**RECOMMENDATIONS ON WAVECON TELECOM ANALYSIS:**

* **Capitalize on High-Growth Markets** – Focus marketing and promotional efforts in Lucknow, Gurgaon, and Patna to further boost growth and solidify market presence.
* **Reassess Pricing Strategies** – Analyze user feedback and pricing in regions with slower adoption to identify barriers and optimize pricing models.
* **Tailored Regional Strategies** – Develop customized plans for cities with stable or declining performance, such as Ahmedabad, Chennai, and Delhi, to improve adoption rates.
* **Conduct Market Research** – Investigate user preferences and competitive factors in underperforming areas to identify and address pain points.
* **Leverage Positive Trends** – Highlight the success in high-performing regions in promotional campaigns to build trust and attract users in other regions.
* **Focus on User Retention** – Implement loyalty programs and improve service quality to address the drop in active users.
* **Leverage Increased ARPU** – Introduce premium plans or value-added services to capitalize on higher spending per user.
* **Expand Subscriber Base** – Continue marketing efforts to attract more unique subscribers and enhance brand visibility.
* **Analyze Churn Factors** – Conduct surveys and data analysis to understand why active users are leaving and address these issues.
* **Balance Strategies** – Develop a dual approach focusing on retaining active users while sustaining subscriber growth.
* **Promote High-Performing Plans** – Continue investing in and marketing Plans P1, P2, and P3 to sustain their strong performance.
* **Revitalize Older Plans** – Analyze customer feedback for Plans P4, P5, and P6 to redesign or optimize features, pricing, or marketing strategies.
* **Expand New Offerings** – Monitor the performance of Plans 11, 12, and 13 and refine them to maximize their potential in meeting customer needs.
* **Customer-Centric Strategy** – Ensure new plans are aligned with customer preferences and emerging market trends.
* **Competitor Analysis** – Investigate competitor offerings to ensure WaveCon remains competitive and relevant in the 5G landscape.
* **Revamp Plan 7** – Redesign Plan 7 to incorporate 5G-specific features and competitive pricing to make it more appealing to customers.
* **Analyze Customer Behavior** – Conduct surveys or analyze data to understand why users switched from Plan 7 and tailor offerings accordingly.
* **Promote New Plans** – Encourage users to transition to newer, more advanced plans with targeted marketing campaigns.
* **Monitor Competitor Strategies** – Benchmark against competing plans to identify gaps and improve Plan 7’s value proposition.
* **Bundle Features** – Offer bundled services or incentives for Plan 7 to attract and retain customers in the competitive 5G market.