

Wavecon Telecom Analysis

Impact of 5G launch – Insight and Revenue Analysis



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About Wavecon

- Wavecon is a leading telecom provider in India, known for its innovative solutions and strong focus on customer satisfaction. The company offers a variety of plans, ranging from budget-friendly options to premium packages with high-speed data and exclusive features.
- On **June 1, 2022**, Wavecon launched its **5G services**, providing customers with faster and more reliable internet connectivity. Despite challenges in the dynamic telecom industry, the company continues to adapt and grow.

Objective

We built an interactive dashboard to assess Wavecon's performance after the 5G rollout. The analysis highlights key insights on revenue impact, plan performance, and provides strategic recommendations for future growth.

Business Questions

- Revenue impact of the 5G launch.
- Under-performing KPIs after 5G launch.
- High-performing and low-performing plans post 5G rollout.
- Plans impacted by the 5G rollout.
- Plans discontinued post 5G rollout and the reasons behind them

1) What is the impact of 5G launch on our revenue?



City Name	Total Revenue	Before_5G	After_5G	Chg%
Lucknow	₹ 660M	₹ 648M	₹ 660M	1.82%
Gurgaon	₹ 275M	₹ 271M	₹ 275M	1.51%
Patna	₹ 495M	₹ 487M	₹ 495M	1.48%
Raipur	₹ 159M	₹ 157M	₹ 159M	1.15%
Jaipur	₹ 708M	₹ 701M	₹ 708M	0.98%
Bangalore	₹ 1,699M	₹ 1,687M	₹ 1,699M	0.75%
Pune	₹ 1,301M	₹ 1,296M	₹ 1,301M	0.37%
Mumbai	₹ 2,452M	₹ 2,444M	₹ 2,452M	0.31%
Coimbatore	₹ 457M	₹ 457M	₹ 457M	0.11%
Kolkata	₹ 1,918M	₹ 1,926M	₹ 1,918M	-0.37%
Chandigarh	₹ 305M	₹ 307M	₹ 305M	-0.55%
Hyderabad	₹ 1,171M	₹ 1,186M	₹ 1,171M	-1.29%
Ahmedabad	₹ 926M	₹ 945M	₹ 926M	-2.02%
Chennai	₹ 1,462M	₹ 1,501M	₹ 1,462M	-2.59%
Delhi	₹ 1,908M	₹ 1,964M	₹ 1,908M	-2.83%
Total	₹ 15,897M	₹ 15,977M	₹ 15,897M	-0.50%

Insights:

- Following the 5G rollout, revenue trends remained relatively steady, reflecting only a slight decline of **0.5%**.
- This marginal drop points to initial hurdles in customer adoption. To overcome this, Wavecon should focus on improving customer support, refining its pricing strategy, and expanding efforts in fast-growing urban markets.
- Lucknow** registered the strongest positive shift, achieving a revenue increase of **1.82%**.
- On the other hand, **Delhi** experienced the most significant setback, with revenue falling by **2.83%**.

Impact on revenue before 5G launch:



After 5G launch:



Insights:

- In both the pre- and post-5G periods, **Mumbai** consistently generated the highest revenue, while **Raipur** remained at the lowest end.
- After the 5G rollout, **Delhi** experienced a modest decline in revenue.

2) Which KPI is under-performing after the 5G launch?

KPIs before 5G:



KPIs after 5G:



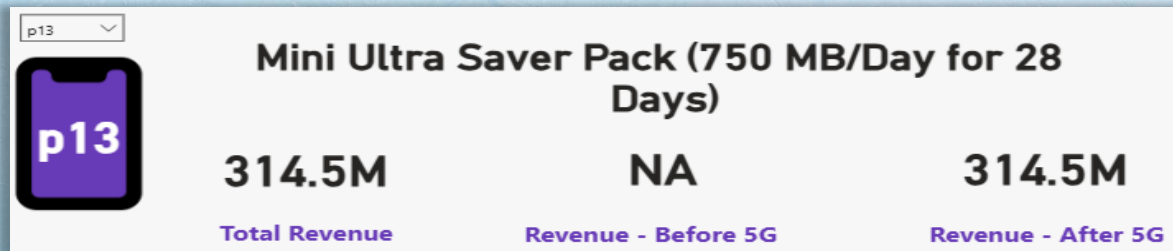
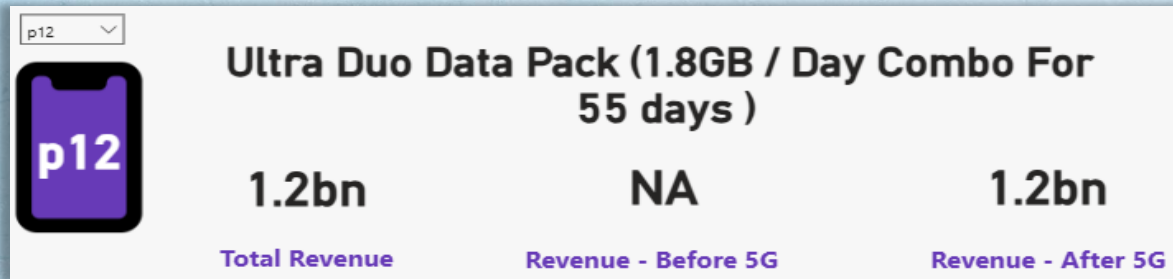
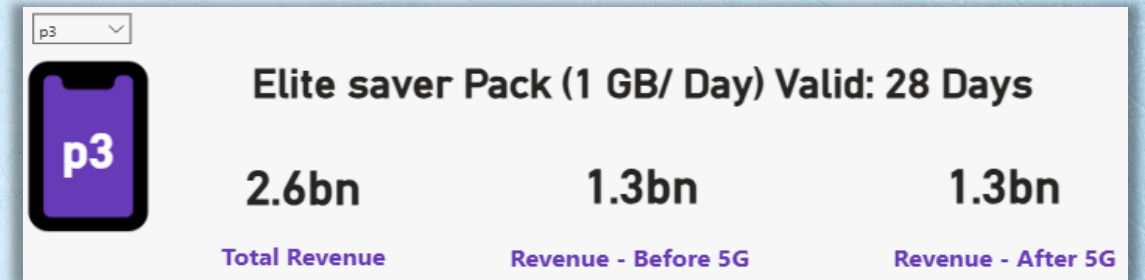
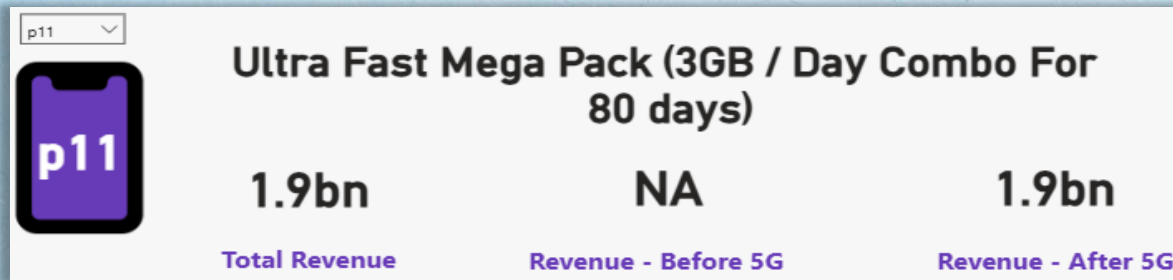
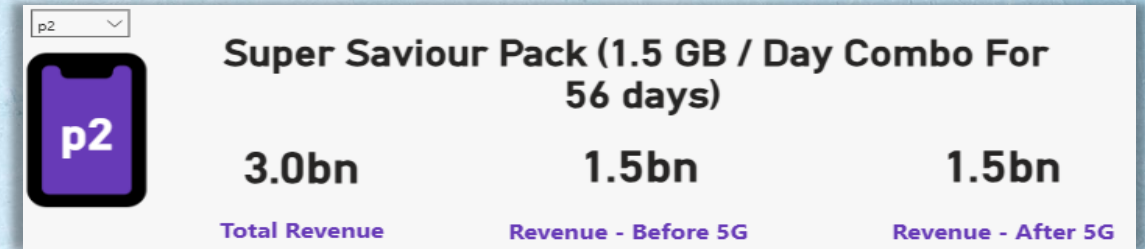
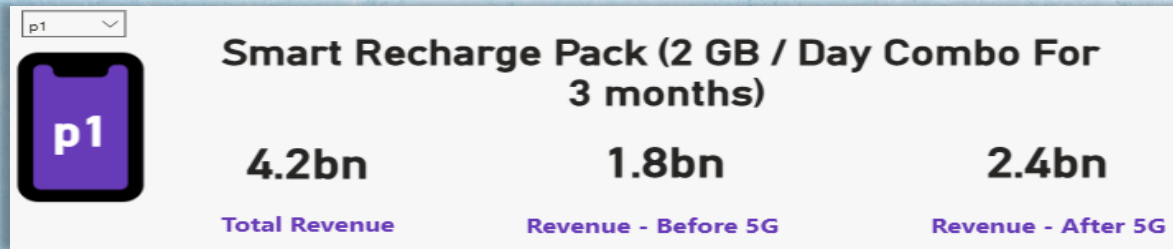
KPI Metric Labels:

- ❖ ARPU – Average Revenue Per User
- ❖ TAU – Total Active Users
- ❖ TUsU – Total Unsubscribed Users

Under-performing KPIs:

- Total Revenue: Dropped slightly from ₹16 billion to ₹15.9 billion.
- Total Active Users (TAU): Declined from 84.4 million to 77.4 million.
- Total Unsubscribed Users (TUsU): Increased from 5.6 million to 7.0 million.

3) Plans performing well in terms of revenue after 5G rollout



New 5G Plans (p11, p12, p13):


Within just three months, these plans have driven notable monthly revenue growth.

Existing Plans (p1–p3) Post 5G:

p1 recorded a major jump after 5G, generating **2.4 billion** in revenue compared to its earlier performance. **p2 and p3** sustained strong and consistent results both before and after the rollout.

Plans not performing well in terms of revenue after 5G launch


p4



Mini Data Saver Pack (500 MB/ Day) Valid: 20 Days

2.0bn	1.1bn	876.8M
Total Revenue	Revenue - Before 5G	Revenue - After 5G


p9



Combo TopUp: 14.95 Talktime and 300 MB data

226.8M	226.8M	NA
Total Revenue	Revenue - Before 5G	Revenue - After 5G


p5



Rs. 99 Full Talktime Combo Pack

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


p10



Big Combo Pack (6 GB / Day) validity: 3 Days

131.1M	131.1M	NA
Total Revenue	Revenue - Before 5G	Revenue - After 5G


p6



Xstream Mobile Data Pack: 15GB Data | 28 days

1.2bn	749.1M	494.6M
Total Revenue	Revenue - Before 5G	Revenue - After 5G

p7



25 GB Combo 3G / 4G Data Pack

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

p8



Daily Saviour (1 GB / Day) validity: 1 Day

434.3M	434.3M	NA
Total Revenue	Revenue - Before 5G	Revenue - After 5G

Key Observations:

Old Plans (p4–p10) Post 5G:

Plans p4–p7 saw a clear revenue drop after 5G, likely due to outdated features, weak pricing, or stronger 5G alternatives.

Plans p8–p10 were discontinued, mainly because of changing customer demand and the arrival of superior 5G plans with better value.

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

Before 5G launch

plan	January	February	March	April
p1	₹ 396M	₹ 503M	₹ 466M	₹ 448M
p2	₹ 326M	₹ 409M	₹ 386M	₹ 368M
p3	₹ 296M	₹ 349M	₹ 353M	₹ 321M
p4	₹ 243M	₹ 280M	₹ 274M	₹ 278M
p5	₹ 216M	₹ 285M	₹ 258M	₹ 246M
p6	₹ 167M	₹ 197M	₹ 199M	₹ 187M
p7	₹ 123M	₹ 158M	₹ 156M	₹ 146M
p8	₹ 94M	₹ 120M	₹ 111M	₹ 110M
p9	₹ 52M	₹ 59M	₹ 57M	₹ 58M
p10	₹ 23M	₹ 37M	₹ 34M	₹ 38M

After 5G launch

plan	June	July	August	September
p1	₹ 536M	₹ 628M	₹ 620M	₹ 603M
p2	₹ 340M	₹ 388M	₹ 392M	₹ 368M
p3	₹ 304M	₹ 341M	₹ 335M	₹ 317M
p4	₹ 200M	₹ 237M	₹ 229M	₹ 212M
p5	₹ 144M	₹ 172M	₹ 179M	₹ 157M
p6	₹ 109M	₹ 135M	₹ 126M	₹ 125M
p7	₹ 33M	₹ 35M	₹ 45M	₹ 43M
p11	₹ 414M	₹ 486M	₹ 478M	₹ 482M
p12	₹ 255M	₹ 300M	₹ 306M	₹ 300M
p13	₹ 72M	₹ 82M	₹ 82M	₹ 79M

Key Observations:

Plans recommended for continuation:

Plan P1, Plan P11, and Plan P12 are performing well, generating solid revenue and aligning strongly with market demand.

Plans recommended for discontinuation:

Plan P5, Plan P6, and Plan P7 have shown sharp revenue declines, indicating weak performance and poor customer acceptance.

Plans recommended for re-assessment:

Plan P4 and Plan P13 show mixed outcomes and may require strategic adjustments or further evaluation to decide their future potential.

p7



25 GB Combo 3G / 4G Data Pack

738.0M

Total Revenue

582.4M


Revenue - Before 5G

155.6M


Revenue - After 5G

Among all plans, Plan P7 recorded the weakest revenue performance.


5) Is there any plan that is discontinued after the 5G launch? What is the reason for it?

p8	Daily Saviour (1 GB / Day) validity: 1 Day		
	434.3M	434.3M	NA
	Total Revenue	Revenue - Before 5G	Revenue - After 5G

Plan P8 may have been withdrawn due to its limited one-day validity and poor revenue performance, showing it did not align well with customer requirements.

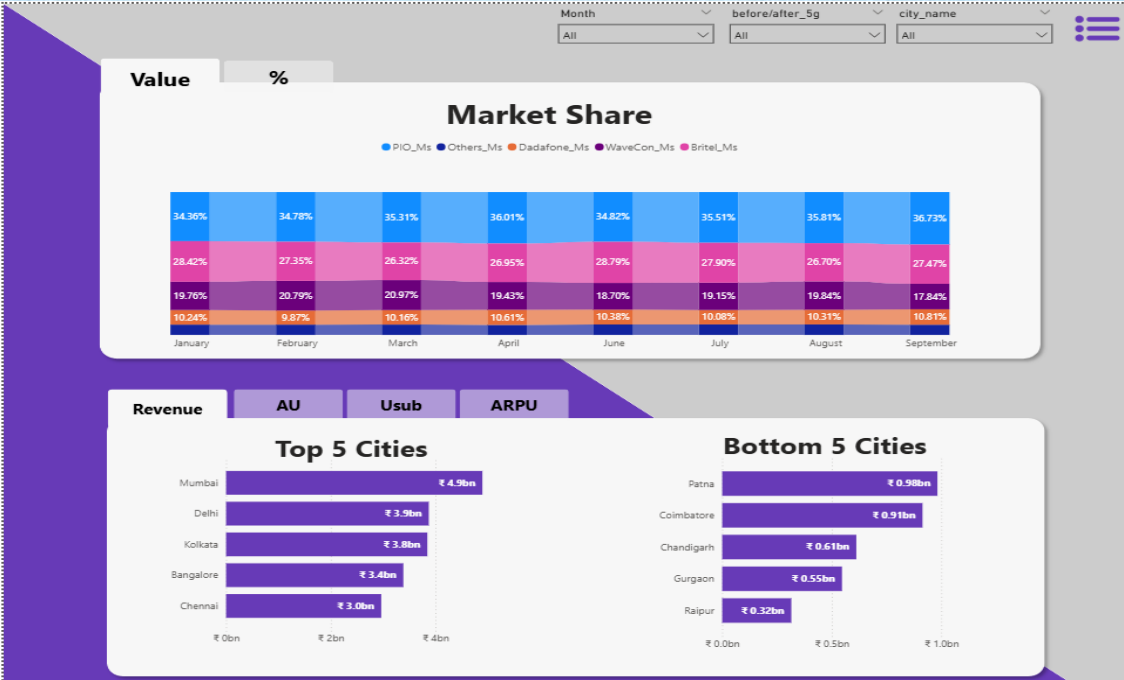
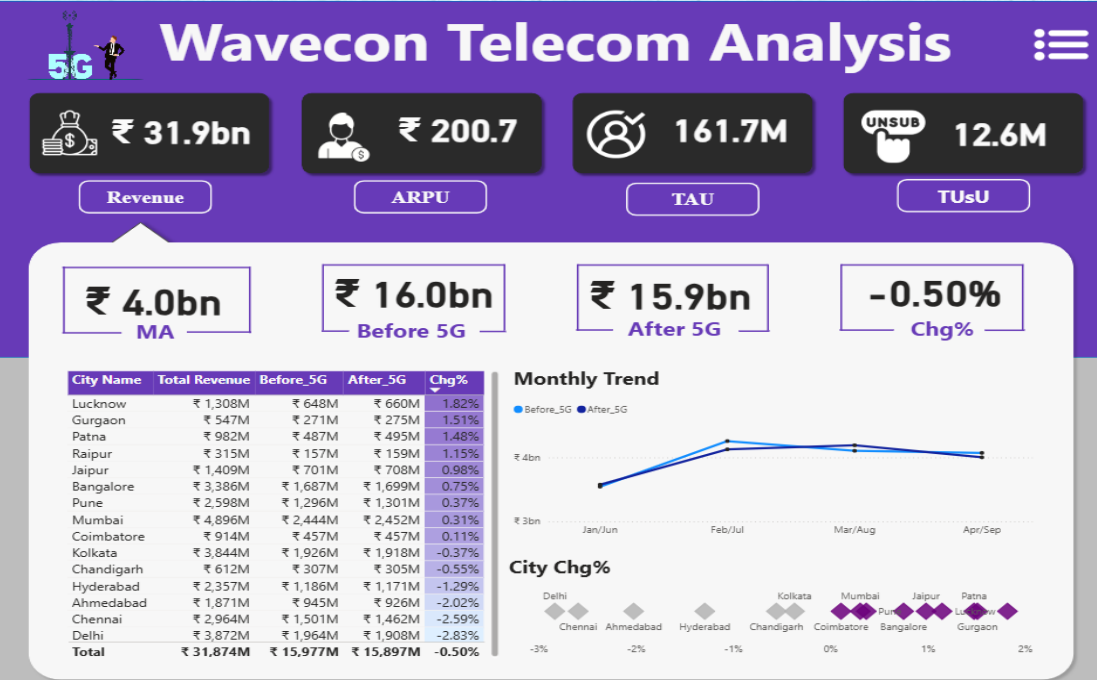
p9	Combo TopUp: 14.95 Talktime and 300 MB data		
	226.8M	226.8M	NA
	Total Revenue	Revenue - Before 5G	Revenue - After 5G

The plan likely became less appealing in the 5G era, as customers now demand larger data allowances, making its restricted offering unattractive.

p10	Big Combo Pack (6 GB / Day) validity: 3 Days		
	131.1M	131.1M	NA
	Total Revenue	Revenue - Before 5G	Revenue - After 5G

Unlike Plan P8, the issue with Plan P10 was its imbalanced structure—offering very high daily data (6 GB) but with only a 3-day validity. This likely made it less practical for regular users, leading to low adoption and eventual discontinuation.

Dashboard overview:



Revenue

AU

Usub

ARPU

Top 5 Cities

Mumbai

₹ 4.5bn

Delhi

₹ 3.9bn

Kolkata

₹ 3.8bn

Bangalore

₹ 3.4bn

Chennai

₹ 3.0bn

₹ 0bn

₹ 2bn

₹ 4bn

Bottom 5 Cities

Patna

₹ 0.98bn

Coimbatore

₹ 0.91bn

Chandigarh

₹ 0.61bn

Gurgaon

₹ 0.55bn

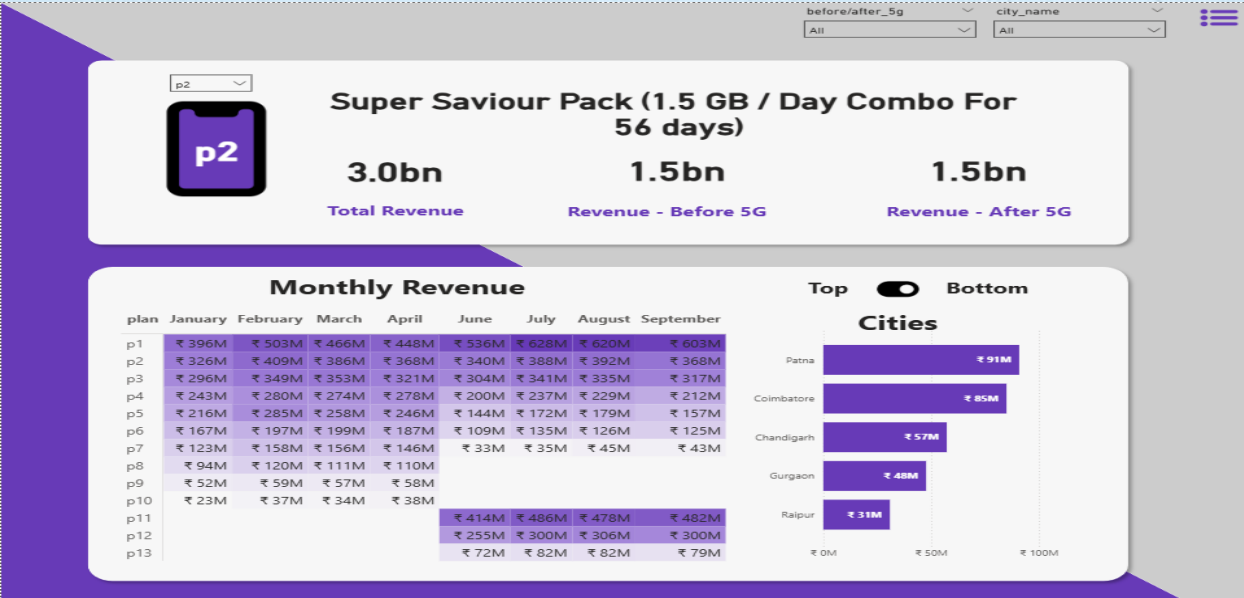
Raipur

₹ 0.32bn

₹ 0.0bn

₹ 0.5bn

₹ 1.0bn



Recommendations:

Enhance Network Performance:

Focus on boosting 5G speed and stability, while introducing compatible devices and services to align with customer expectations.

Improve Customer Support:

Deliver quick and efficient assistance, resolve issues without delay, and gather regular feedback to enhance overall service quality.

Provide Transparent and Affordable Pricing:

Launch straightforward, cost-effective plans with clear terms to draw in new customers and maintain loyalty among existing users.

Flexible Data Rollover and Sharing Options:

Introduce features like unused data rollover or family-sharing plans to add customer value and reduce churn.

Leverage Analytics and AI

Use customer data insights and predictive analytics to optimize plans, personalize offers, and anticipate market shifts.

Resources Utilized:

- ❖ Image source by Google.
- ❖ Background by [freepik](#)



Thank you