



# Wavecon Telecom Analysis

**Problem Statement:** Wavecon, a prominent Indian telecom provider, introduced 5G plans in MAY 2022, coinciding with industry peers. Despite this move, Wavecon faces many challenges in the fast-changing telecom world. To deal with these challenges, Wavecon wants to use data from its dashboards to create clear plans for action. This presentation's goal is to simplify these insights and help the client understand the telecom industry's main problems and possible solutions.

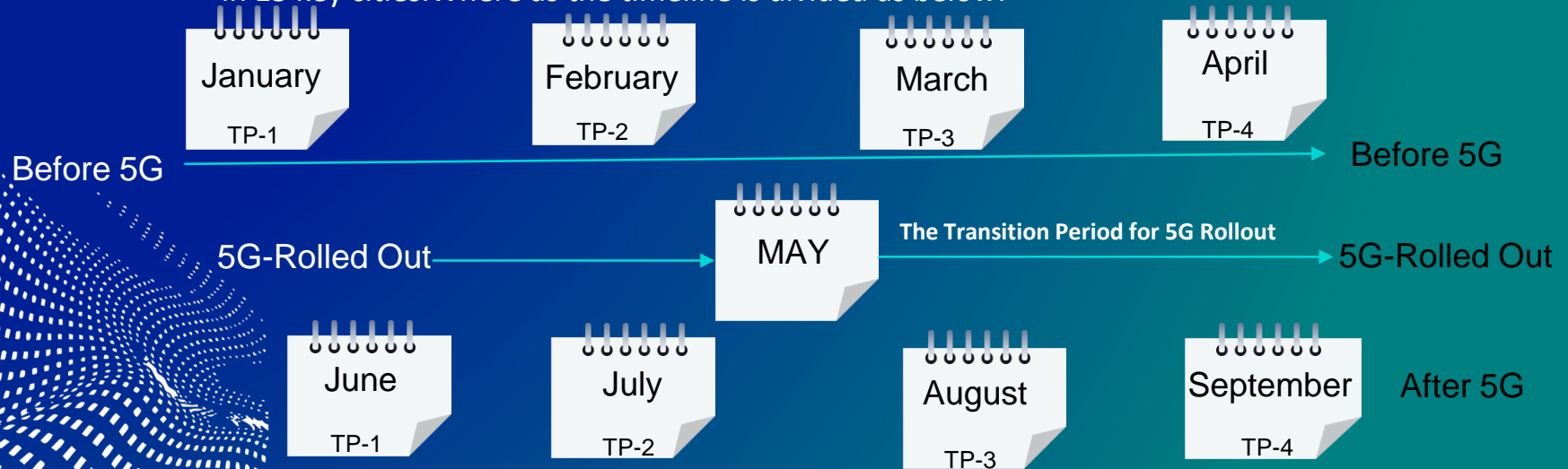


## OBJECTIVE:-

To effectively communicate the insights extracted from the dashboard and provide a comprehensive understanding to our telecom client, Wavecon, regarding the challenges they face in the ever-evolving telecommunications industry.

# Data Overview

- The data that we are using for the analysis is focusing on an 8-month timeline and Atliqo's presence in 15 key cities. Where as the timeline is divided as below:



# INSIGHTS-1

## What is the impact of the 5G launch on revenue?

₹ 31.87bn

Total  
Revenue

₹ 15.98bn

Revenue  
Before 5G

₹ 15.90bn

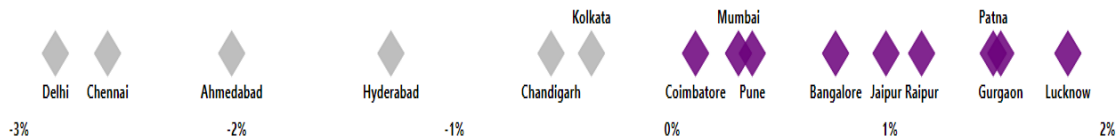
Revenue After  
5G

-0.5%

Chg %



The revenue decreased by 80 Bn, reflecting a 0.50% reduction in revenue after the 5G lunch



**CITY-WISE REVENUE DATA:-**  
The introduction of 5G had a mixed impact on Wavecon's revenue across different cities. Some cities experienced revenue growth, while others saw a decline.

City Name	Chg%
Delhi	-2.83%
Chennai	-2.59%
Ahmedabad	-2.02%
Hyderabad	-1.29%
Chandigarh	-0.55%
Kolkata	-0.37%

City Name	Chg%
Coimbatore	0.11%
Mumbai	0.31%
Pune	0.37%
Bangalore	0.75%
Jaipur	0.98%
Raipur	1.15%
Patna	1.48%
Gurgaon	1.51%
Lucknow	1.82%

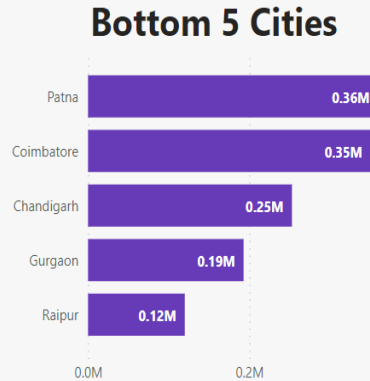
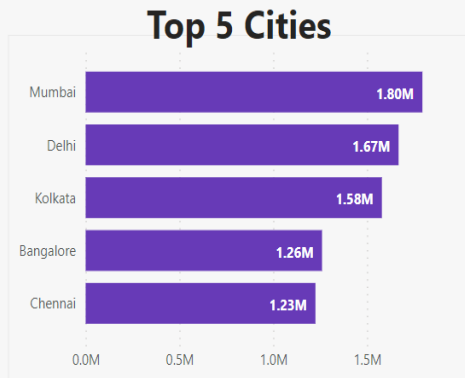
# INSIGHTS-2

## Which KPI is underperforming after the 5G launch?

TUsU=Total Unsubscribed Users



The increase in TUsU from 5.6 million to 7.0 million after the 5G launch indicates that there has been a significant change in customer behavior.



The top 5 cities that generate 60% of the total revenue for Wavecon Telecom are also the top 5 cities with the highest total unsubscribed users. The bottom 5 cities with less no of unsubscribed users can be a potential cities for the company to invest .

# INSIGHTS-3

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

Revenue Plan Breakdown

Plans	Plans description	Total Plan Revenue
p1	Smart Recharge Pack (2 GB / Day Combo For 3 months)	419.9Cr
p2	Super Saviour Pack (1.5 GB / Day Combo For 56 days)	297.5Cr
p3	Elite saver Pack (1 GB/ Day) Valid: 28 Days	261.5Cr
p4	Mini Data Saver Pack (500 MB/ Day) Valid: 20 Days	195.2Cr
p11	Ultra Fast Mega Pack (3GB / Day Combo For 80 days)	186Cr
p5	Rs. 99 Full Talktime Combo Pack	165.6Cr
p6	Xstream Mobile Data Pack: 15GB Data   28 days	124.4Cr
p12	Ultra Duo Data Pack (1.8GB / Day Combo For 55 days )	116.1Cr
p7	25 GB Combo 3G / 4G Data Pack	73.8Cr
p8	Daily Saviour (1 GB / Day) validity: 1 Day	43.4Cr
p13	Mini Ultra Saver Pack (750 MB/Day for 28 Days)	31.5Cr
p9	Combo TopUp: 14.95 Talktime and 300 MB data	22.7Cr
p10	Big Combo Pack (6 GB / Day) validity: 3 Days	13.1Cr
Total		1,950.8Cr



- ❖ The top 5 plans-p1,p2,p3,p4 and p11.These plans collectively contribute approximately 70% of the total plan revenue.
- ❖ Impressively p1 singularly accounts for around 21% of the total plan revenue,solidifying its position as a top performer.
- ❖ P1 plan which is present both before and after the 5G rollout generates revenue of 419.93Cr.
- ❖ P1 demonstrates highest post-5G rollout earnings across all cities.

# INSIGHTS-3

After the 5G launch, Which plans are not performing well?

plans	After 5G	Before 5G	Total
p1	₹238.66Cr	₹181.27Cr	₹419.93Cr
p2	₹148.73Cr	₹148.80Cr	₹297.53Cr
p3	₹129.61Cr	₹131.93Cr	₹261.54Cr
p4	₹87.68Cr	₹107.54Cr	₹195.22Cr
p11	₹185.95Cr		₹185.95Cr
p5	₹65.15Cr	₹100.46Cr	₹165.61Cr
p6	₹49.46Cr	₹74.91Cr	₹124.37Cr
p12	₹116.13Cr		₹116.13Cr
p7	₹15.56Cr	₹58.24Cr	₹73.80Cr
p8		₹43.43Cr	₹43.43Cr
p13	₹31.45Cr		₹31.45Cr
p9		₹22.68Cr	₹22.68Cr
p10		₹13.11Cr	₹13.11Cr
Total	₹1,068.38Cr	₹882.37Cr	₹1,950.75Cr



- ❖ After 5G launch the plans which are not performing well are-p4,p5,p6,p7,p13(the plan which is introduced after 5G among p11,p12,p13).
- ❖ p7 plan is the lowest performer among all the plans.

# INSIGHTS-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



The pain p7 is largely affected by the 5G launch. The wavecon Telecom company should discontinue this plan .



# INSIGHTS-5

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

Plans	January	February	March	April
p8	₹ 14M	₹ 16M	₹ 13M	₹ 15M
p9	₹ 7M	₹ 10M	₹ 6M	₹ 9M
p10	₹ 5M	₹ 4M	₹ 4M	₹ 5M



After the launch of 5G in the month of May, three plans named P8, P9, and P10 were discontinued. These plans were not in high demand among users and were also not generating significant revenue.

plans	Before 5G
p8	43.4Cr
p9	22.7Cr
p10	13.1Cr

# INSIGHTS-6

How does the ARPU vary across different cities?

City Name	ARPU	Before_5G	After_5G	Chg%
Mumbai	₹ 213.88	₹ 196.75	₹ 231.00	17.41%
Patna	₹ 212.00	₹ 192.50	₹ 231.50	20.26%
Lucknow	₹ 211.38	₹ 203.25	₹ 219.50	8.00%
Coimbatore	₹ 208.25	₹ 200.00	₹ 216.50	8.25%
Hyderabad	₹ 206.88	₹ 196.50	₹ 217.25	10.56%
Raipur	₹ 204.75	₹ 184.25	₹ 225.25	22.25%
Jaipur	₹ 202.13	₹ 195.00	₹ 209.25	7.31%
Chennai	₹ 200.38	₹ 203.00	₹ 197.75	-2.59%
Gurgaon	₹ 199.00	₹ 183.50	₹ 214.50	16.89%
Delhi	₹ 198.00	₹ 181.50	₹ 214.50	18.18%
Ahmedabad	₹ 195.50	₹ 176.25	₹ 214.75	21.84%
Bangalore	₹ 191.88	₹ 174.75	₹ 209.00	19.60%
Chandigarh	₹ 191.63	₹ 182.50	₹ 200.75	10.00%
Kolkata	₹ 188.38	₹ 183.75	₹ 193.00	5.03%
Pune	₹ 187.13	₹ 200.00	₹ 174.25	-12.88%
Total	₹ 200.74	₹ 190.23	₹ 211.25	11.05%



- ❖ High-Revenue cities like Bangalore, Delhi and Mumbai show users not only generating substantial revenue but also displaying a willingness to spend more.
- ❖ ARPU growth is mainly observed in cities like Patna, Raipur, Lucknow, Coimbatore indicating potential markets for increasing user spending.

# INSIGHTS-7

## What extra insights one can infer from ARPU KPI?

REV Chg%	ARPU Chg%	MAU Chng%	MUU Chng%
-0.50	11.05	-8.28	23.50




- ❖ The 11.05% increase in ARPU shows users are spending more, boosting revenue. But, there's a problem – the user base is shrinking, likely due to high prices.
- ❖ This implies that while users are willing to spend more on their plans, the current pricing may be discouraging new subscriptions.
- ❖ To address this, WaveCon could lower plan prices to attract more subscribers and balance the decline.

# CONCLUSION

Here are some possible explanations for the increase in unsubscribed users after 5G:

- ❖ The cost of 5G plans may be higher than 4G plans.
- ❖ Some users may not be satisfied with the performance of the 5G network.
- ❖ Some users may not need the faster speeds of 5G.
- ❖ Some users may have switched to other telecom providers that offer 5G plans at a lower price.

Here are some recommendations for Wavecon Telecom:

- ❖ Conduct a survey of users to understand the reasons for the decrease in revenue and the increase in unsubscribed users.
  - ❖ Offer discounts on 5G plans to attract new users and retain existing users.
  - ❖ Improve the performance of the 5G network to address the concerns of users.
  - ❖ Raise awareness about the benefits of 5G to encourage users to switch to 5G plans.
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**THANK YOU**