

Wavecon Telecom Project

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Agenda

Topics Covered



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About Telecommunication

2

Data Exploration

3

Business Requirements

4

Explaining Visualization

About Telecommunication

What is Telecommunication?

Telecommunication (telecom) services refer to the transmission of information over distances for communication. These services include phone calls, internet access, and broadcasting, using various technologies such as fiber optics, satellites, and mobile networks.

Evolution of Mobile Networks

The mobile network has evolved through several generations, each bringing significant improvements in speed, capacity, and functionality:

- 1G: Analog voice calls.
- 2G: Digital voice calls, text messaging (SMS).
- 3G: Mobile internet access, video calling.
- 4G: High-speed internet, enhanced multimedia, and better connectivity.

Transition from 4G to 5G

- Speed and capacity
- Latency
- Network Capacity
- Reliability & Efficiency



Data Exploration

Dataset Details:

- **Dim Cities** - This table contains the list of city code and name
- **Dim dates** - This table contains the whole date includes before 5G and after 5G.
- **Dim plan** - This gives the plan description.
- **Market Share** - Details about the market share
- **Plan revenue** - Details of plan's revenue
- **Wavecon metrics** - Has active users and count of unsubscribed users.

Data modelling:

Data modeling is a crucial step in the design of a database system. It involves creating a visual representation of the data structures and relationships that will be stored in a database. This process ensures that data is organized in a way that facilitates efficient retrieval, manipulation, and storage.

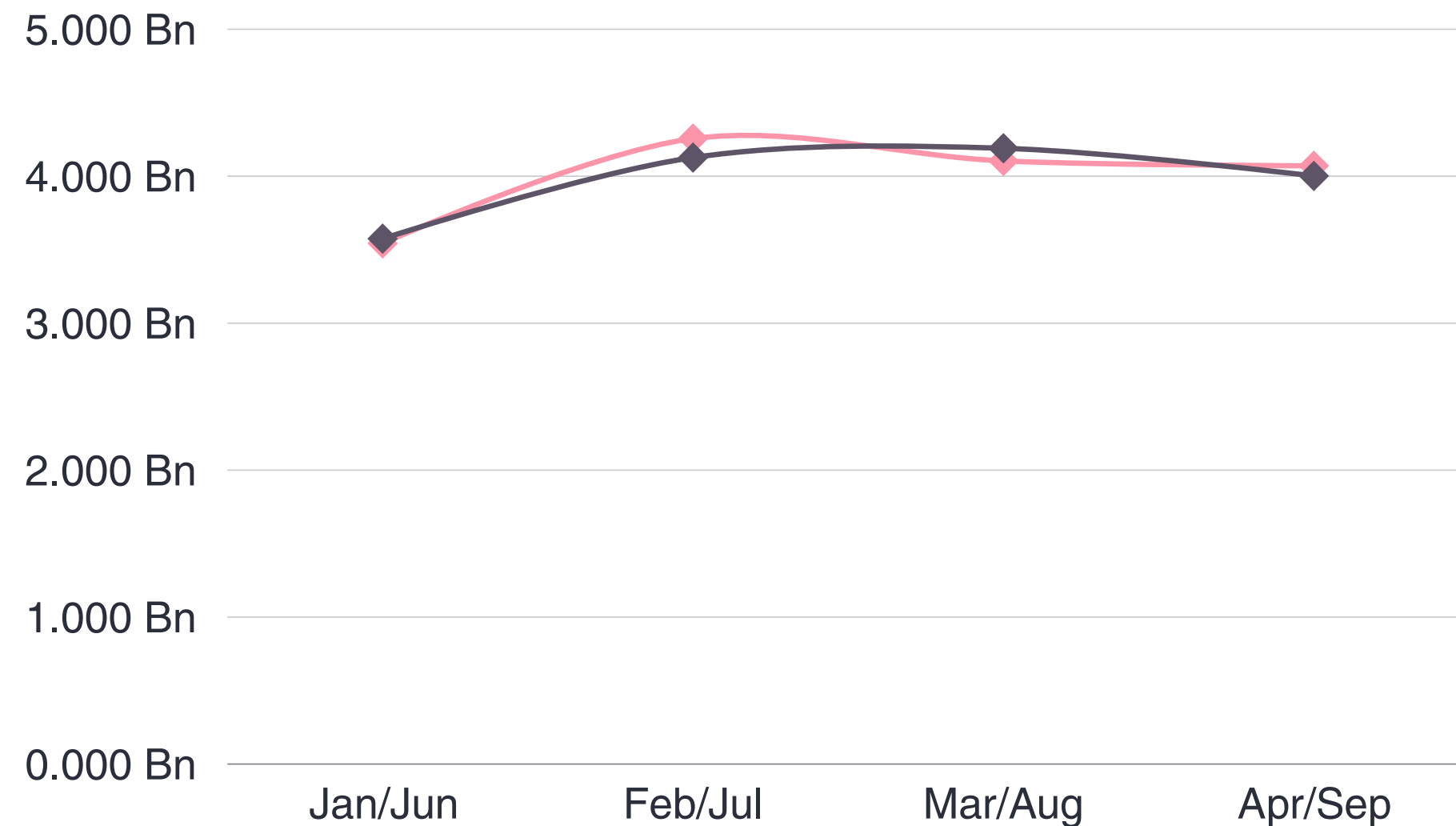


Business Requirements

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 that is discontinued after the 5G launch? What is the reason for it?



Impact of 5G on our revenue



Total Revenue After 5G:

15.89 BILLION

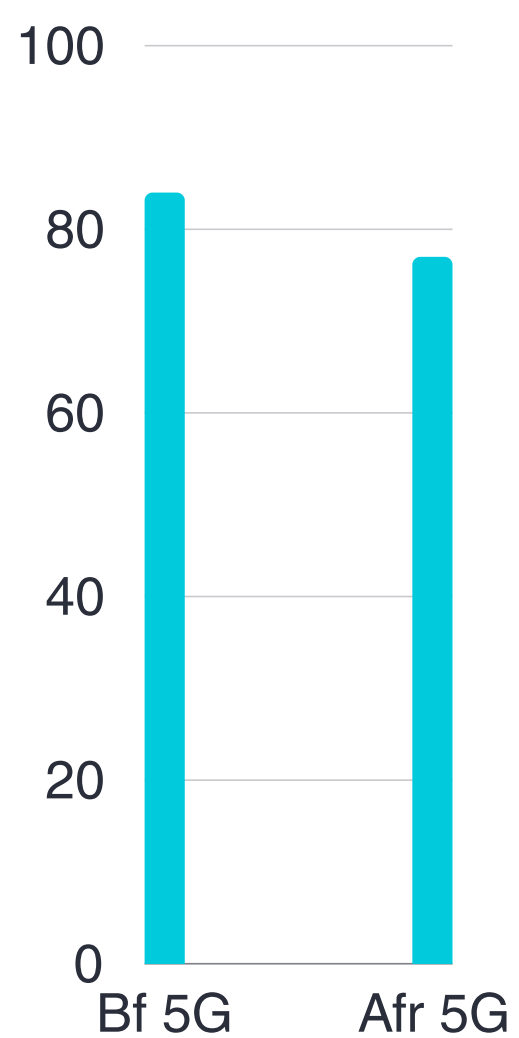
Revenue Difference:

-0.11 BILLION

Revenue Change %:

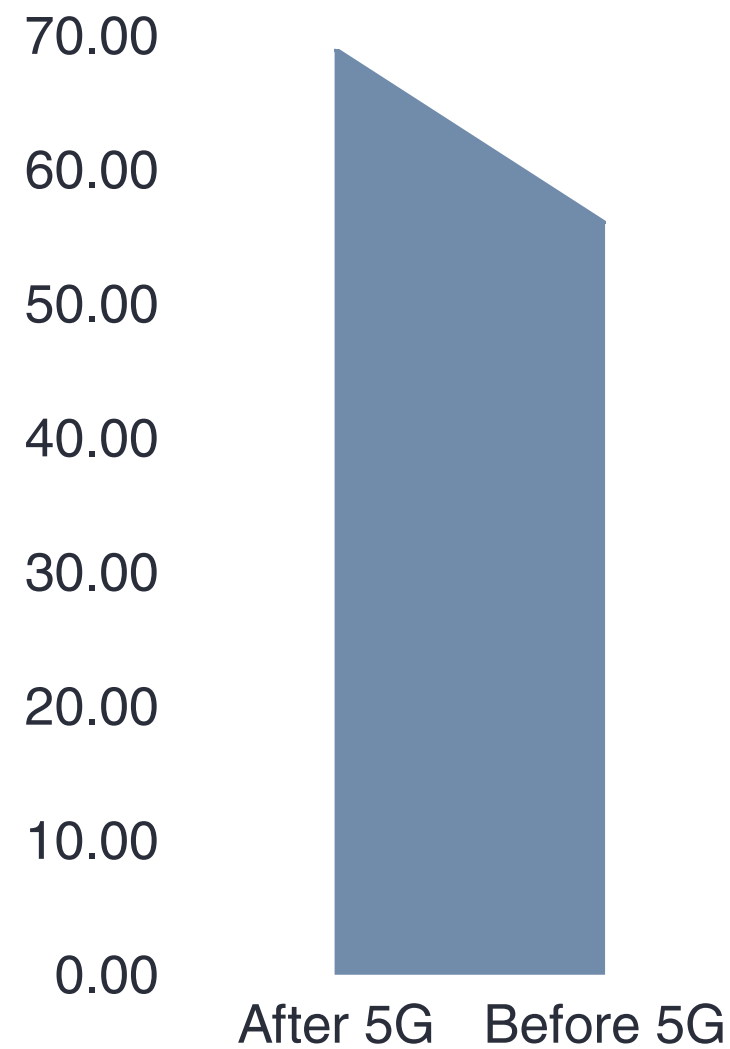
-0.50%

Which KPI is underperforming after the 5G launch?



TaU change %

- 8.28%



Tusu change %



- 19.06%

TaU - Total active users
Tusu - Total unsubscribed users

Total Active Users Diff:
7 M

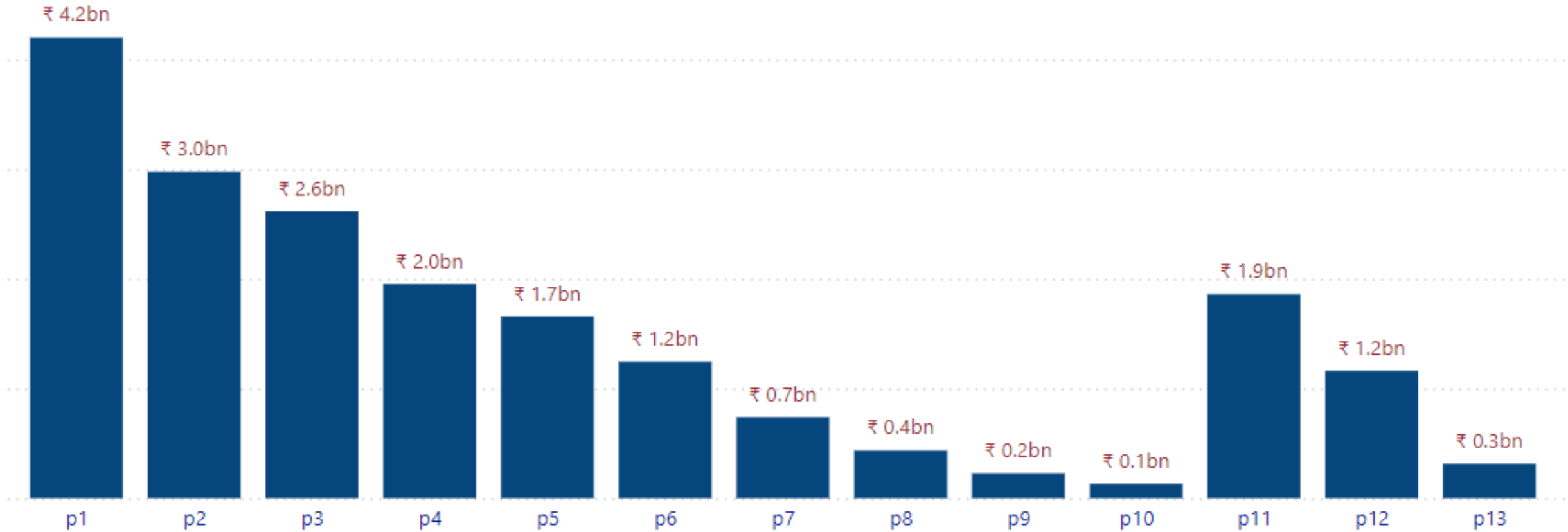
Total Unsubscribed Users Diff:
13 M

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

p1			p10		
					
Smart Recharge Pack (2 GB / Day Combo For 3 months)			Big Combo Pack (6 GB / Day) validity: 3 Days		
4.2bn	1.8bn	2.4bn	131.1M	131.1M	NA
Total Revenue	Revenue - Before 5G	Revenue - After 5G	Total Revenue	Revenue - Before 5G	Revenue - After 5G


Well performing


Poor performing




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



	Rs. 99 Full Talktime Combo Pack		
	1.7bn	1.0bn	651.5M
	Total Revenue	Revenue - Before 5G	Revenue - After 5G

	Xstream Mobile Data Pack: 15GB Data 28 days		
	1.2bn	749.1M	494.6M
	Total Revenue	Revenue - Before 5G	Revenue - After 5G

	25 GB Combo 3G / 4G Data Pack		
	738.0M	582.4M	155.6M
	Total Revenue	Revenue - Before 5G	Revenue - After 5G

Plan 5:

The pack is mainly for Talktime users, so the persons who mostly using net will not recharge this plan. And we dont need to discontinue this because its affect the talktime users.

Plan 6:

The reason for the revenue loss for this plan is the data pack for this plan is not suited for 5G network. We have to increase the data pack and dont need to discontinue this.

Plan 7:

This plan should be discontinue for 5G users. Because the plan itself for 3G/4G users only.

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

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

P8, P9, P10 are cancelled after 5G.

P11, P12 ,P13 are newly added plans after 5G.

Cancelled plans



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

434.3M

Total Revenue

434.3M

Revenue - Before 5G

NA

Revenue - After 5G



Combo TopUp: 14.95 Talktime and 300 MB data

226.8M

Total Revenue

226.8M

Revenue - Before 5G

NA

Revenue - After 5G



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

131.1M

Total Revenue

131.1M

Revenue - Before 5G

NA

Revenue - After 5G

Plan 8:

The pack is cancelled because we know 1GB data pack will not sufficient for 5G users.

Plan 9:

The pack is cancelled because it is mainly for talktime users not for users who needs network

Plan 10:

I don't know why they cancelled it, for me it seems like useful plan. Why I am saying this because per day 6 GB is good for internet using persons. May be the cost of the plan is the reason for cancellation.

Thank you!!