

Telecom Data Analysis project

Presented by IqraBaloch





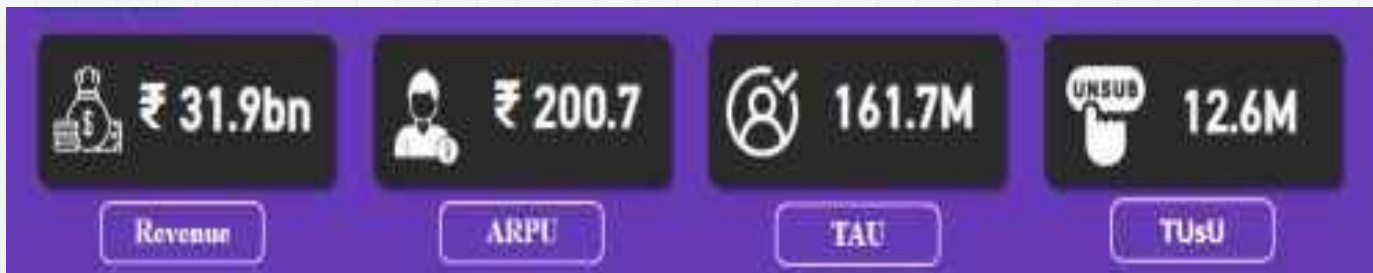
Wavecon

Wavecon Telecom operates in major Indian cities, including Mumbai, Delhi, Kolkata, and Bangalore, providing cutting-edge telecom services. Serving approximately 15 cities, Wavecon ensures widespread access to reliable telecommunications.

Service Plans:

- **Total Plans:** 13 tailored for both 4G and 5G users.
- **5G Launch:** June 1, 2022, to meet evolving user needs.

Metrics

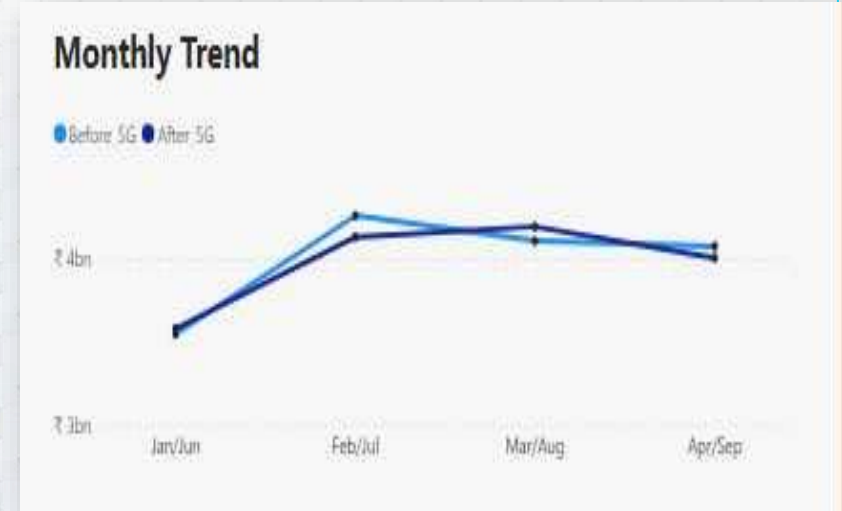


- REVENUE-31.9 BILLION
- ARPU (AVERAGE REVENUE PER USER) - 200.7 RUPEES
 - TAU (TOTAL ACTIVE USERS) - 161.7 MILLION
- TUSU (TOTAL UNSUBSCRIBED USERS) - 12.6 MILLION

Revenue



- The Monthly Average is 4 billion Rupees.
- Before 5G Launched the total revenue was 16 billion Rupees.
- After 5G Launched the total revenue generated is 15.9 billion Rupees.
- The Percentage change is -0.5%.

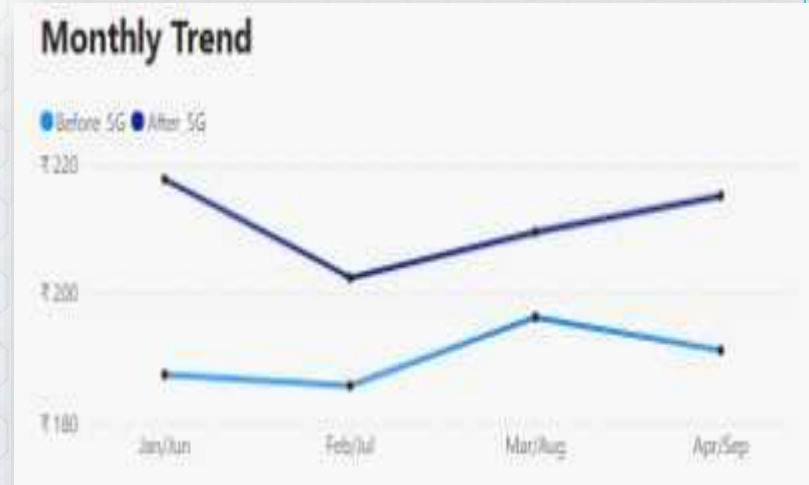


- 5G Launch Impact: In the month following the 5G launch, revenue increased by 15.5%, with a similar month showing a 1% rise.
- Top Revenue Cities: Mumbai, Kolkata, Delhi, and Bangalore.

ARPU(Average Revenue Per User)



- The Monthly Average is 200.7 million rupees.
- Before 5G Launched the Average revenue per user was 190.2 Rupees.
- After 5G Launched the Average revenue per user is 211.3 Rupees.
- The Percentage change is 11.05%



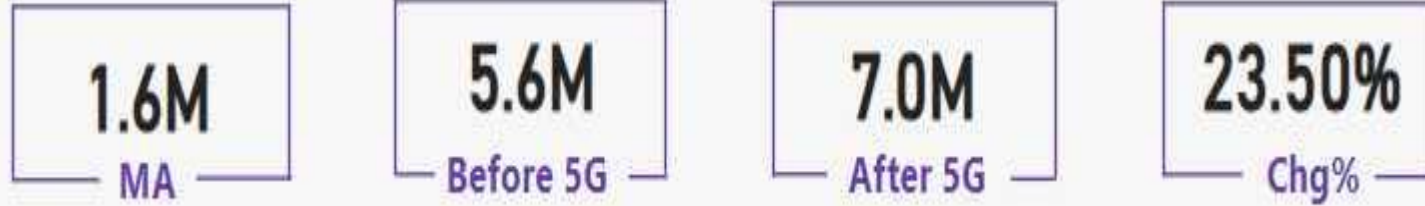
- Before 5G: ARPU was ₹187.47.
- After 5G Launch: ARPU increased to ₹217.80
- Following Month: ARPU rose to ₹202.47, compared to ₹185.73 before 5G.

TAU(Total Active Users)



- The Total number of Active Users in the Month, its Average is 20.2 Million Users.
- Before 5G was Launched the Total number of Active Users were 84.4 Million Users
- After 5G was Launched the Total number of Active Users are in 77.4 Million.
- The Percentage change is -8.28%

TUSU(Total UNSUBSCRIBED USERS)

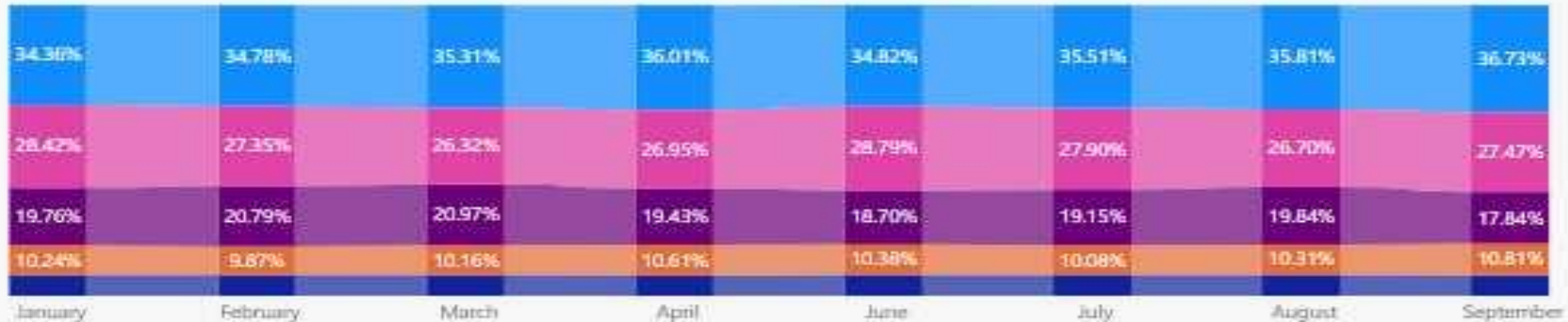


- The Total number of Unsubscribed Users in the Month, its Average is 1.6 Million Users.
- Before 5G was Launched the Total number of Unsubscribed Users were 5.6 Million Users.
- After 5G was Launched the Total number of Unsubscribed Users are in 7 Million. •
- The Percentage change is 23.5%.

Market Shares

Market Share

PIO_Ms Others_Ms Dadafone_Ms WaveCon_Ms Britel_Ms



- Market Share value is Highest for PIO_Ms.
- The Ribbon Chart Features the Market Share of each Company from January to September month.
- Wavecon is in 3rd Position having a 20.79% Share value

Regional Insights



Regional Insights





PLANS

- There are a total of 13 plans.
- • Plans that are eligible for only 4G are P8, P9, and P10 and they are discontinued after the 5G launch.
- • Plans that are eligible for only 5G are P11, P12, and P13 and they increased the revenue rapidly.
- • Plans which are eligible for 4G and 5G are P1, P2, P3, P4, P5, P6, P7.
- • Revenue is the same for plans P1, P2, and P3 before and after the launch of 5G.
- • Revenue is decreased drastically for P4, P5, P6, and P7.
- • P11 and P12 increased the revenue (1.8bn, 1.2bn).



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	₹ 488M	₹ 478M	₹ 482M
p12					₹ 255M	₹ 300M	₹ 306M	₹ 300M
p13					₹ 72M	₹ 82M	₹ 82M	₹ 79M

Top ☒ Bottom

Cities



- May is launching month for 5G.
- From January to April, the Plans available are only for 4G.
- June, July, August, and September have 5G Plans.
- The Best Plans are P1, P2, P3, P11, and P12