

# Wavecon Telecom Analysis

Created by  
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# Introduction

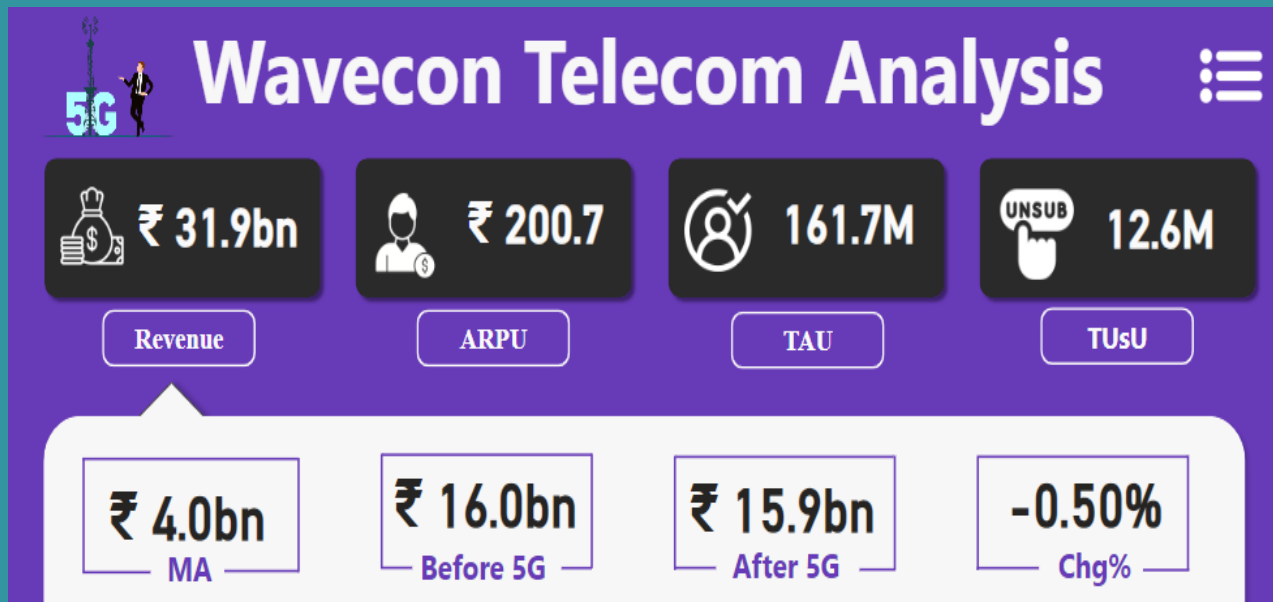


- Wavecon Telecom is a leading telecommunication company in India, which provides telecom services to individuals and businesses.
- Wavecon is the 3rd largest telecom service provider in terms of market share.
- Wavecon has recently upgraded its network from 4G to 5G
- The analysis is divided into two periods: "Before 5G Launch" (January to April) and "After 5G Launch" (May to September).

# Key Metrics

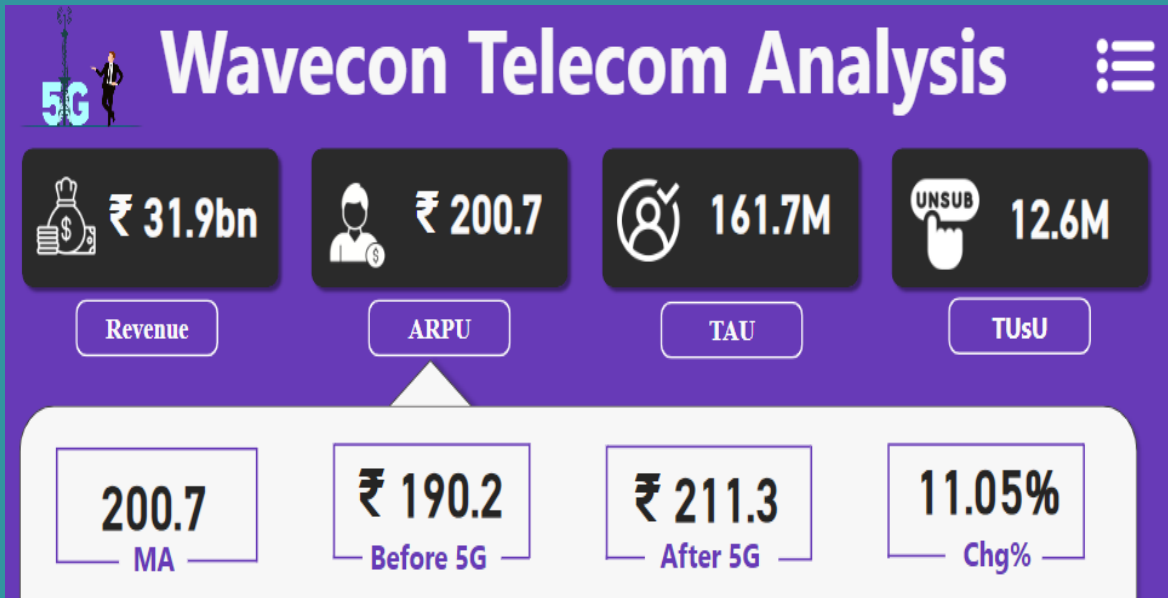
- Revenue: This metric provides a snapshot of our financial performance on a monthly basis, enabling us to track trends and identify shifts in our earnings.
- ARPU (Average Revenue per User): ARPU goes beyond raw revenue figures. It helps us gauge the value each user brings to our services, shedding light on user spending patterns and our ability to maximize revenue generation.
- TAU (Total Active Users): TAU measures the number of users actively engaging with our services. It's a vital indicator of our customer base's responsiveness to our offerings.
- TUsU (Total Unsubscribed Users): TUsU highlights the number of users who have chosen to unsubscribe from our services. A lower TUsU signifies stronger user retention and satisfaction.

# Revenue



- Wavecon has generated revenue of a 4 Billion on a monthly average.
- Revenue generated before 5G was 16 Billion.
- After a introduction of 5G in June 2022 revenue is slightly dropped to 15.9 Billion.
- Revenue is decreased by 0.5%.

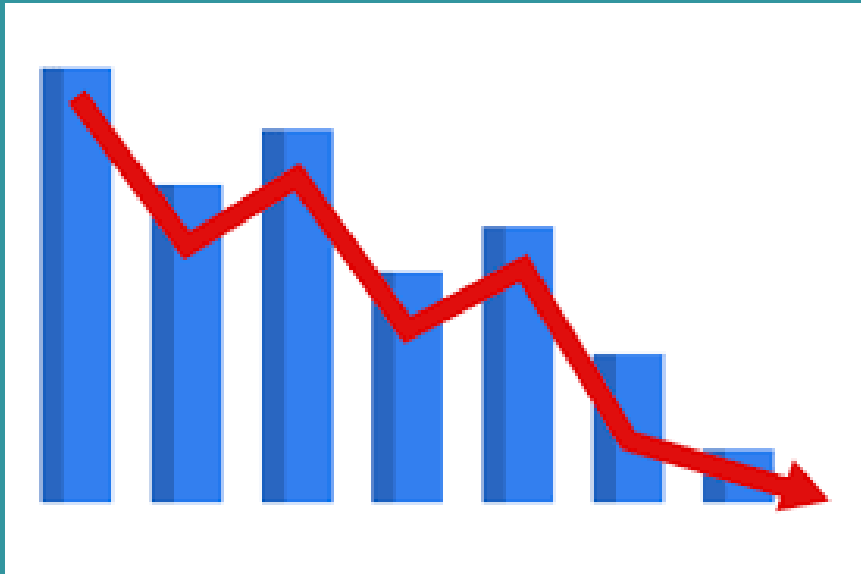
# ARPU (Average Revenue per User)



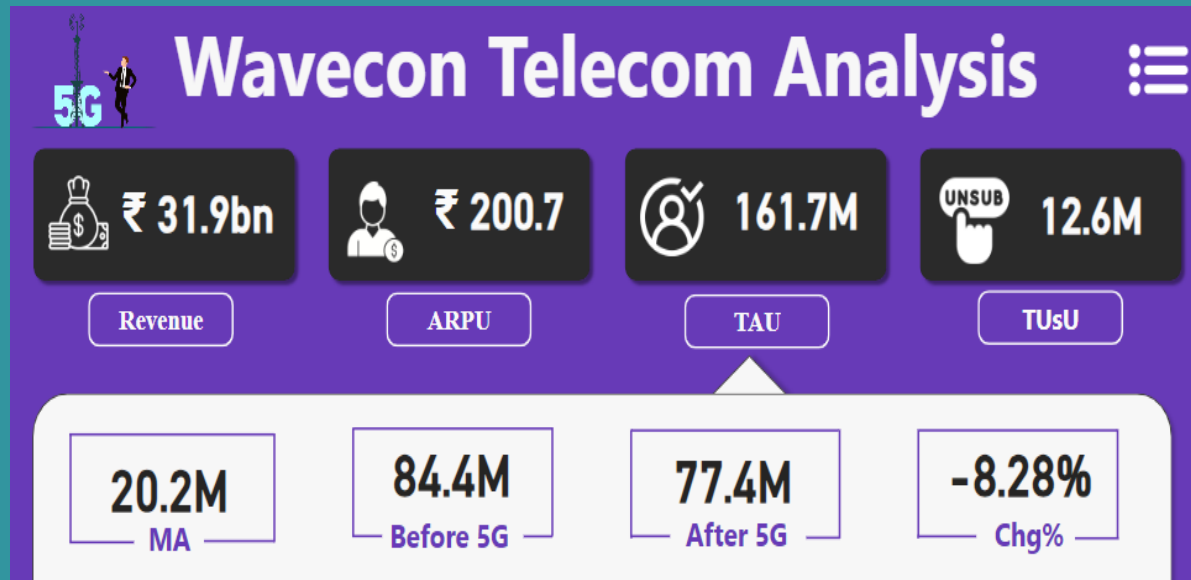
- The ARPU (Average Revenue per User) is Rs. 200.7 on a monthly average.
- ARPU before 5G was Rs. 190.2
- ARPU after 5G is Rs. 211.3.
- There is significant growth of 11.5% in ARPU.



# Underperforming KPIs after the 5G launch



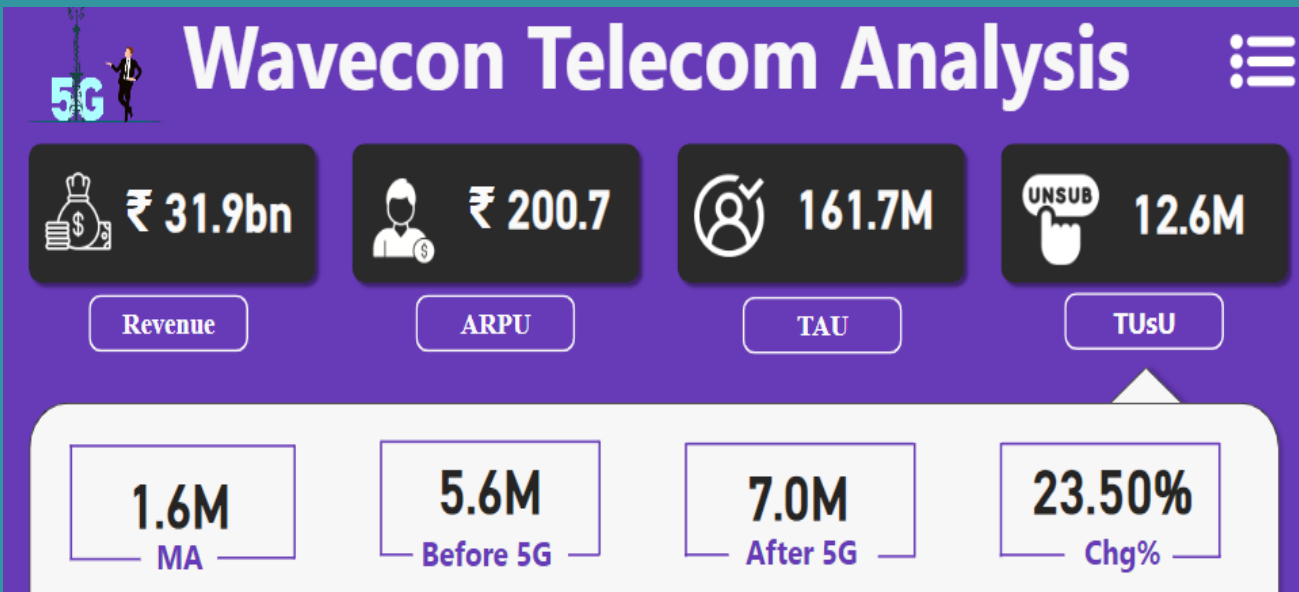
# TAU (Total Active Users)



- The monthly average of TAU (Total Active Users) is 20.2 million.
- Before 5G TAU (Total Active Users) was 84.4 million.
- After 5G TAU (Total Active Users) is 77.4 million.
- There is a drop in number of TAU (Total Active Users) by 8.28%.

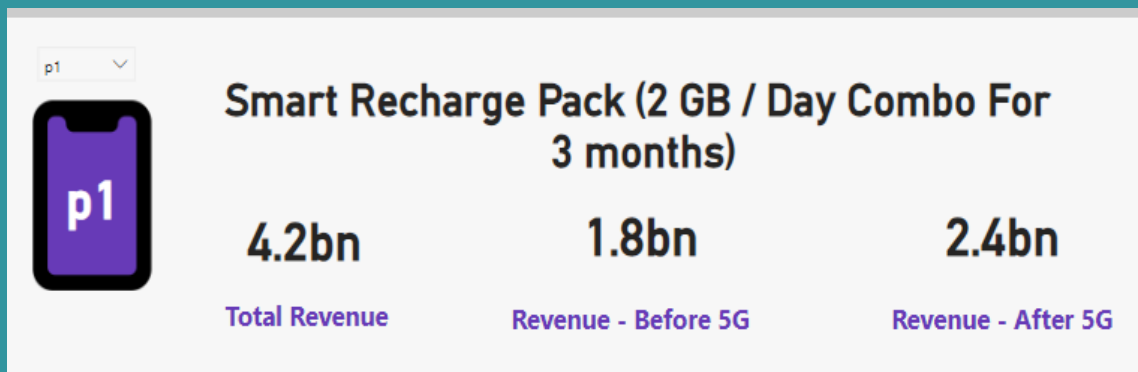
# TUsU (Total Unsubscribed Users)

- The TUsU (Total Unsubscribed Users) on a monthly average is 1.6 million.
- Before 5G TUsU was 5.6 million.
- After 5G TUsU is around 7 million.
- The TUsU has been increased by 23.5% since the 5G which is a major point of concern as we are losing our customers.





# Effect of 5G on subscription plans



### 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	₹ 486M	₹ 478M	₹ 482M
p12					₹ 255M	₹ 300M	₹ 306M	₹ 300M
p13					₹ 72M	₹ 82M	₹ 82M	₹ 79M

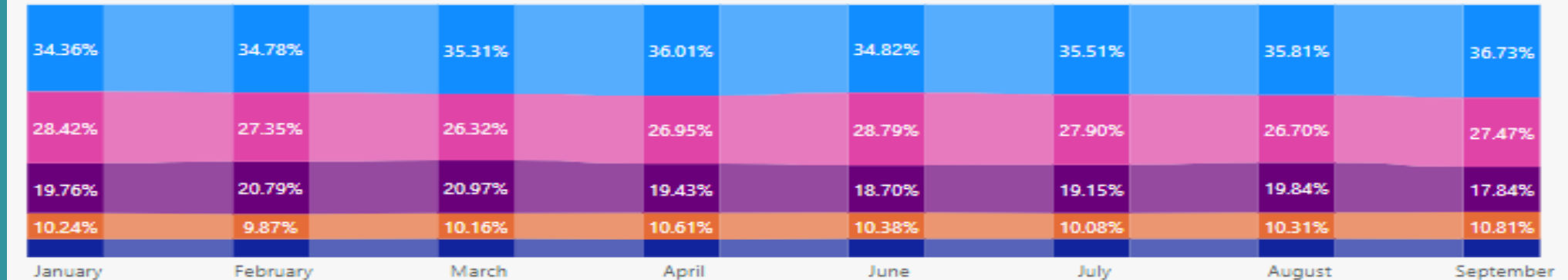
- Since the 5G services started plan p1 has outperformed and generated 4.2 Billion of total revenue out of which 2.4 Billion after 5G which is highest among other plans.
- The plan p11, p12 and p13 are specific 5G plans that started in June 2022 and generated steady revenue.
- The p11 and p12 plans are one to watch in future as they are the most promising plan for generated more revenue.

- The p8, p9 and p10 plans are about time should be discontinued.
- The p2, p3 and p4 plans are generated steady revenue even after 5G services.
- As for p5,p6 and p7 plans there is significant drop in revenue after 5G services and should be reviewed for modification.

# Effect of 5G on market share

# Market Share

PIO\_Ms Others\_Ms Dadafone\_Ms WaveCon\_Ms Britel\_Ms

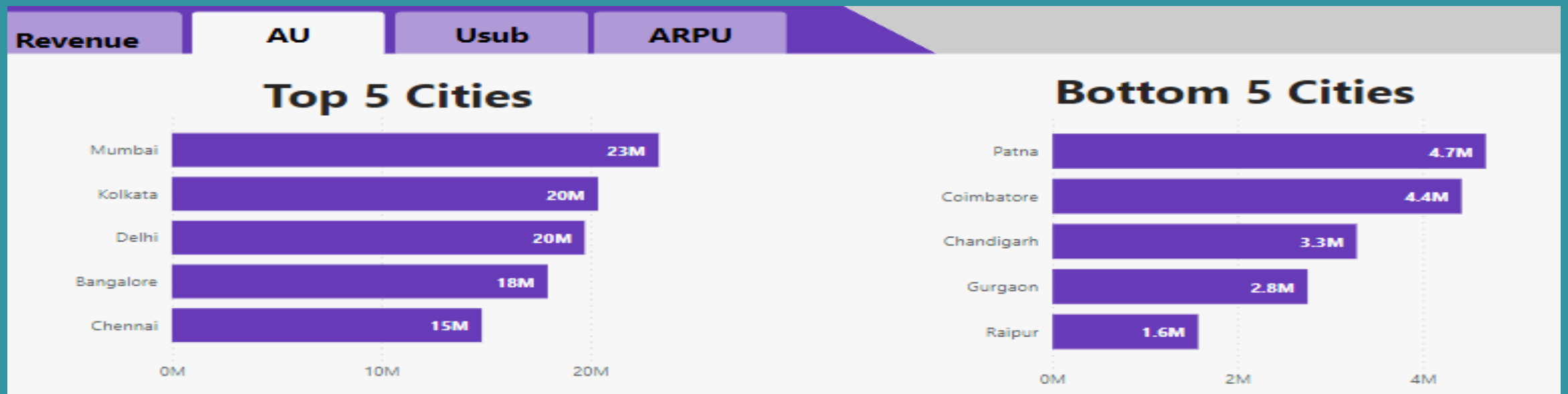
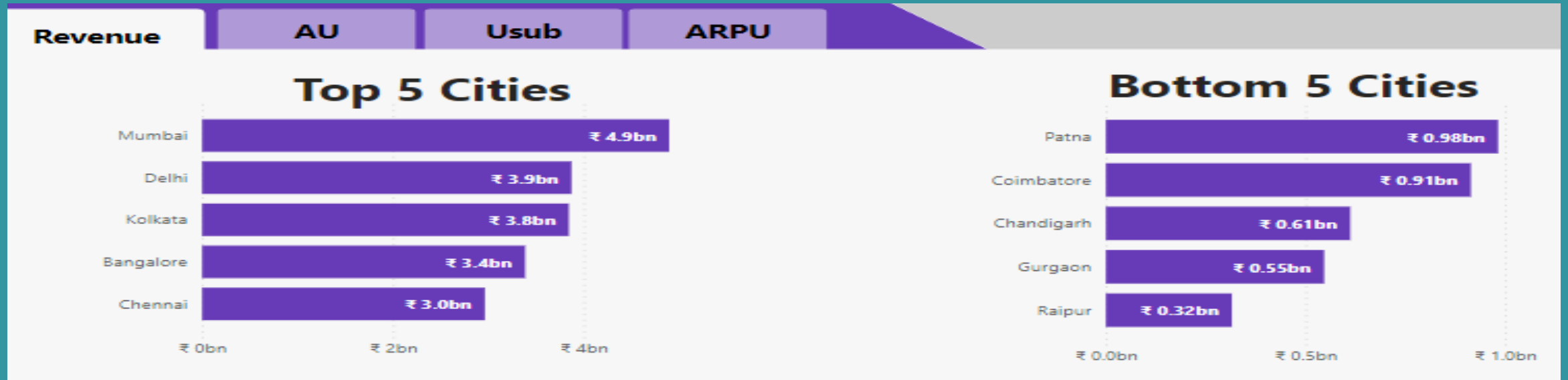


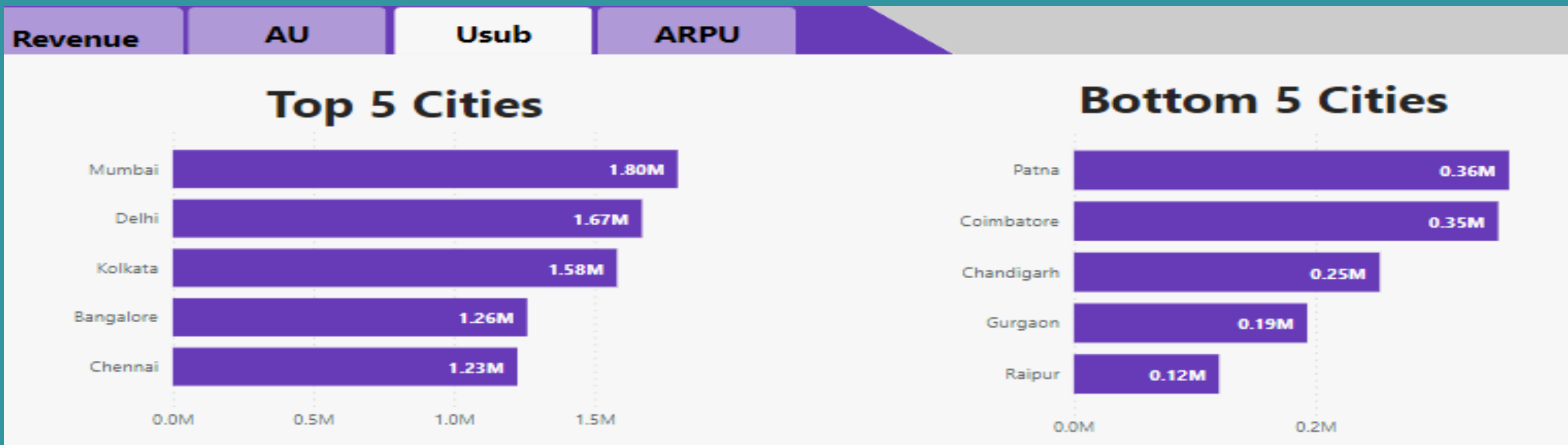
- Wavecon's market share significantly varied, resulting in a major drop at end of September to 17.84%.
- This is the lowest wavecon have achieved since the 5G services were introduced.
- The 2% drop in market share in September and the competitors increased market share shows Wavecon needs some urgent measures to be in competition.

# Remedy for Market Share

- The most important is gathering feedback from customers to understand their concern and preferences
- Customer retention strategies like enhanced customer experience, personalize communication and loyalty programs.
- A pricing strategy like innovating pricing model reviewing the exiting plans and making modifications according to the current market demand.
- Target marketing, promotions, product expansion and tech upgrades are some other measures.

# Top & Bottom 5 city







# Final recommendations

1. Comprehensive bundled offers: To sweeten the deal, create enticing bundles by coupling renewal plans with cost-effective data boosters, providing additional value to ongoing subscriptions.
2. Customer service enhancement: Invest in responsive and efficient customer support and gather the customer feedback to make data driven decisions.
3. Pricing & plans: introduce alternative promotion and packages to retain and attract customers
4. Retention program: develop a loyalty programs to rewarded long-term customers.
5. Marketing and Branding: create an effective marketing campaign to highlight the strengths and attract new customers.

**Thank You**