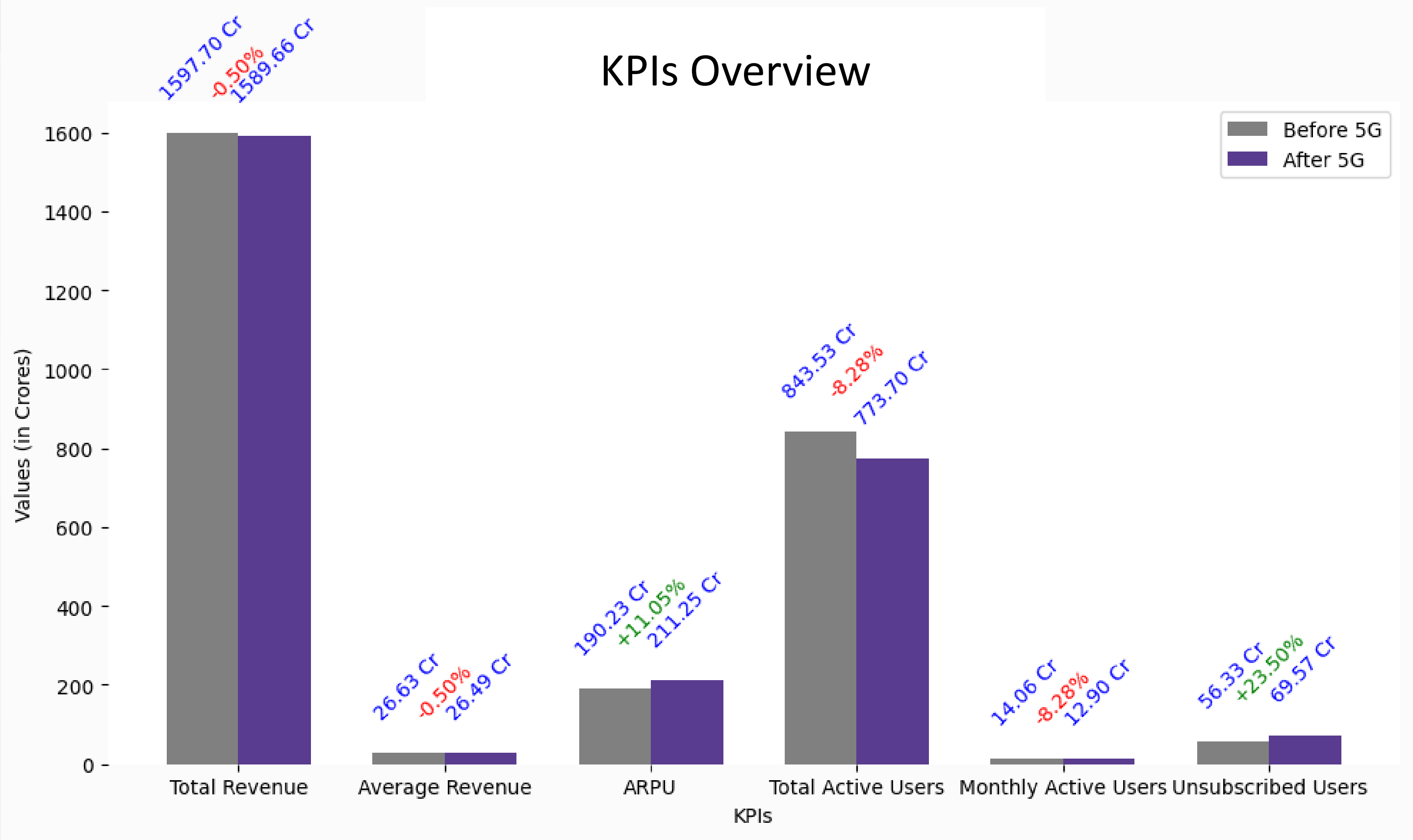
15.97 Bn



Loss

8.04 Cr

# Underperforming KPIs



Revenue

Before 5G

15.89 Bn

After 5G

15.97 Bn



Loss

8.04 Cr



# Underperforming KPIs



## Total Revenue

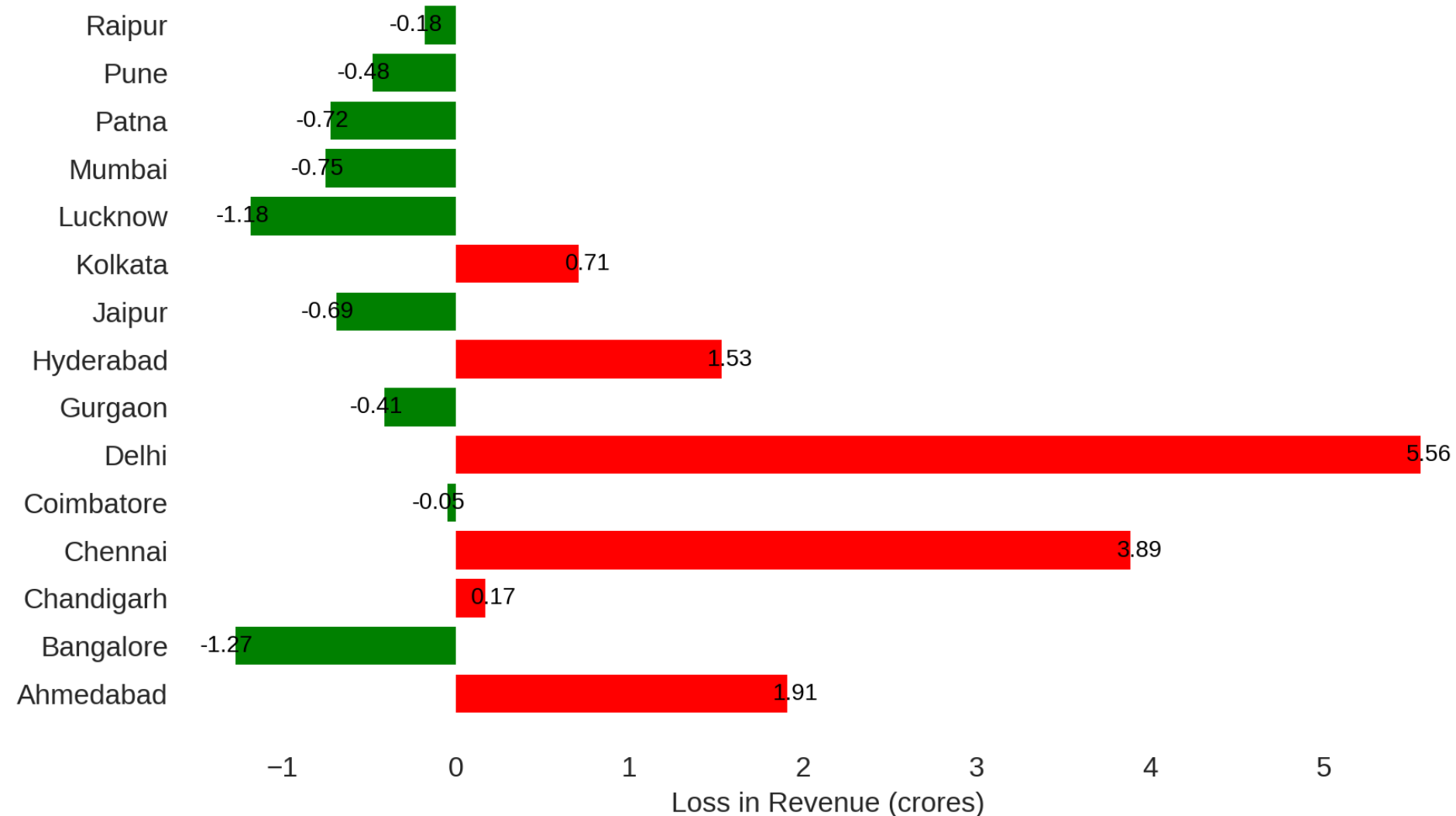
- Before 5G Launch: ₹ 15.97 bn
- After 5g Launch: ₹ 15.89 bn
- Revenue Decreased By : ₹ 8 Cr



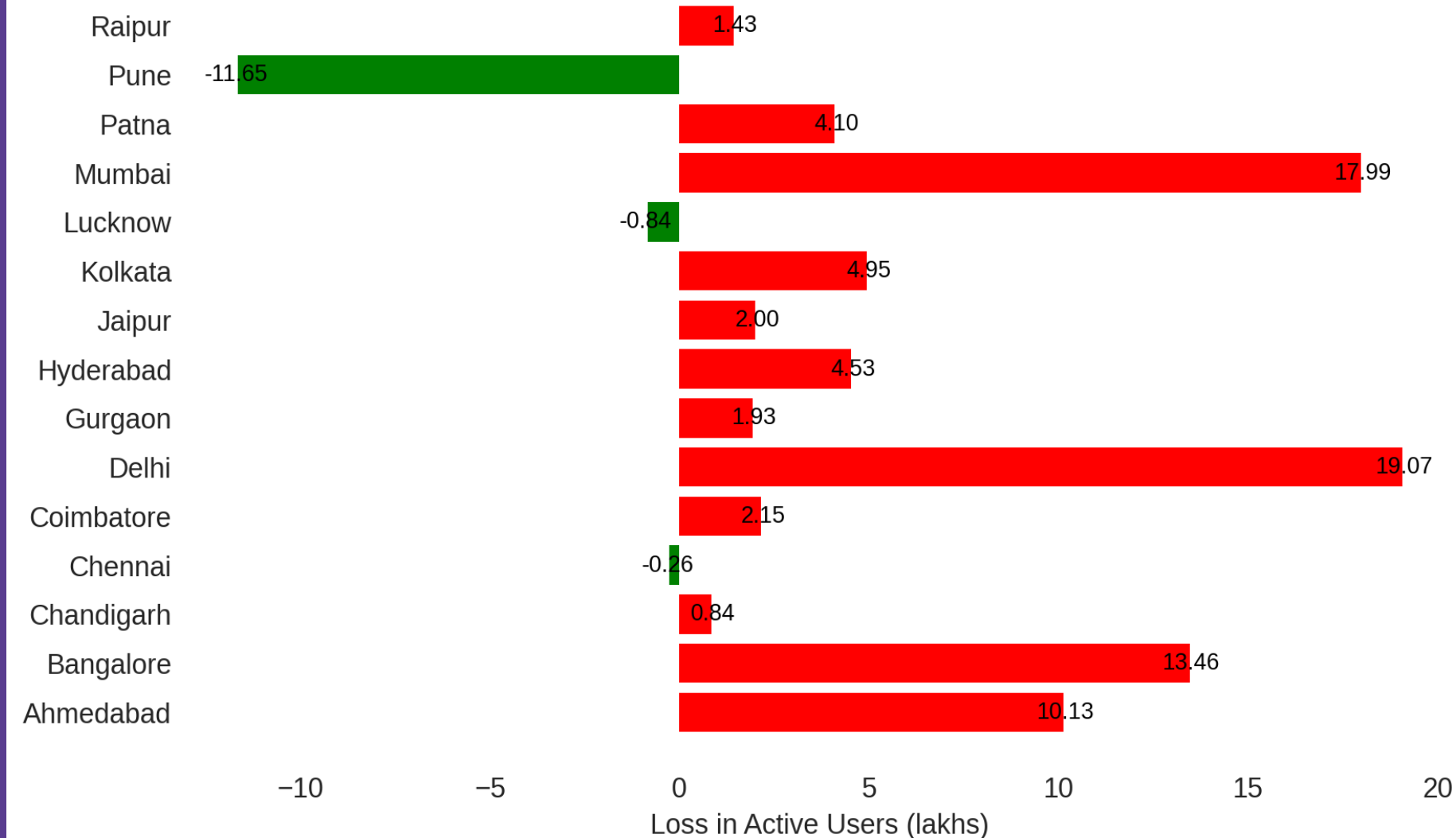
## Total Active Users

- Before 5G Launch: ₹ 8.43 Cr
- After 5g Launch: ₹ 7.73 Cr
- Users Dropped By: 70 Lakhs

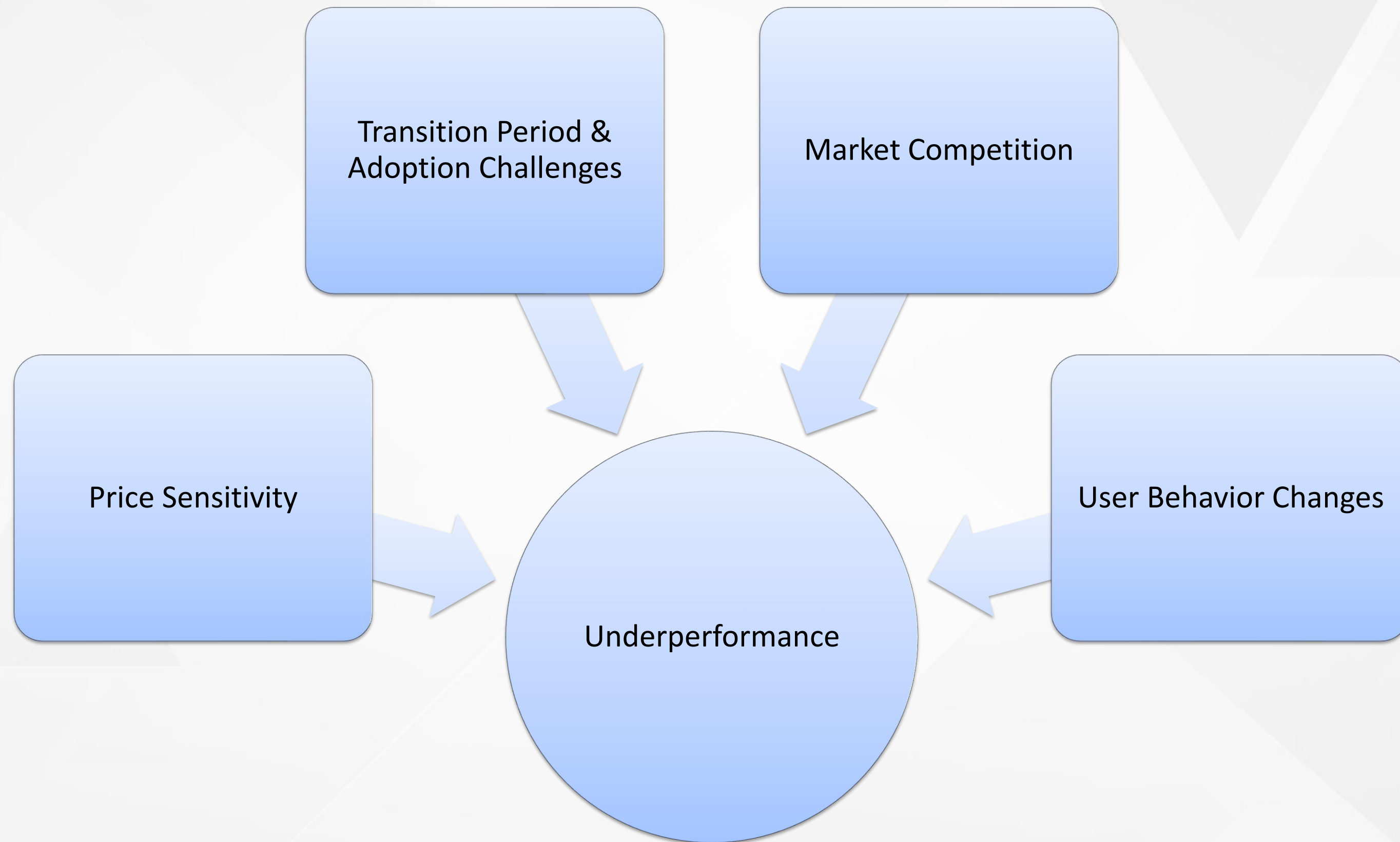
Total Revenue (crores) - City-wise Revenue Loss



Total Active Users (lakhs) - City-wise User Loss



# Potential Reasons For Underperformance



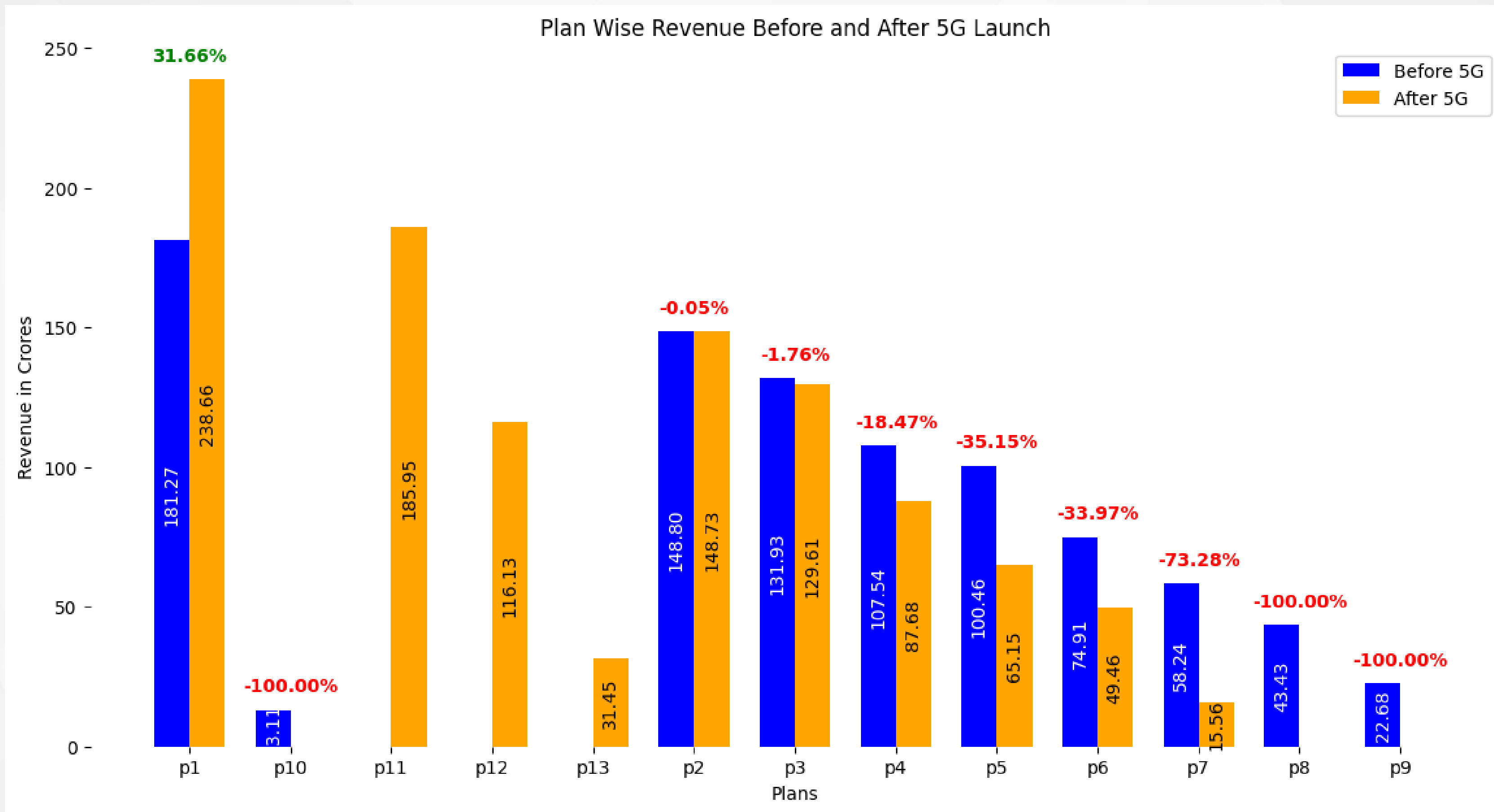


# Plans Performance After 5G Launch

## Plans Overview

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)

# Plans Performance After 5G Launch

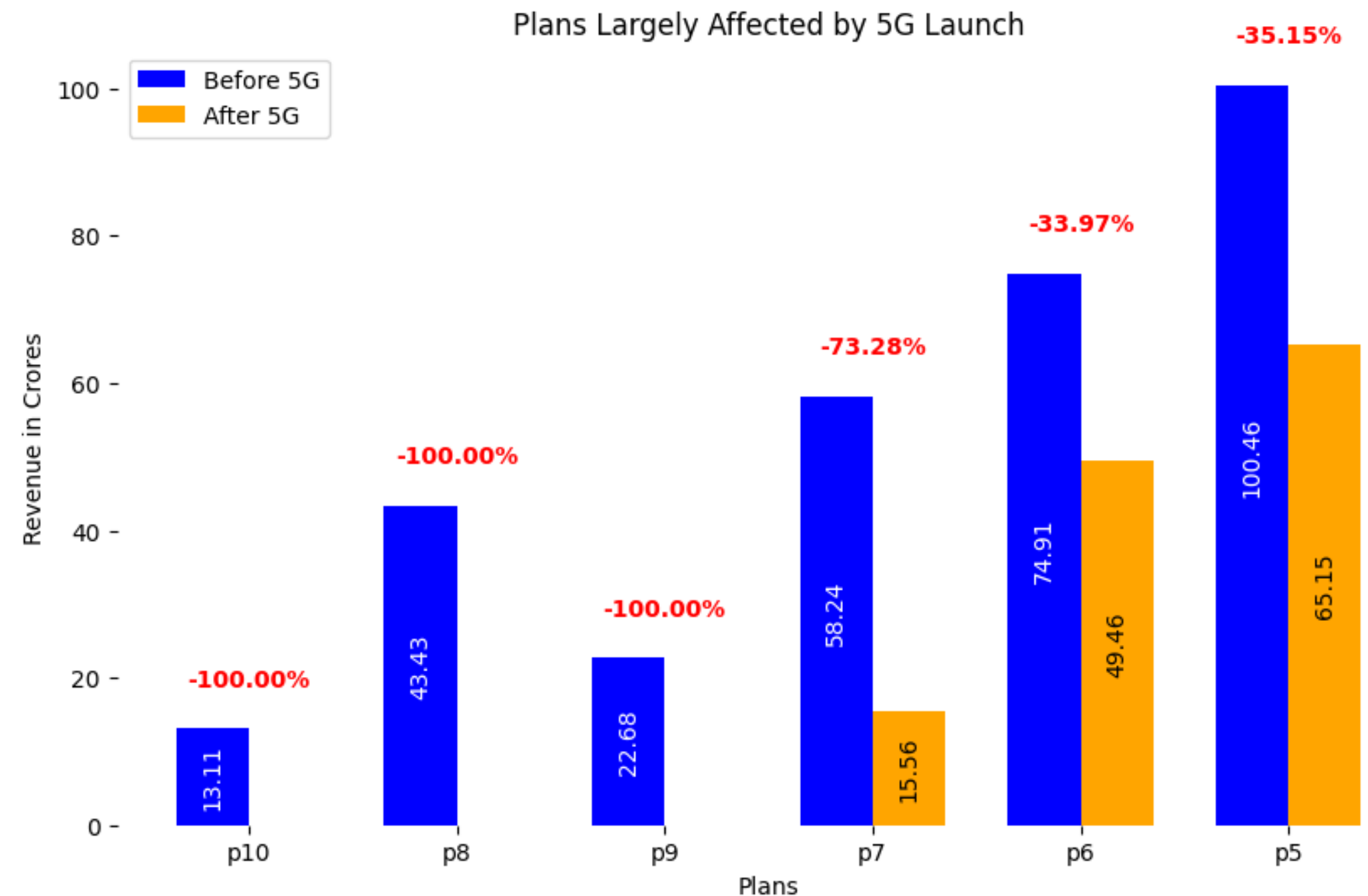


# Plans Affected By 5G Launch

## Plans Largely Affected

Plan	Description
p10	Big Combo Pack (6 Gb / Day) Validity: 3 Days
p8	Daily Saviour (1 Gb / Day) Validity: 1 Day
p9	Combo Topup: 14.95 Talktime And 300 Mb Data
p7	25 Gb Combo 3G / 4G Data Pack
p6	Xstream Mobile Data Pack: 15Gb Data   28 Days
p5	Rs. 99 Full Talk time Combo Pack

## Plans to Consider Discontinuing



# Plans Discontinued After 5G Launch

P 10

- Before 5g Launch: 13.11 Cr

P 9

- Before 5g Launch: 22.68 Cr

P 8

- Before 5g Launch: 43.43 Cr

## Reasons For Discontinuation



Out of Date Due To 5g



Customer Shift to Better Options



Low Compatibility



# THANK YOU

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Appreciate your Time and Patience



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