Impact Analysis of 5G Launch On

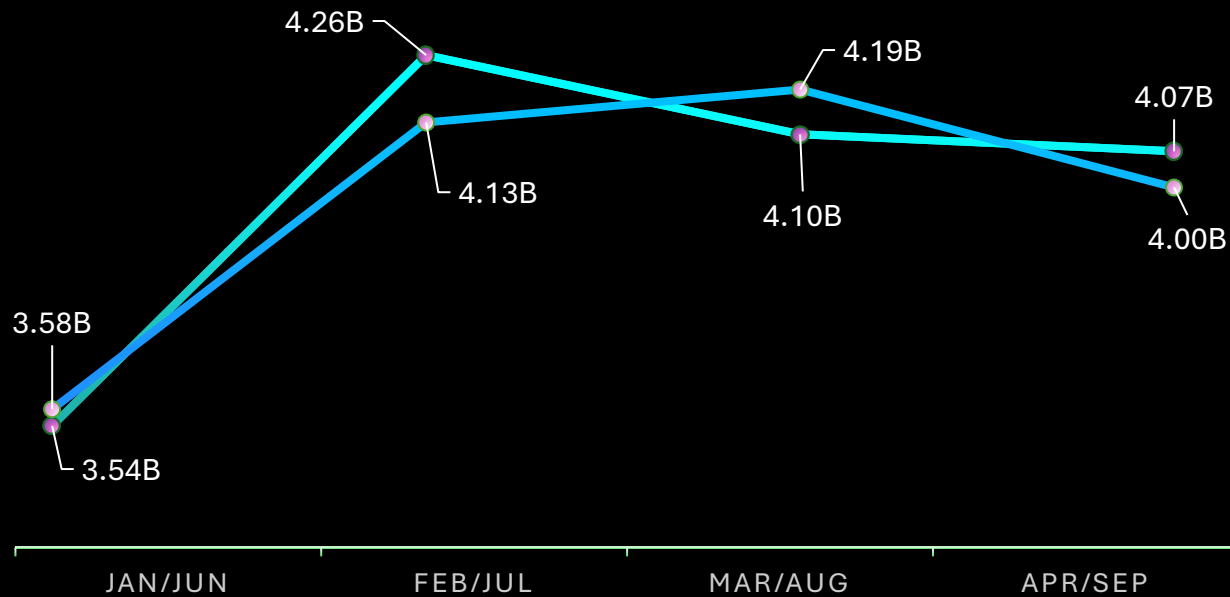# Telecom Industry

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Objectives Of This Analysis

o Evaluate the impact of the 5G launch on user and revenue trends

o Identify underperforming and top-performing plans

o Understand regional performance shifts (city-wise)

o Analyze user churn behavior and ARPU movement

o Provide actionable strategy recommendations

Impact of 5G On Revenue

Revenue

Revenue	ARPU	TAU	TUsU
₹ 4.0bn MA	₹ 16.0bn Before 5G	₹ 15.9bn After 5G	-0.50% Chg%

Before 5G

After 5G

REVENUE TREND

- 3.58B
- 3.54B
- 4.26B
- 4.13B
- 4.19B
- 4.10B
- 4.07B
- 4.00B

JAN/JUN   FEB/JUL   MAR/AUG   APR/SEP

Key Insights

➢ **Revenue dropped marginally by 0.50% post 5G**

➢ **No major month-over-month fluctuations observed**

Plan Performance Pre & Post 5G

plan	plan_description	Before_5g	After_5g	Total_Revenue
p1	Smart Recharge Pack (2 GB / Day Combo For 3 months)	181	239	420
p2	Super Saviour Pack (1.5 GB / Day Combo For 56 days)	149	149	298
p3	Elite saver Pack (1 GB/ Day) Valid: 28 Days	132	130	262
p4	Mini Data Saver Pack (500 MB/ Day) Valid: 20 Days	108	88	195
p5	Rs. 99 Full Talktime Combo Pack	100	65	166
p6	Xstream Mobile Data Pack: 15GB Data | 28 days	75	49	124
p7	25 GB Combo 3G / 4G Data Pack	58	16	74
p8	Daily Saviour (1 GB / Day) validity: 1 Day	43	NA	43
p9	Combo TopUp: 14.95 Talktime and 300 MB data	23	NA	23
p10	Big Combo Pack (6 GB / Day) validity: 3 Days	13	NA	13
p11	Ultra Fast Mega Pack (3GB / Day Combo For 80 days)	NA	186	186
p12	Ultra Duo Data Pack (1.8GB / Day Combo For 55 days)	NA	116	116
p13	Mini Ultra Saver Pack (750 MB/Day for 28 Days)	NA	31	31

72% — Plan 7 revenue dropped by 72%

35% — Plan 5 & 6 revenue dropped by 35%

40% — Plan 1 & 11 alone Contributed 40% of total Revenue post 5G

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		**Discontinued Plans**		
p10	₹ 23M	₹ 37M	₹ 34M	₹ 38M				
p11					₹ 414M	₹ 486M	₹ 478M	₹ 482M
p12	**New Plans**				₹ 255M	₹ 300M	₹ 306M	₹ 300M
p13					₹ 72M	₹ 82M	₹ 82M	₹ 79M

Post 5G Plans P8, P9 & P10 were discontinued (low validity, limited data)

On the other hand the new plans (P11 - P13) post 5G are outperforming the old Plans
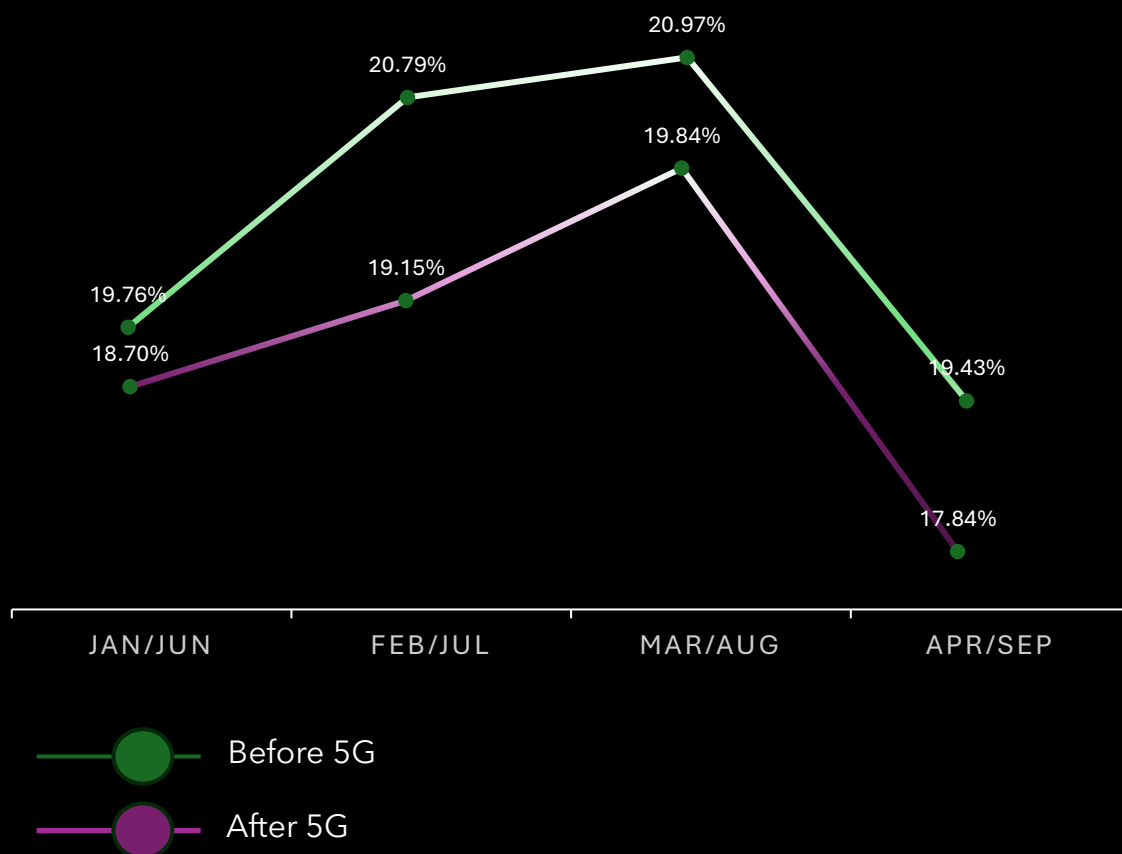
Understanding the Gaps in KPI % Changes

Why Percentages Alone Can Mislead

1
- ➤ ⚠️ **% Change can mislead** when base value is small
- ➤ E.g., Lucknow showed **+77% churn**, but actual user loss was ~130K only, which is compensated by +2% (~90K) increase in **TAU**

2
- ➤ 📊 **Revenue % change (~0.5%)** is small, but **market share fell ~5%**
- ➤ Implies that **relative performance** matters more than just revenue figures

3
- ➤ 📌 **TAU dropped by ~7M**, but **TUsU increased by only ~1.4M**
- ➤ This gap suggests **dormant users** or temporary inactivity

4
- ➤ 🧠 **Users switching silently** or staying inactive (without unsubscribing) are **not captured** in current visuals

5
- ➤ ✅ Real-world behavior like *maintaining secondary SIMs* without usage may cause this **invisible churn effect**

City Name	Revenue_chg%	TAU Chg%	ARPU_chg%	Unsub_users_chg%
Lucknow	▲ 1.82%	▲ 2.65%	⬆️ 8.00%	⬆️ 77.91%
Gurgaon	▲ 1.51%	▼ -13.09%	⬆️ 16.89%	⬆️ 12.09%
Patna	▲ 1.48%	▼ -16.11%	⬆️ 20.26%	⬆️ 10.53%
Raipur	▲ 1.15%	▼ -16.67%	⬆️ 22.25%	⬆️ 10.53%
Jaipur	▲ 0.98%	▼ -5.53%	⬆️ 7.31%	⬆️ 52.47%
Bangalore	▲ 0.75%	▼ -13.94%	⬆️ 19.60%	⬆️ 20.67%
Pune	▲ 0.37%	▲ 18.06%	⬇️ -12.88%	⬆️ 55.30%
Mumbai	▲ 0.31%	▼ -14.35%	⬆️ 17.41%	⬇️ -12.63%
Coimbatore	▲ 0.11%	▼ -9.28%	⬆️ 8.25%	⬆️ 26.45%
Kolkata	▼ -0.37%	▼ -4.75%	⬆️ 5.03%	⬆️ 27.85%
Chandigarh	▼ -0.55%	▼ -4.99%	⬆️ 10.00%	⬆️ 45.63%
Hyderabad	▼ -1.29%	▼ -7.48%	⬆️ 10.56%	⬆️ 38.08%
Ahmedabad	▼ -2.02%	▼ -18.93%	⬆️ 21.84%	⬆️ 16.27%
Chennai	▼ -2.59%	▲ 0.35%	⬇️ -2.59%	⬆️ 36.94%
Delhi	▼ -2.83%	▼ -17.63%	⬆️ 18.18%	⬆️ 16.62%
Total	**-0.50%**	**-8.28%**	**11.05%**	**23.50%**

Actionable Strategy Based on Post 5G Insights

🔧 Plans & Pricing

✅ **Retain and Promote Plans P1 & P11**
→ Consistently high revenue post-5G; ideal for core user base.

⚠️ **Redesign or Discontinue Plans P5–P7**
→ Sharp revenue decline (up to 72% in P7); no clear recovery post-5G.

⚠️ 💡 **Introduce a Mid-Tier Plan**
→ Bridging gap between low-value and premium (P2 ↔ P11) could reduce churn.

🌍 City-Level Actions

🔍 **Focus retention strategies on Ahmedabad & Chennai**
→ High churn + low ARPU → Targeted campaigns needed.

📈 **Invest in Delhi & Mumbai**
→ Strong ARPU growth + churn control → ready for premium upselling.

📊 **Review short-term spike cities like Pune**
→ Monitor sustainability of growth and consider ARPU correction.

👥 User Engagement

🚨 **Track Dormant Users Separately from Churners**
→ Big TAU drop ≠ pure churn. Identify reactivation opportunities.

🔄 **Introduce Plan Migration Support**
→ Prevent user exit by encouraging smart switching instead of leaving.

📈 **Enhance Reporting KPIs**
→ Track: New Joins, Reactivated Users, Dormant Base – to capture real movement.

Final Takeaways

The 5G Launch: Mixed Impact

- ❑ Revenue stability masks deeper threats**: user loss (-7M TAU) & market share erosion (-5.8%)**
- ❑ Revive mid-tier plans, target dormant users in tier 1 cities like Ahmedabad/Chennai

KPI Patterns & Behavior

- ❑ % changes alone can mislead — **context from absolute values is crucial**
- ❑ High churn in some cities (like Lucknow) is exaggerated by **small base effect**
- ❑ **Dormant users**, **silent switchers**, and **non-subscribed inactivity** are gaps in current visuals

CODE BASICS

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