

5G



5G LAUNCH IMPACT ANALYSIS

Insights and Recommendations



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TASK

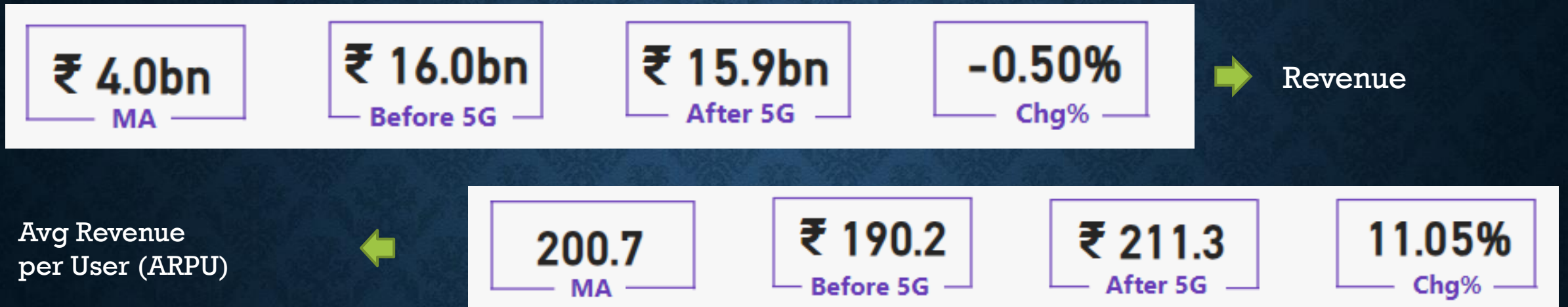
My task is to analyze the dashboard and provide insights on a ppt that addresses the following questions:

- What is the impact of the 5G launch on our revenue?
- Which KPI is underperforming after the 5G launch?
- After the 5G launch, which plans are performing well in terms of revenue? Which plans are not performing well?
- Is there any plan affected largely by the 5G launch? Should we continue or discontinue that plan?
- Is there any plan that is discontinued after the 5G launch? What is the reason for it?

5G LAUNCH TIME PERIOD

before/after_5g ▼	1	2	3	4
Before 5G	Jan	Feb	Mar	Apr
After 5G	Jun	Jul	Aug	Sep

IMPACT OF 5G LAUNCH ON REVENUE



- Insight:
- While the introduction of 5G was expected to boost revenue, the data shows a minor decline, indicating potential initial adoption challenges or competitive factors.

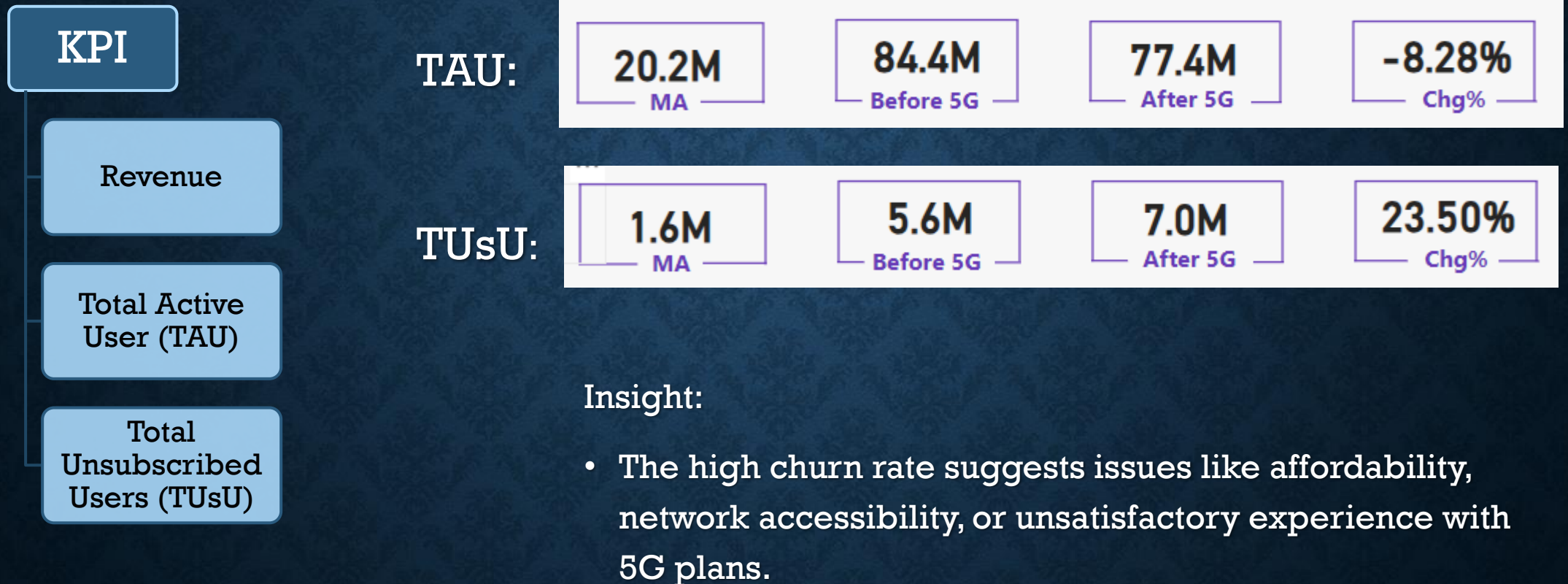
IMPACT OF 5G LAUNCH ON REVENUE

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%
Total	₹ 31,874M	₹ 15,977M	₹ 15,897M	-0.50%

Insight:

- Delhi, Chennai, Ahmedabad, Hyderabad are mostly impacted in terms of revenue.
- Revenue is also slightly decreased in Kolkata, Chandigarh.
- But there are some cities, after 5G launch are showing potential revenue growth like Mumbai, Gurgaon, Lucknow etc.

UNDERPERFORMING KPI AFTER 5G LAUNCH



PLAN PERFORMANCE ANALYSIS

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)

Plan	Before 5G Revenue
p1	₹ 1.81bn
p2	₹ 1.49bn
p3	₹ 1.32bn
p4	₹ 1.08bn
p5	₹ 1.00bn
p6	₹ 0.75bn
p7	₹ 0.58bn
p8	₹ 0.43bn
p9	₹ 0.23bn
p10	₹ 0.13bn
Total	₹ 8.82bn

Plan	After 5G Revenue
p1	₹ 2.39bn
p2	₹ 1.49bn
p3	₹ 1.30bn
p4	₹ 0.88bn
p5	₹ 0.65bn
p6	₹ 0.49bn
p7	₹ 0.16bn
p11	₹ 1.86bn
p12	₹ 1.16bn
p13	₹ 0.31bn
Total	₹ 10.68bn

Insight:

- After 5G launch, p1 plan (32% ↑) and for newly introduced plan p11 & p12 are performing well.
- P4, p5, p6, p7 and p13 are not performing well

PLANS AFFECTED & DISCONTINUED BY 5G LAUNCH

plan	Before 5G				After 5G			
	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	₹ 486M	₹ 478M	₹ 482M
p12					₹ 255M	₹ 300M	₹ 306M	₹ 300M
p13					₹ 72M	₹ 82M	₹ 82M	₹ 79M

Insights:

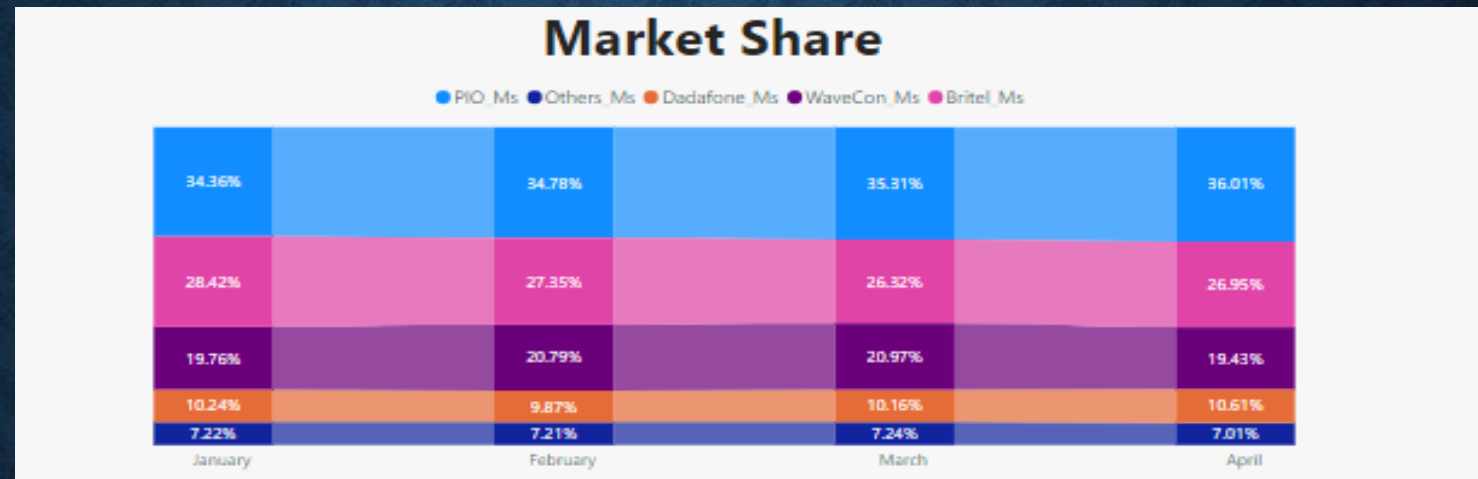
- P4, p5, p6, p7 are affected mostly. P2, p3 somehow managed consistent growth.
- P8, p9, p10 are discontinued after launching 5G.
- 3 new 5G plans are introduced. P5, p6, p7, P13 can be discontinued.

Reason:

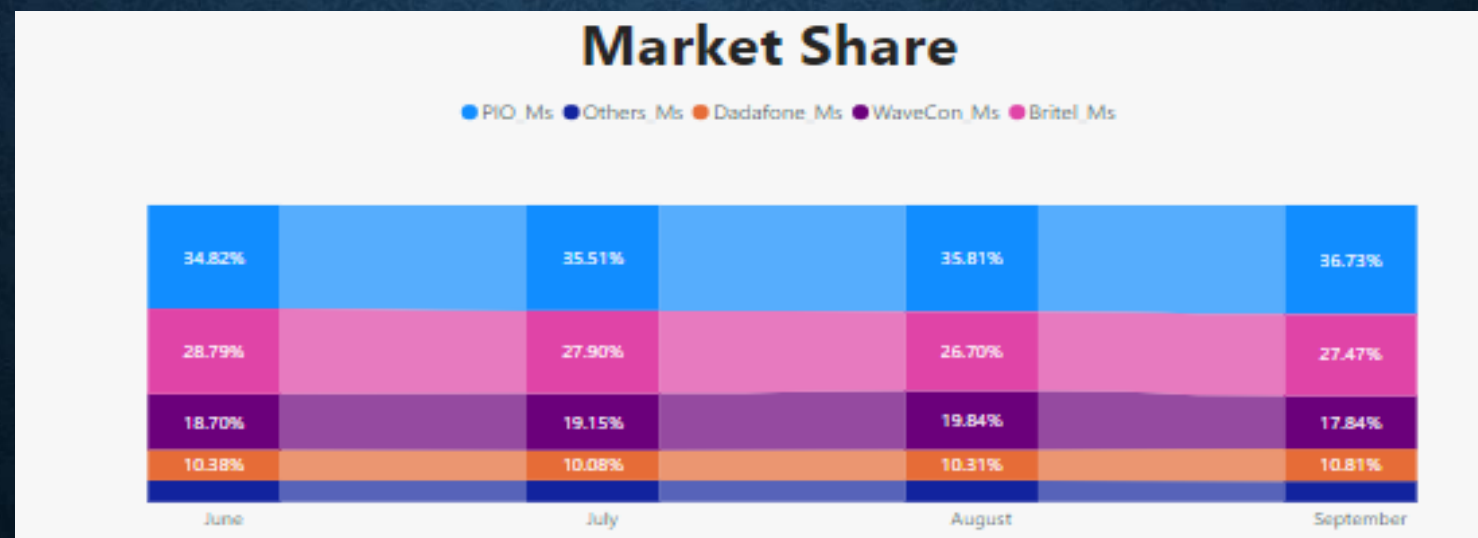
- Pricing Affordability, Data Pack balance, not satisfied by user

MARKET SHARE ANALYSIS

Before 5G



After 5G



RECOMMENDATION

- Focus on marketing affordable entry-level 5G plans and improving user experience to retain customers and gain new subscribers.
- Cities with high negative revenue changes need targeted marketing campaigns or infrastructure support.
- Enhance affordability and awareness of 5G benefits.
- Address churn causes with feedback-based improvements.

THANK YOU