Wavecon Telecom Analysis

Insights from Power Bi Dashboards

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About Wavecon Telecom

Wavecon Telecom is a telecommunications company offering internet and mobile services, Recently they introducing 5G services, aiming to offer fast and reliable connectivity to customers, this advancement benefits both individual and business operations,

Wavecon Operates across 15 major cities in India, Their primary goal is provide uninterrupted connectivity to its users

Agenda

After 5G launch they have seen the decline in the revenue and active users ,so they want to know about the following objectives.

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

➢ What KPI is underperforming after the 5G launch ?

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

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

➢ Is there any plan that is Discontinued after the 5G launch ? What is the reasons for it ?

Q1) What is the impact of the 5G launch on our revenue ?

Revenue Impact

|			
₹ 4.0bn MA	₹ 16.0bn Before 5G	₹ 15.9bn After 5G	-0.50% Chg%

Overall revenue slightly declined by 0.50%. Before the 5G launch, the total revenue was ₹16 billion, and after the 5G launch, it dropped to ₹15.9 billion

+ve impact

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%

Among all the cities, after the 5G launch, **Lucknow** generated the **highest revenue**, followed by **Gurugram** and **Patna**

-ve impact

City Name	Total Revenue	Before_5G	After_5G	Chg%
Delhi	₹ 3,872M	₹ 1,964M	₹ 1,908M	-2.83%
Chennai	₹ 2,964M	₹ 1,501M	₹ 1,462M	-2.59%
Ahmedabad	₹ 1,871M	₹ 945M	₹ 926M	-2.02%

However, **major losses** were observed in **Delhi**, **Chennai**, and **Ahmedabad**. Specifically, revenue in **Delhi** declined by **2.83%** after the 5G launch

Which KPI is underperforming after 5G lunch

TAU performance before 5G & After 5G

₹ 31.9bn	₹ 200.7	161.7M	12.6M
Revenue	ARPU	TAU	TUsU

20.2M	84.4M	77.4M	-8.28%
MA	Before 5G	After 5G	Chg%
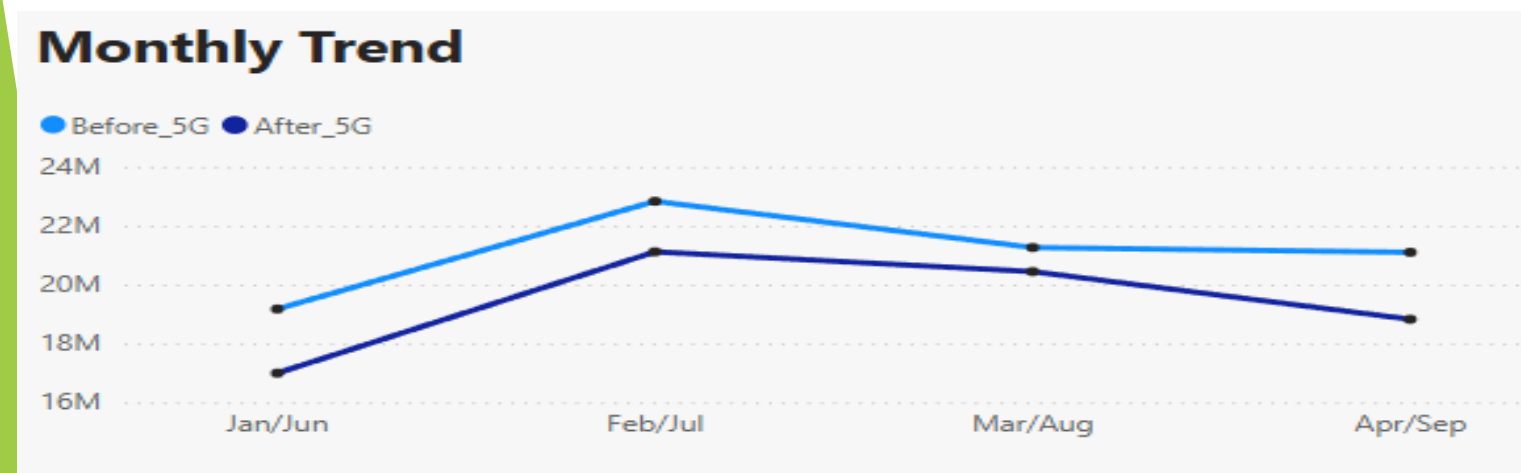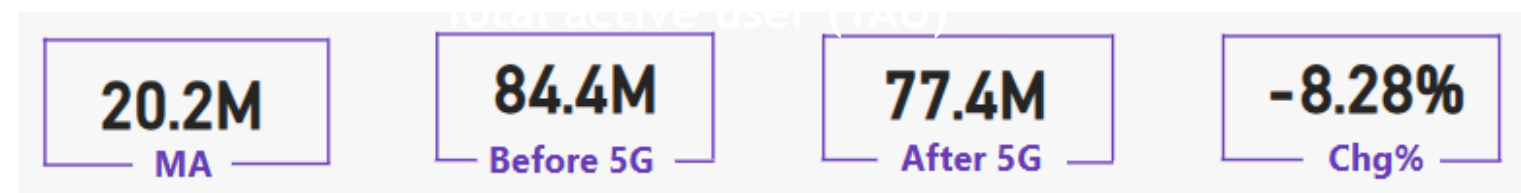
TAU is underperforming. Before 5G, the total active users were **84.4 million**, but after 5G, the number dropped to **77.4 million** — a decline of **8.28%** in users.

Monthly Trend

● Before_5G ● After_5G

ARPU= Average revenue per user, TAU=Total active user, TUsU=Total unsubscribed users, MA=Monthly Average

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

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

P1, P2, and P3 planes are performing well, consistently generating the highest revenue across the months over the year.

P4, P5, P6, and P7 are underperforming, showing lower revenue throughout the year with a gradual decline.

P8, P9, and P10 have been discontinued and have generated no revenue since June.

P11, P12, and P13 started generating revenue from June and are performing fairly well.

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

Yes, certain plans are being considered for discontinuation after the 5G launch due to poor performance. One significant example is **Plan 7**, which has been **heavily impacted** by the 5G rollout

Plan Type :
   It is a **25GB combo pack for 3G and 4G users**.

Before 5G Launch:
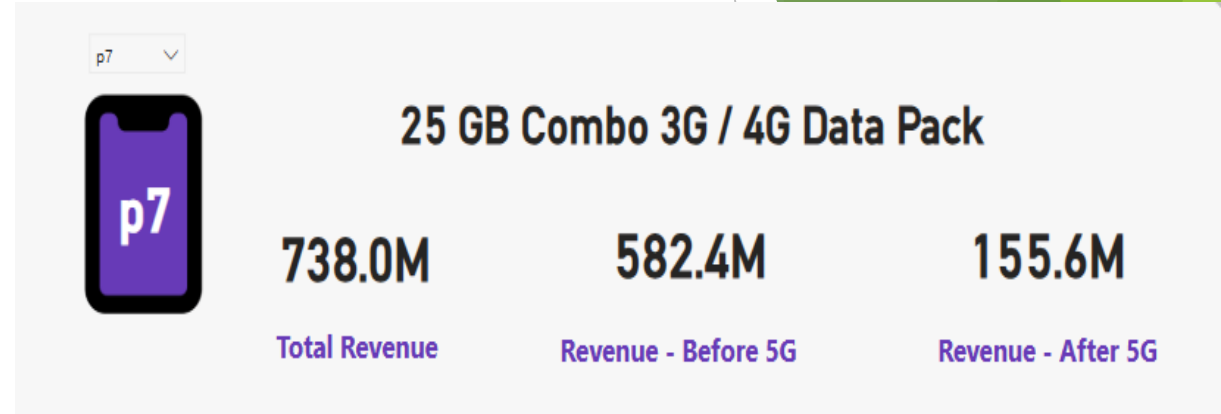   The plan made **₹582.4 million** in revenue.

After 5G Launch:
   Revenue dropped to just **₹155.6 million**.

Why the Drop Happened:
   People are now using **5G** and not interested in old 3G or 4G plans,
plan is **not suitable for 5G users, New** 5G plans offer **better speed and value., Customers** are **shifting to 5G** plans.

p7

25 GB Combo 3G / 4G Data Pack

738.0M
Total Revenue

582.4M
Revenue - Before 5G

155.6M
Revenue - After 5G

Suggestion:-

Plan 7 should be discontinued because it no longer meets customer needs.
The company should focus on making better **5G data packs**.

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

KEY HIGHLIGHTS

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

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

Plan P8 - Daily Savior (1 GB/Day): Discontinued due to short validity and inadequate data for 5G demands.

Combo TopUp: 14.95 Talktime and 300 MB data

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

Plan P9 - Combo Top-up (14.95 Talktime and 300 MB Data): Discontinued as consumer preference shifted towards plans with more data and talk time.

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

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

Plan P10 - Big Combo Pack (6 GB/Day): Discontinued because of its short 3-day validity not meeting customer expectations for flexibility in data usage

Recommendations

After analyzing the performance of Wavecon Telecom before and after the 5G launch, we provide the following key recommendations to improve business performance and user satisfaction:

➢ **Discontinue Outdated Plans**

Plan 7 (25GB 3G/4G combo pack) has shown a **massive revenue drop** (from ₹582.4M to ₹155.6M).
Reason: It does not meet 5G users' expectations and leads to customer dissatisfaction.
Action: Discontinue Plan 7 and replace it with more suitable 5G plans

➢ **Improve 5G-Compatible Data Plans**

Design **flexible**, **affordable**, and **high-speed** 5G data packs.
Focus on **user-friendly validity periods** (e.g., weekly/monthly) and **higher data limits** to match current usage   trends (HD video, gaming, streaming).

➢ **Re-engage Inactive Users (TAU Decline)**

Total Active Users dropped by **8.28%** after 5G.
Run targeted campaigns, loyalty programs, or introductory 5G offers to **win back users** who stopped using services.
Educate customers on how to **upgrade to 5G devices or plans**.

➢ **Analyze and Optimize City-Wise Performance**

Focus more on high-performing cities like Lucknow, Gurugram, and Patna.
Investigate and resolve issues in **Delhi, Chennai, and Ahmedabad**, where revenues dropped significantly.

➢ **Monitor KPIs Closely**

Keep tracking key performance indicators like TAU, ARPU, and churn rate.
Use this data to **quickly adjust plans, pricing, and promotions** based on customer behavior.

➢ **Stay Competitive**

Competitors are offering **better long-term 5G plans**.
Wavecon should benchmark against market leaders and regularly update offerings to stay ahead

Conclusion

Wavecon's 5G launch has potential, but some older plans are no longer suitable. By **discontinuing poor performers**, **improving data packs**, and **engaging with users**, Wavecon can stabilize its revenue and strengthen its position in the telecom market.

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