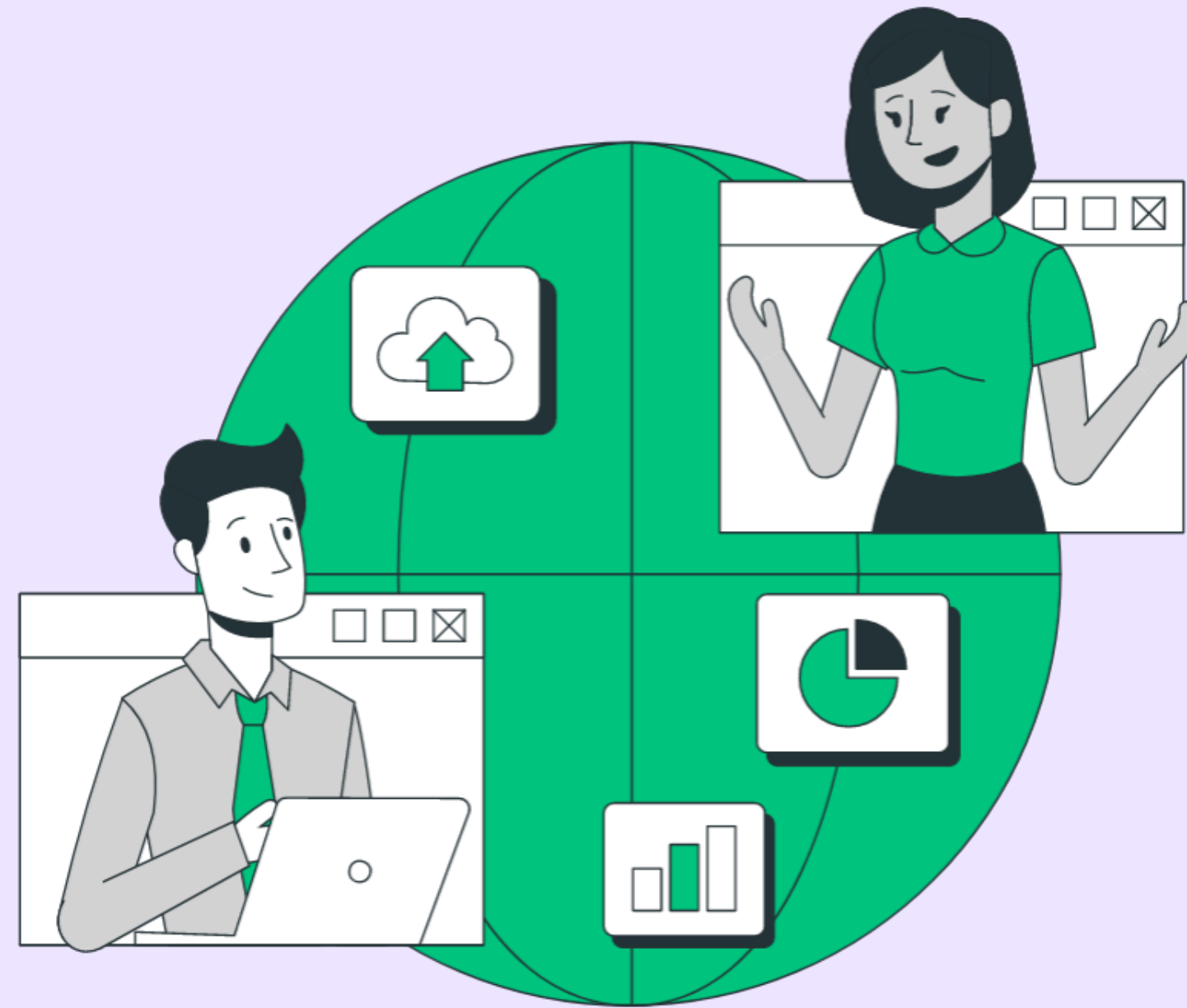# WAVECON TELECOM ANALYSIS

Codebasics Virtual Internship

5G

Presented by :
Rita Nayak

About :

Wavecon Telecom is a telecom company that provides mobile network and internet services to people. Recently, the company launched 5G technology in major cities.

5G means fifth-generation mobile network. It is faster than 4G and gives better speed, less delay, and smooth experience for things like video streaming and smart devices.

In this project, I analyzed Wavecon Telecom's data before and after the 5G launch. I checked revenue, active users, and which plans are performing well.

Problem Statement :

● Wavecon Telecom recently launched 5G services in major cities to improve network speed and customer experience. However, the company wanted to understand how this rollout impacted its business.

● The main questions were :

✅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 ?

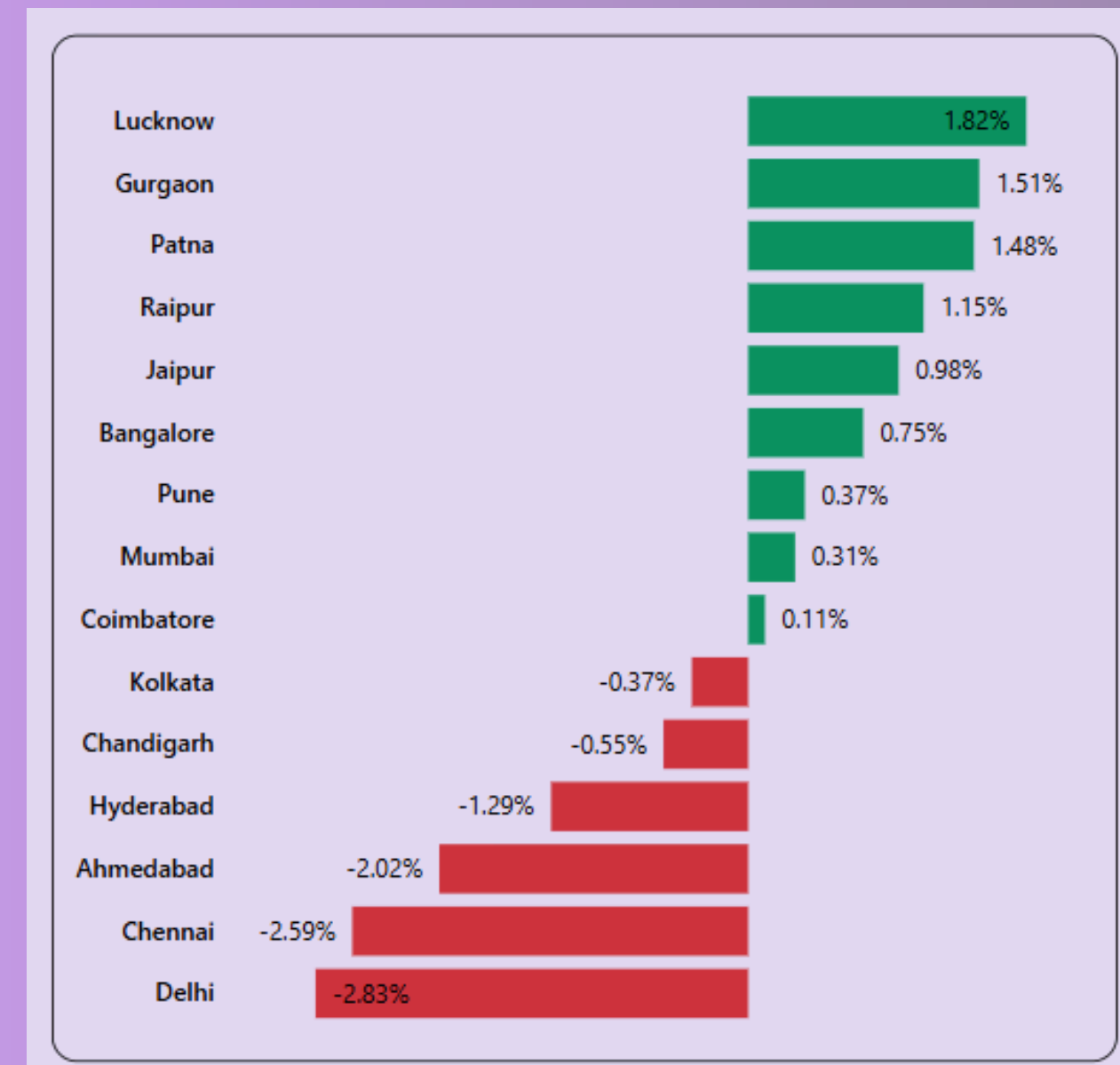🎯The goal of this analysis was to study these changes and give recommendations to improve business performance
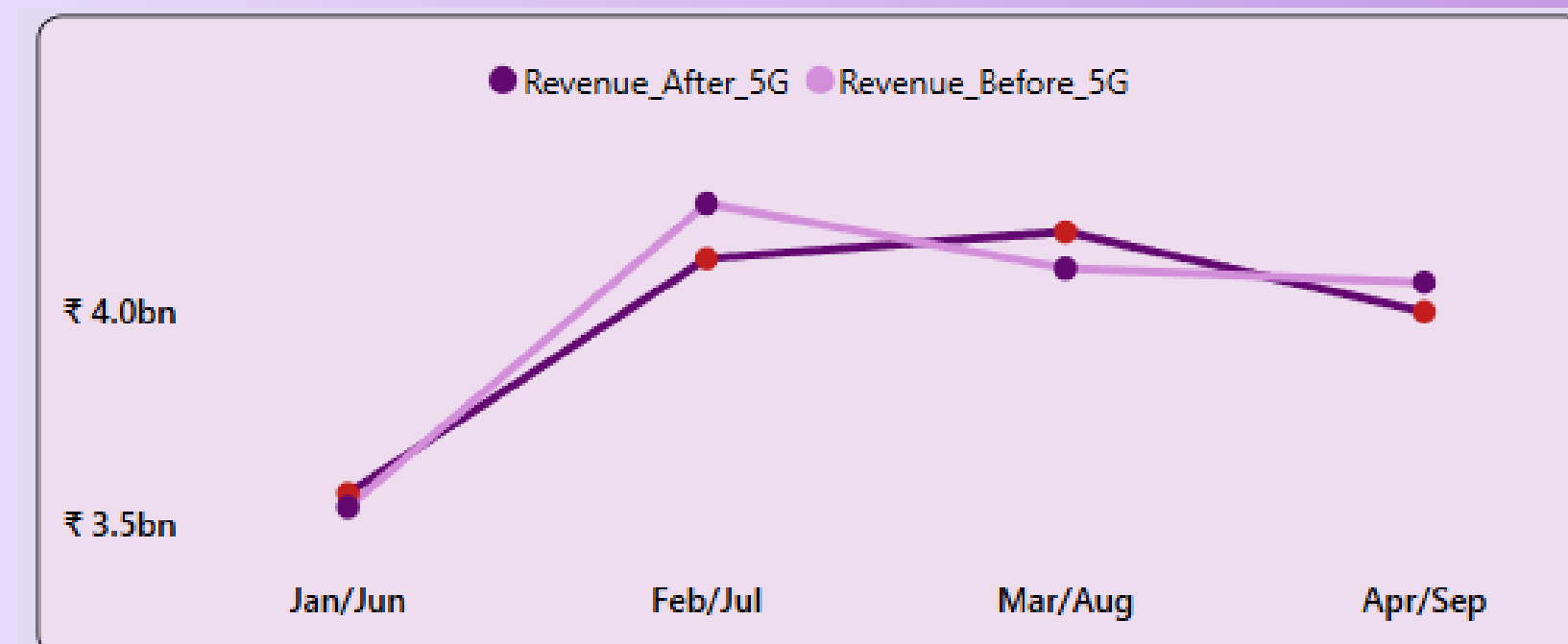
Data Overview :
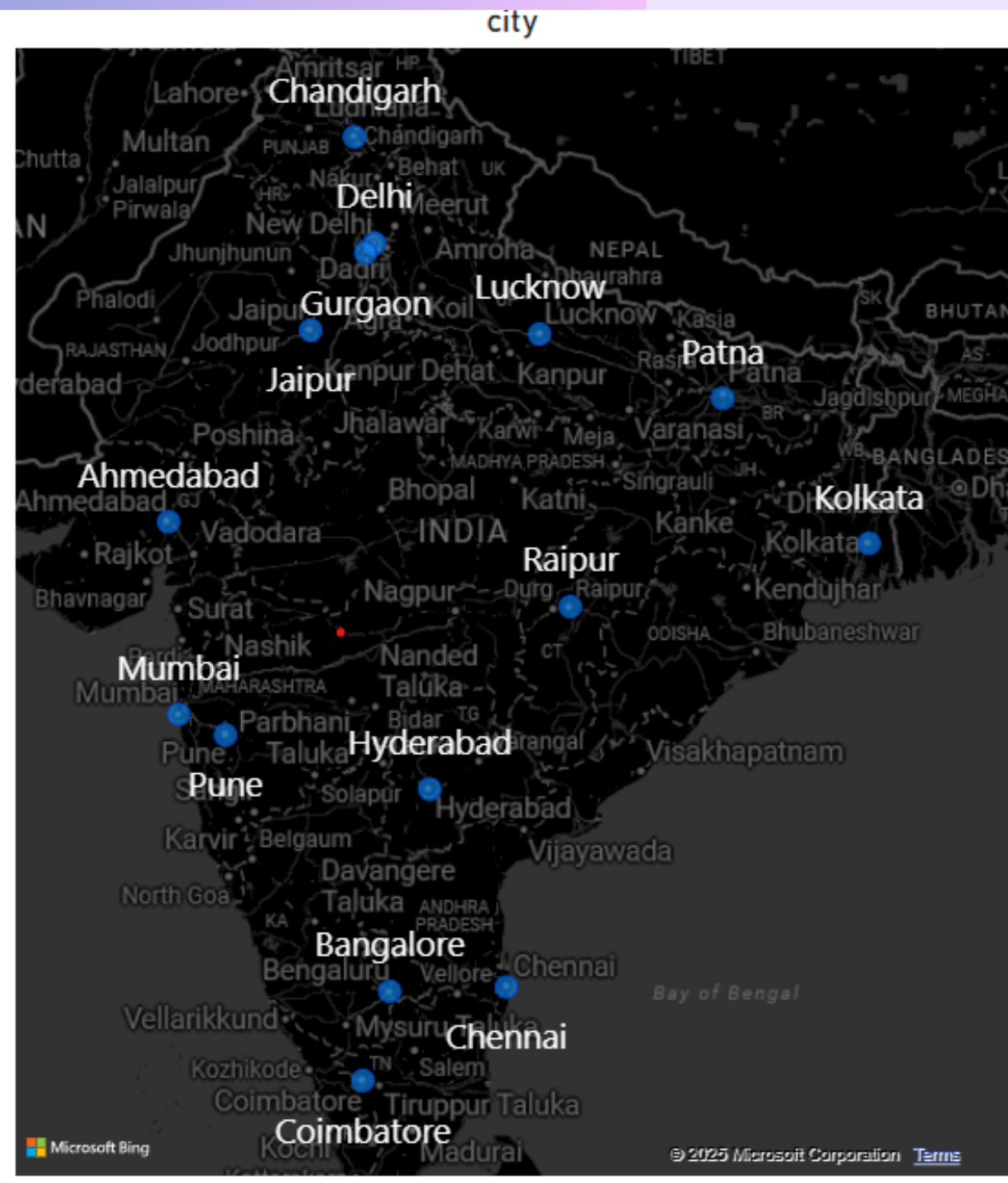
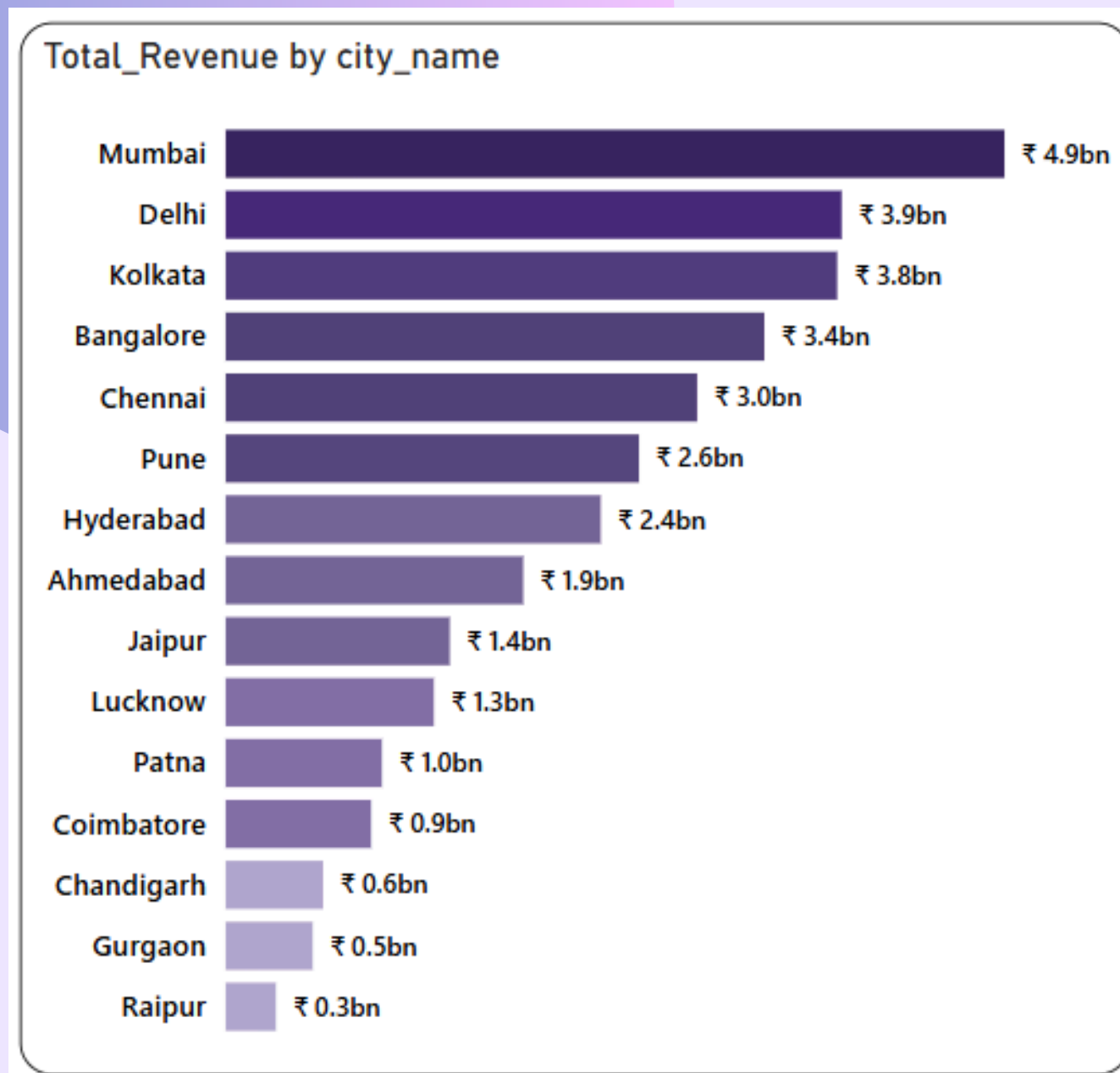- **This dataset contains information from 15 major indian cities where Wavecon launched 5G services . It includes data before and after the 5G rollout .**

- **The key metrics in the dataset are revenue ,active users and the performance of 13 different plans . This information helps us analyze how the 5G launch affected the company's business across different cities.**

1. what is the impact of the 5G launch on our revenue ?

₹ 16.0bn
Before 5G

₹ 15.9bn
After 5G

-0.50%
Revenue_chg%

Revenue_After_5G Revenue_Before_5G

₹ 4.0bn

₹ 3.5bn

Jan/Jun Feb/Jul Mar/Aug Apr/Sep

City	%
Lucknow	1.82%
Gurgaon	1.51%
Patna	1.48%
Raipur	1.15%
Jaipur	0.98%
Bangalore	0.75%
Pune	0.37%
Mumbai	0.31%
Coimbatore	0.11%
Kolkata	-0.37%
Chandigarh	-0.55%
Hyderabad	-1.29%
Ahmedabad	-2.02%
Chennai	-2.59%
Delhi	-2.83%

- **After 5G launch , our revenue slightly dropped by 0.5% from 16 billion to 15.9 billion**
- **In trend line ,revenue was higher in the initial months after 5G launch , but started dropping in later months .**
- **Cities like Lucknow , Gurgaon , Patna and Raipur performed well after the 5G rollout , with revenue growth more than 1%.**
- **Big cities such as Delhi ,Chennai , Hyderabad and Ahmedabad saw a major decline in revenue .**

1. what is the impact of the 5G launch on our revenue ?

Total_Revenue by city_name

City	Revenue
Mumbai	₹ 4.9bn
Delhi	₹ 3.9bn
Kolkata	₹ 3.8bn
Bangalore	₹ 3.4bn
Chennai	₹ 3.0bn
Pune	₹ 2.6bn
Hyderabad	₹ 2.4bn
Ahmedabad	₹ 1.9bn
Jaipur	₹ 1.4bn
Lucknow	₹ 1.3bn
Patna	₹ 1.0bn
Coimbatore	₹ 0.9bn
Chandigarh	₹ 0.6bn
Gurgaon	₹ 0.5bn
Raipur	₹ 0.3bn

- **Mumbai generated the highest revenue , around 4.9 billion , making it our top performing city.**

- **Delhi and Kolkata also performed strongly , with revenue close to 4 billion each .**

- **Cities like Bangalore , Chennai , and Pune contributed between 2.5 and 3.5 billion , showing a decent share.**

- **Smaller cities like Raipur , Gurgaon , and Chandigarh had the lowest revenue contribution under 1 billion .**

2.Which KPI is underperforming after the 5G launch ?

Active Users

Active_users_Before_5G	Active_users_After_5G	Active_users_chg%
84M	**77M**	**-8.28%**

Unsubscribed Users

| Unsub_users_Before_5G	Unsub_users_After_5G	Unsub_users_chg%
6M	**7M**	**23.50%**

- **Active user base dropped by 8.28% after the 5G launch , indicating a decline in customer engagement .**

- **Unsubscribed users increased by 23.5% , which signals a serious churn problem post 5G rollout.**

- **The higher churn rate compared to the decline in active users suggests customers are leaving faster than new users are joining .**

Active_users_Before_5G ● Active_users_After_5G
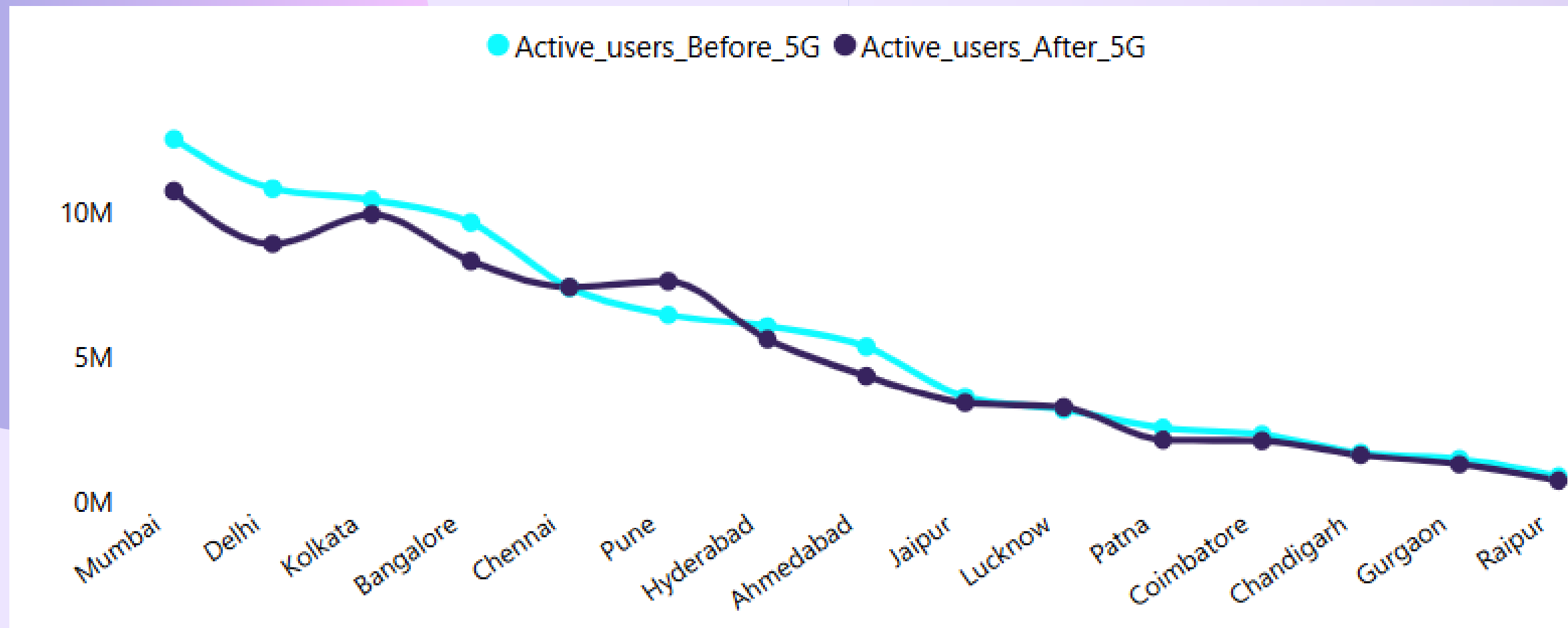
- **After the 5G launch, most cities experienced a decline in active users, with Mumbai, Delhi, and Kolkata showing the largest drops. However, some cities like Hyderabad and Ahmedabad show relatively stable user counts post-5G, indicating better adoption in those markets. The overall trend suggests a need for targeted marketing in high-potential cities to recover user losses.**
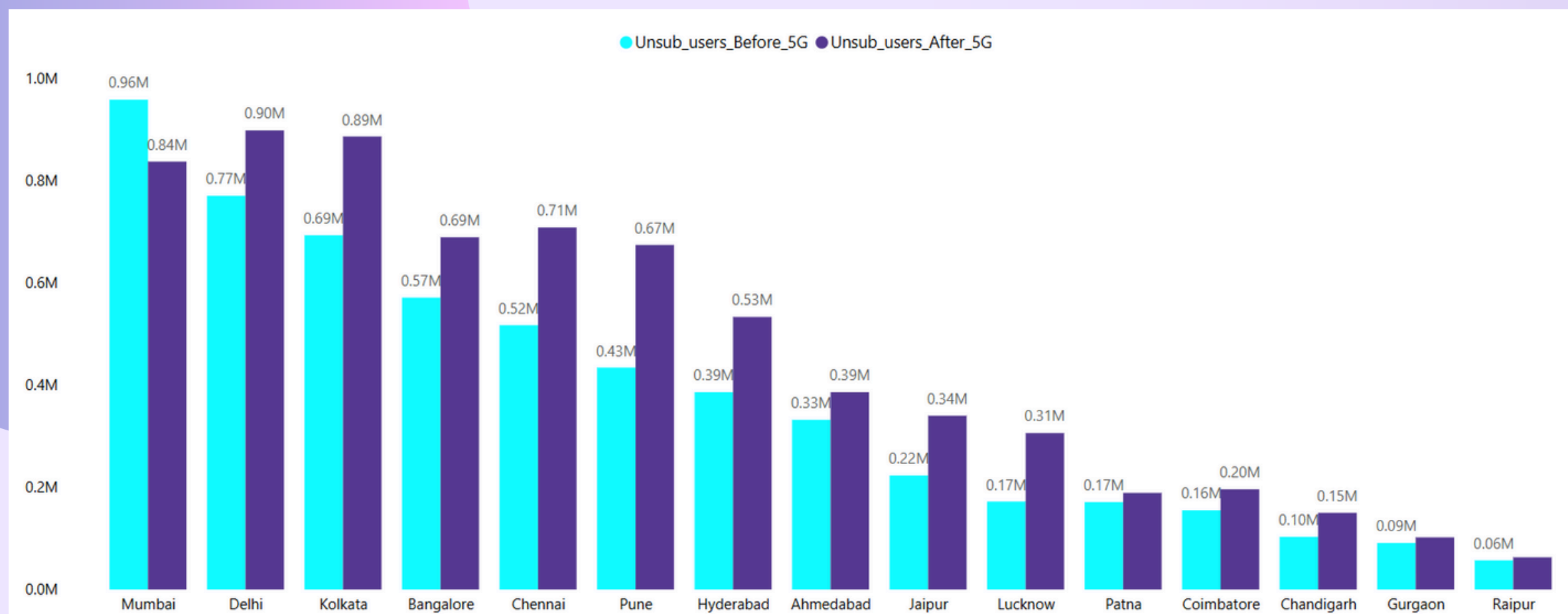
- **Unsubscribers have increased in most cities after the 5G launch, with Chennai, Kolkata, and Bangalore showing the largest rises. While Mumbai and Delhi saw a slight drop in unsubs, cities like Pune, Hyderabad, and Ahmedabad experienced notable increases, indicating possible dissatisfaction or migration to competitors. This trend suggests the need for customer retention initiatives, especially in high-churn markets.**

3. After the 5G launch , which plans are performing well in terms of revenue ? Which plans are not performing well ?
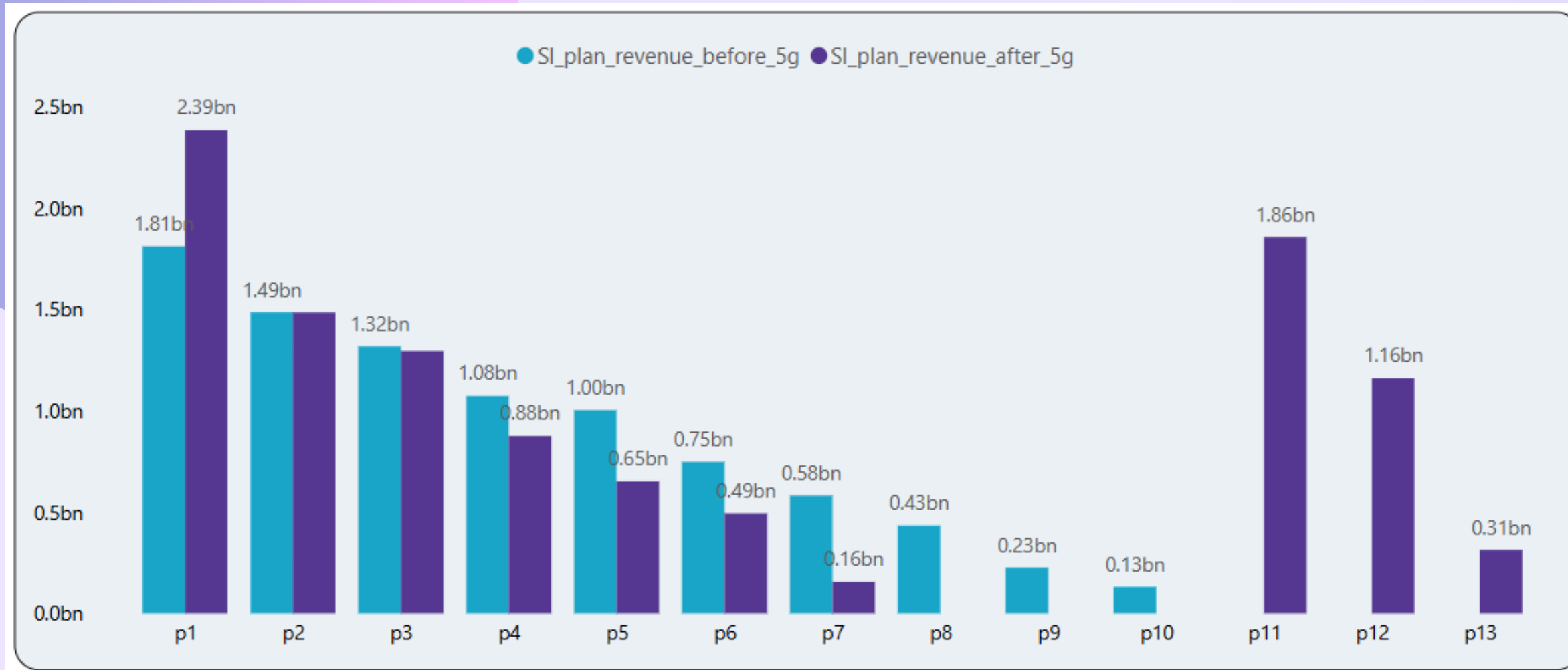
- **After the 5G launch, plans P1, P11, and P12 have emerged as the top revenue performers, with P1 growing from 1.81bn to 2.39bn and P11 and P12 gaining strong traction despite lower pre-5G revenue. However, older plans like P6, P7, and P8 have seen steep revenue declines, suggesting customers are migrating towards newer 5G-oriented offerings. This shift highlights the success of targeted 5G plans in driving higher adoption and revenue.**

4. Is there any plan affected largely by the 5G launch ? Should we continue or discontinue that plan ?

Rs. 99 Full Talktime Combo Pack

p5 ▾

p5

1.7bn	1.0bn	651.5M
Total Revenue	Revenue - Before 5G	Revenue - After 5G

25 GB Combo 3G / 4G Data Pack

p7 ▾

p7

738.0M	582.4M	155.6M
Total Revenue	Revenue - Before 5G	Revenue - After 5G

- Plans P5 and P7 have been significantly impacted after the 5G launch. P5's revenue dropped from 1.0bn to 651.5M, while P7 saw a steep decline from 582.4M to just 155.6M. The sharp fall, especially in P7, indicates reduced demand for older 3G/4G packs as customers shift to 5G plans. P7 should be considered for discontinuation, while P5 may need rebranding or migration offers to retain customers .

5. Is there any plan that is discontinued after the 5G launch ? What is the reason for it ?
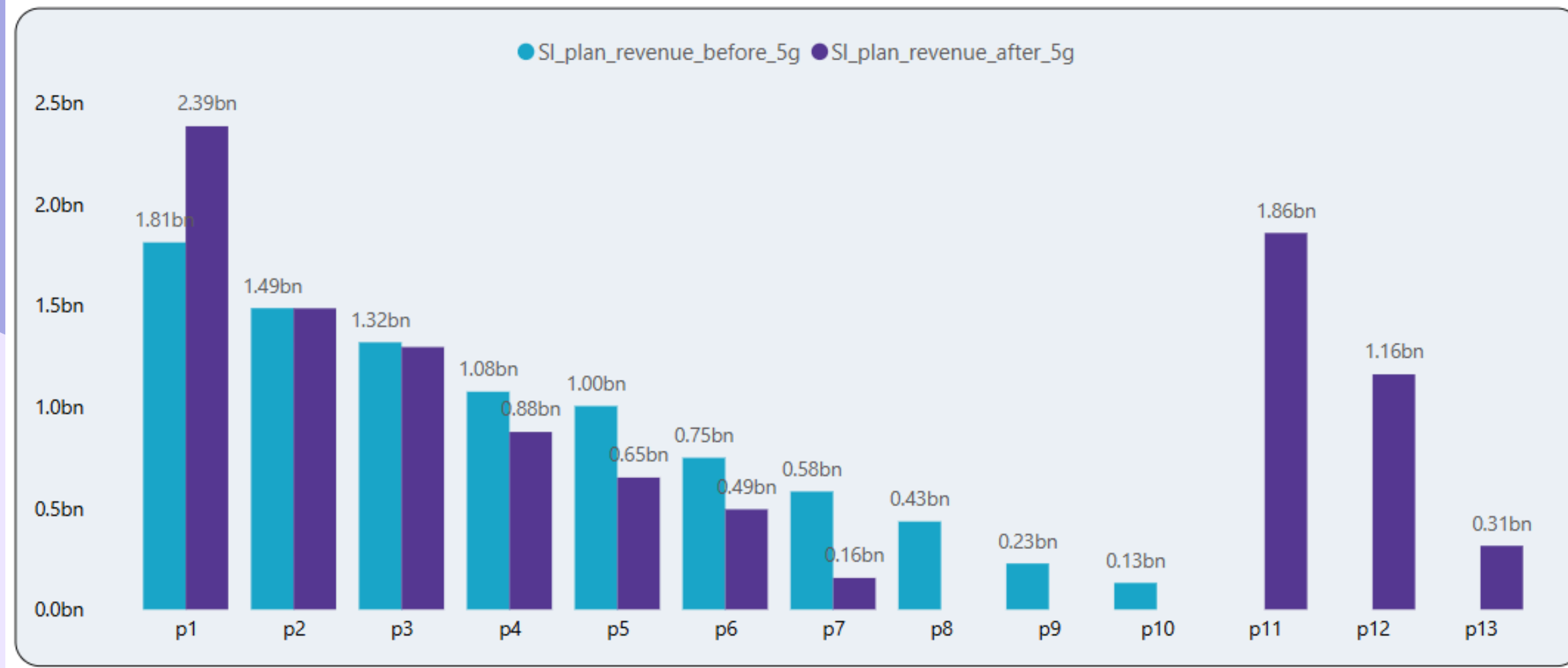
- **Plans P9 and P10 appear to be discontinued after the 5G launch, as they show no revenue in the post-5G period. This is likely due to them being older 3G/4G-specific plans or low-demand offerings, making them less relevant in the new 5G market. The discontinuation suggests a strategic shift towards high-demand 5G plans like P1, P11, and P12, which are now driving the majority of revenue.**

Recommendations:-

📌 **Focus on High-Performing Plans**

- Increase marketing and bundling offers for P1, P11, and P12 to capture more market share.

📌 **Address High Churn Rates**

- Launch customer retention campaigns targeting cities with high unsub growth (Chennai, Kolkata, Bangalore).

- Offer loyalty rewards, free trial upgrades, and better post-sale support.

📌 **Targeted City Strategies**

- Focus on growth in cities like Lucknow, Gurgaon, Patna, and Raipur.

- Deploy recovery campaigns in Delhi, Chennai, Hyderabad, and Ahmedabad.

📌 **Diversified Plans**

- Offer a wide range of plans for different budgets and data needs. Include high-speed plans for heavy users and affordable options for cost-sensitive customers.

📌 **Bundled Services**

- Combine Internet, TV, and phone services to create attractive packages, reducing churn and increasing value for customers.

📌**Promotions & Discounts**

- **Provide time-limited discounts, loyalty points, and festival offers to increase customer acquisition and retention.**

📌 **Network Optimization**

- **Strengthen network coverage and ensure consistent 5G speed to improve user satisfaction and reduce complaints.**

📌**Referral Programs**

- **Encourage existing customers to bring in new users by offering referral rewards.**

📌**Retention Strategies**

- **Give special discounts or perks to long-term customers to prevent them from switching to competitors.**

📌**Personalized Offers**

- **Use data analytics to understand customer behavior and send targeted offers and discounts that match their usage patterns.**

Thank You.

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