



5G

WAVECON TELECOM ANALYSIS

Presented by
Sanjay Polamarasetti

ABOUT

WAVECON TELECOM

- Wavecon Telecom primarily operated in the Indian telecommunications market, specializing in providing broadband internet services to both residential and enterprise customers.
- Wavecon has recently launched new 5G services, reaffirming its commitment to cutting-edge technology. However, the company continues to navigate both challenges and opportunities within the telecom industry.



Key Focus Areas of Analysis

- **Revenue Impact Analysis** – Comparing revenue before and after the 5G launch.
- **KPI Performance Evaluation** – Identifying underperforming and high-impact KPIs.
- **Plan Performance Assessment** – Analyzing the performance of Wavecon's 10 plans.
- **Impact of 5G Launch** – Identifying plans that benefited or were adversely affected.
- **Strategic Insights & Recommendations** – Highlighting key takeaways and next steps.

CHALLENGE STATEMENT



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

Next -->

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

City Name	Total Revenue	Before_5G	After_5G	Chg%
Lucknow	₹ 1,308M	₹ 648M	₹ 660M	1.82%
Gurgaon	₹ 547M	₹ 271M	₹ 275M	1.51%
Patna	₹ 982M	₹ 487M	₹ 495M	1.48%
Raipur	₹ 315M	₹ 157M	₹ 159M	1.15%
Jaipur	₹ 1,409M	₹ 701M	₹ 708M	0.98%
Bangalore	₹ 3,386M	₹ 1,687M	₹ 1,699M	0.75%
Pune	₹ 2,598M	₹ 1,296M	₹ 1,301M	0.37%
Mumbai	₹ 4,896M	₹ 2,444M	₹ 2,452M	0.31%
Coimbatore	₹ 914M	₹ 457M	₹ 457M	0.11%
Kolkata	₹ 3,844M	₹ 1,926M	₹ 1,918M	-0.37%
Chandigarh	₹ 612M	₹ 307M	₹ 305M	-0.55%
Hyderabad	₹ 2,357M	₹ 1,186M	₹ 1,171M	-1.29%
Ahmedabad	₹ 1,871M	₹ 945M	₹ 926M	-2.02%
Chennai	₹ 2,964M	₹ 1,501M	₹ 1,462M	-2.59%
Delhi	₹ 3,872M	₹ 1,964M	₹ 1,908M	-2.83%
Total	₹ 31,874M	₹ 15,977M	₹ 15,897M	-0.50%

Overall Revenue Decline:

- The total revenue decreased by **0.50%** after the 5G implementation.

Cities with the Highest Revenue Drop:

- Delhi (-2.83%)**
- Chennai (-2.58%)**
- Ahmedabad (-2.02%)**

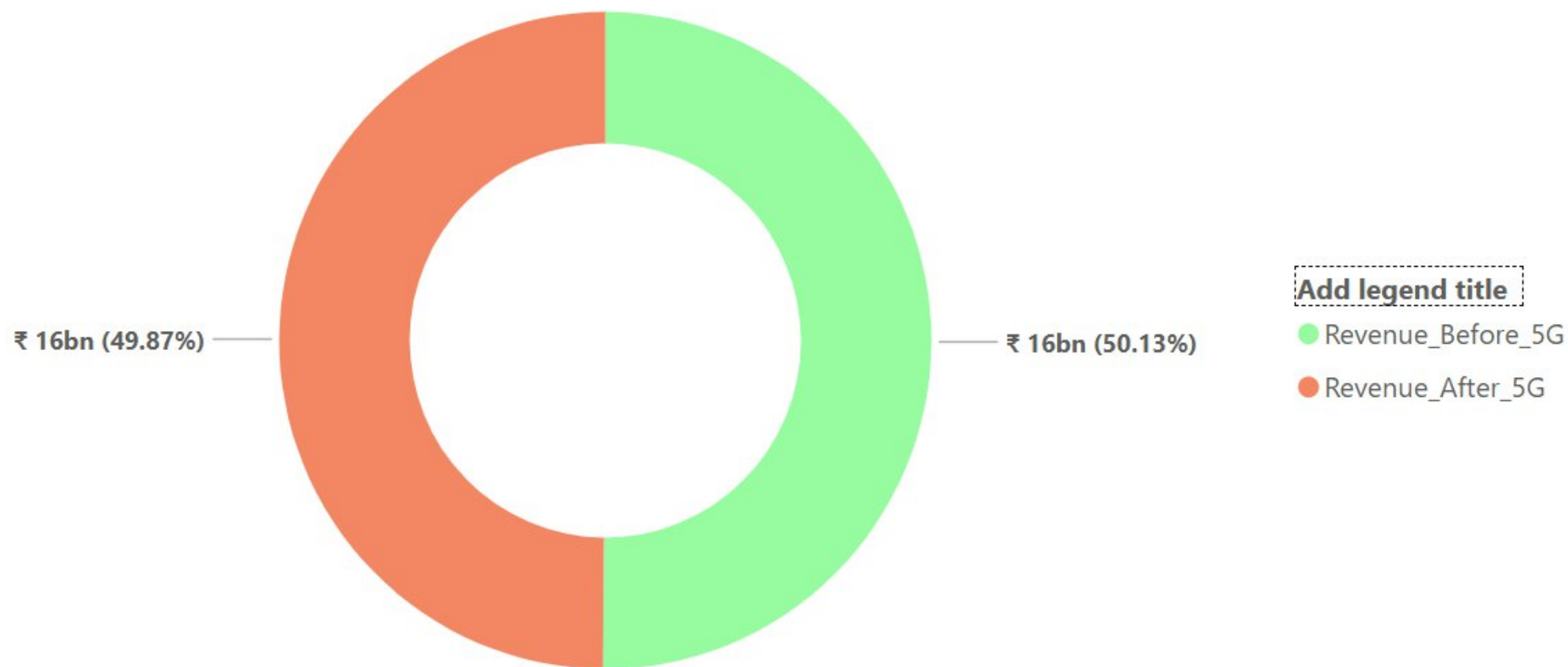
Cities with the Lowest Revenue Impact:

- Coimbatore (0.11%)**
- Mumbai (0.31%)**
- Pune (0.37%)**

Impact of the 5G launch on our revenue?

< Back to report

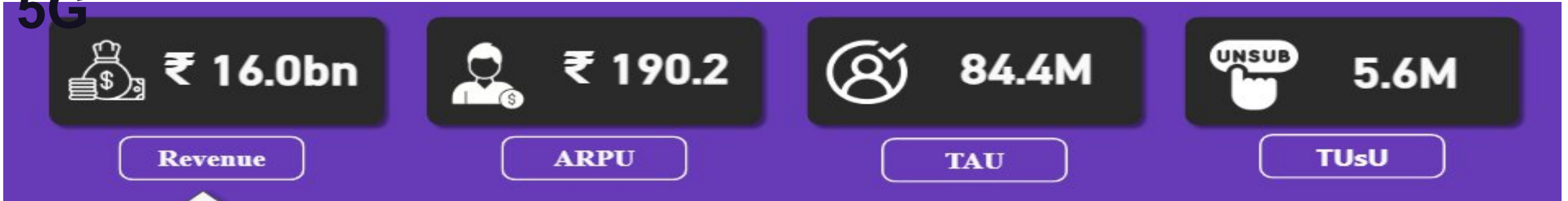
REVENUE_BEFORE_5G AND REVENUE_AFTER_5G



2. Which KPI is underperforming after the 5G

Before

5G

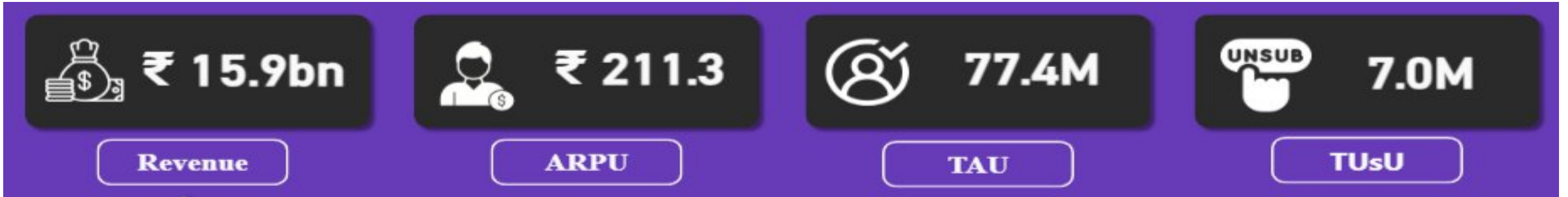


Before 5G Launch – Revenue KPIs

- ✓ **Total Revenue:** ₹16.0 billion – Overall earnings before 5G deployment.
- ✓ **ARPU (Average Revenue Per User):** ₹190.2 – Revenue generated per user.
- ✓ **TAU (Total Active Users):** 84.4 million – Total number of active subscribers.
- ✓ **TUsU (Total Unsubscribers):** 5.6 million – Users who opted out of services.

Underperforming KPI after the 5G launch?

After 5G



After 5G Launch – Revenue KPIs

- ✓ **Total Revenue:** ₹15.9 billion – Slight decline post-5G implementation.
- ✓ **ARPU (Average Revenue Per User):** ₹211.3 – Increase in revenue per user.
- ✓ **TAU (Total Active Users):** 77.4 million – Decrease in active users.
- ✓ **TUsU (Total Unsubscribers):** 7.0 million – Increase in user churn.

3. After the 5G launch, which plans are performing well in terms of revenue? Which plans are not performing well?

Before 5G

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

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

After the 5G launch, which plans are performing well in terms of revenue? Which plans are not performing well?

Before 5G

- ✓ **Plan Performance Before 5G Launch**
- ✓ **Top-Performing Plans: P1, P2, P3** – Consistently high revenue, indicating strong customer adoption.
- ✓ **Moderate-Performing Plans: P4, P5, P6** – Stable revenue but not among the top earners.
- ✓ **Low-Performing Plans: P7, P8, P9, P10** – Lower revenue, with limited growth potential.

After 5G

- ✓ **Plan Performance After 5G Launch**
- ✓ **Top-Performing Plans: P1, P11, P12** – Highest revenue, showing strong customer retention and demand.
- ✓ **Moderate-Performing Plans: P2, P3, P4** – Stable revenue with minor fluctuations.
- ✓ **Low-Performing Plans: P5, P6, P7, P13** – Lower revenue, indicating weaker adoption post-5G.

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



25 GB Combo 3G / 4G Data Pack

738.0M

Total Revenue

582.4M

Revenue - Before 5G

155.6M

Revenue - After 5G

- ✓ **Plan P7 Performance Analysis**
 - ✓ **Revenue Decline: ₹426.8M (73.3% decrease)**
-
- ✓ **Key Insights:**
 - ✓ **Significant revenue drop post-5G launch, indicating a shift in customer preference or migration to 5G-specific plans.**
 - ✓ **P7 (25GB Combo 3G/4G Data Pack) may require strategic adjustments like pricing, bundling, or marketing to regain users.**

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

- ✓ Plan 8 (p8), Plan 9 (p9), Plan 10 (p10):
- ✓ No revenue recorded after 5G.
- ✓ **Observation:** These plans might be discontinued or replaced


p8



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

434.3M	434.3M	NA
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

p10




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

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

p11, p12, and p13 show strong revenue after 5G.

- ✓ p11, p12, and p13 show strong revenue after 5G.
- ✓ These plans might have been introduced as upgraded versions of older plans.

p11



Ultra Fast Mega Pack (3GB / Day Combo For 80 days)

1.9bn	NA	1.9bn
Total Revenue	Revenue - Before 5G	Revenue - After 5G


p12



Ultra Duo Data Pack (1.8GB / Day Combo For 55 days)

1.2bn	NA	1.2bn
Total Revenue	Revenue - Before 5G	Revenue - After 5G

p13



Mini Ultra Saver Pack (750 MB/Day for 28 Days)

314.5M	NA	314.5M
Total Revenue	Revenue - Before 5G	Revenue - After 5G

Conclusion:

- ✓ **Best-performing plans:** p1, p11, p12 (Strong growth and stability)
- ✓ **Stable plans:** p2, p3, p4 (No major drop, but no strong growth)
- ✓ **Declining plans:** p5, p6, p7, p8, p9, p10 (Revenue loss or discontinued)
- ✓ **Plans p7, p8, p9, and p10** seem to have suffered the most after the 5G launch and could be candidates for discontinuation or revision.
- ✓ **p11, p12, and p13** may offer better speeds, larger data packs, or exclusive 5G benefits.

THANK YOU