

# IMPACT ANALYSIS OF 5G LAUNCH ON REVENUE AND KPIS

Telecom Client: Wavecon

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# OBJECTIVES OF THE ANALYSIS

*Objective: To assess the impact of the 5G launch on Wavecon's revenue and key performance indicators (KPIs).*

- **Impact on Revenue:** What is the impact of the 5G launch on our revenue?
- **Underperforming KPI:** Which KPI is underperforming after the 5G launch?
- **Top and Bottom Performing Plans:** Which plans are excelling, and which are not performing well?
- **Continuation Decisions:** Should certain plans be continued or discontinued?
- **Discontinued Plans:** Is there any plan that has been phased out, and what was the reason?

*Additional insights will be explored for a well-rounded analysis.*

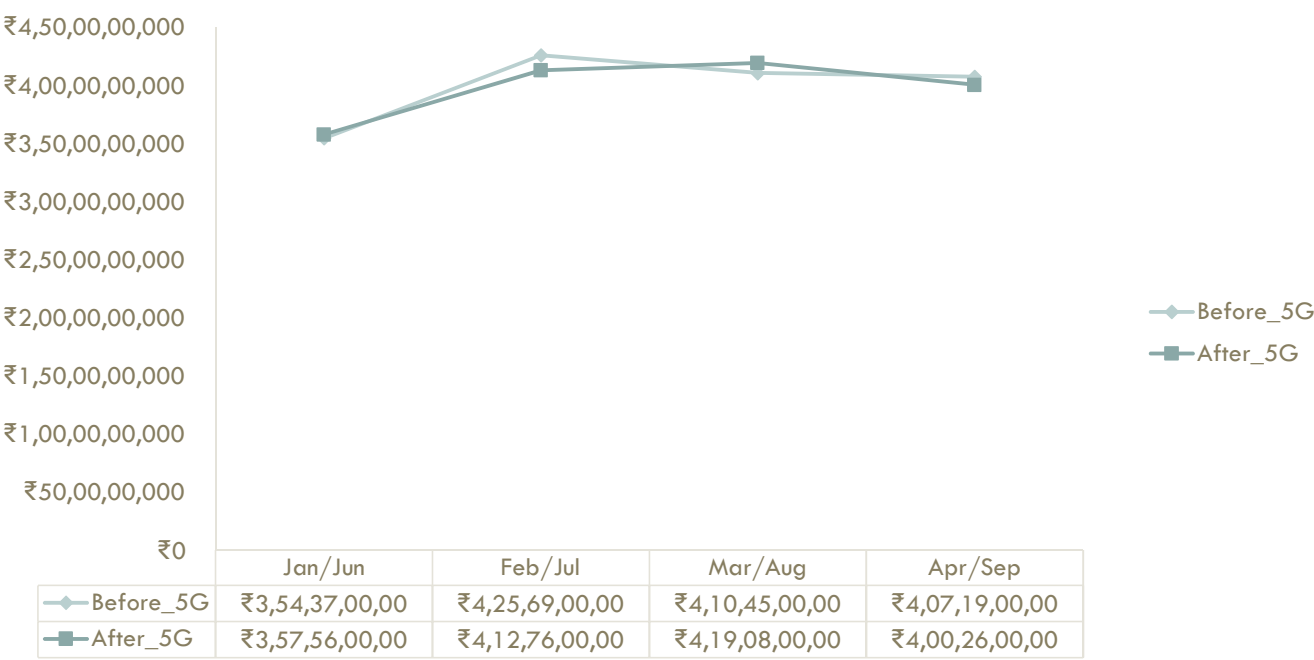
# EXECUTIVE SUMMARY

## KEY INSIGHT

- The 5G launch created an initial revenue spike, but revenue did not sustain significant growth, signaling the need for targeted strategies to boost consistent customer engagement and retention.
- The 5G launch generated initial interest, but revenue and active users declined while unsubscribed users increased. This indicates a need to enhance customer satisfaction, retention, and engagement with 5G services.
- Successful plans met demand for data and speed, while underperforming ones may need updates, pricing tweaks, or discontinuation to boost 5G profitability.
- The 5G launch boosted revenue for high-value plans, like the *Smart Recharge Pack* and *Ultra Fast Mega Pack*, while legacy plans, such as the *25GB Combo 3G/4G Data Pack*, saw a decline. We recommend promoting high-growth 5G plans, optimizing stable plans, and phasing out underperforming legacy options.
- Low-data plans were discontinued due to reduced demand post-5G. Recommendations include phasing out low-relevance plans and repackaging with more data for 5G users.

# IMPACT OF 5G LAUNCH ON REVENUE

MONTHLY REVENUE COMPARISON BEFORE AND AFTER 5G LAUNCH



- Revenue increased slightly in the first month post-5G launch (₹ 3.54B to ₹ 3.57B), indicating initial customer interest.
- In the months following the launch, revenue fluctuated, with a notable drop in February/July (₹ 4.25B to ₹ 4.12B).
- August saw a slight recovery (₹ 4.10B to ₹ 4.19B), suggesting gradual customer uptake.
- Revenue decreased in September (₹4.07B to ₹4.00B), which may point to a cooling-off period or market saturation

# UNDERPERFORMING KPIS AFTER 5G LAUNCH



**Total Revenue:** Decline from \$16B to \$15.9B



**Active Users:** Decreased from 84.4M to 77.4M



**Unsubscribed Users:** Increased from 5.6M to 7M

- **Revenue Decline:**

Total revenue declined from \$16 billion to \$15.9 billion, likely due to high initial 5G rollout costs, competitive pricing from rivals, and slower-than-expected customer adoption.

- **Active User Decrease:**

Active users fell from 84.4 million to 77.4 million, potentially driven by customers switching to competitors, dissatisfaction with 5G service quality, or economic concerns.

- **Increase in Unsubscribed Users:**

Unsubscribed users rose from 5.6 million to 7 million, possibly due to higher plan costs and unmet expectations around 5G performance, which may have led to increased churn.

# PERFORMANCE OF PLANS AFTER 5G LAUNCH

## *Top-Performing Plans*

- **Plans with Highest Revenue Growth:** Plan 1, Plan 2, Plan 11
- **Key Characteristics:** These plans offer high data limits, bundled offers, and competitive pricing that align with customer demand for high-speed, data-rich services.
- **Customer Preferences:** Notable shift towards higher-tier plans and data-rich offerings, suggesting that customers value enhanced features available with 5G.

## *Low-Performing Plans*

- **Plans with Decreased Revenue:** Plan 5, Plan 6, Plan 7
- **Key Insights:** These plans showed stagnant or declining revenue post-5G, possibly due to limited features, higher price points, or increased competition from plans offering better 5G benefits.
- **Possible Factors:** Lack of data flexibility, outdated offerings, or insufficient promotion may have contributed to their underperformance.

# MAJORLY AFFECTED PLANS -RECOMMENDATIONS

- Plan 1: Smart Recharge Pack**

Revenue increased from 1.8bn to 2.4bn post-5G.

*Recommendation: Continue and promote, as it shows strong growth.*

- Plan 2: Super Saviour Pack**

Revenue stable at 1.5bn before and after 5G.

*Recommendation: Consider minor adjustments or bundling options for better appeal.*

- Plan 11: Ultra Fast Mega Pack**

New plan with 1.9bn revenue post-5G.

*Recommendation: Continue promoting, as it is popular with 5G users.*

- Plan 7: 25GB Combo 3G/4G Data Pack**

Revenue dropped from 582.4M to 155.6M.

*Recommendation: Consider discontinuing or upgrading to a 5G-compatible plan.*

# DISCONTINUED PLANS POST 5G LAUNCH

## Section 1: Discontinued Plans

**Plan 8: Daily Saviour** - 1GB data, 1-day validity

**Plan 9: Combo Top-up** - \$14.95 talk time, 300MB data

**Plan 10: Big Combo Pack** - 6GB per day, 3-day validity

## Section 2: Reasons for Discontinuation

**Lower Data Demand:** 5G enables faster speeds, making low-data plans less appealing.

**Customer Shift:** Subscribers are now interested in high-data 5G plans.

**Revenue Decline:** Reduced subscriptions and revenue for these plans post-5G launch.

## Section 3: Recommendations

**Plan 8:** Phase out due to low relevance.

**Plan 9:** Consider repackaging with more data.

**Plan 10:** Introduce a 5G combo pack with higher data and longer validity.



# CONCLUSION

- ❖ The 5G launch created an initial revenue boost, but sustaining growth requires targeted strategies for customer satisfaction and retention.
- ❖ High-demand plans, like *Smart Recharge Pack* and *Ultra Fast Mega Pack*, are performing well.
- ❖ Legacy and low-data plans are losing relevance in the 5G market.
- ❖ To maximize profitability:
  - Focus on promoting high-growth plans.
  - Optimize core offerings for 5G users.
  - Phase out or update underperforming legacy plans.