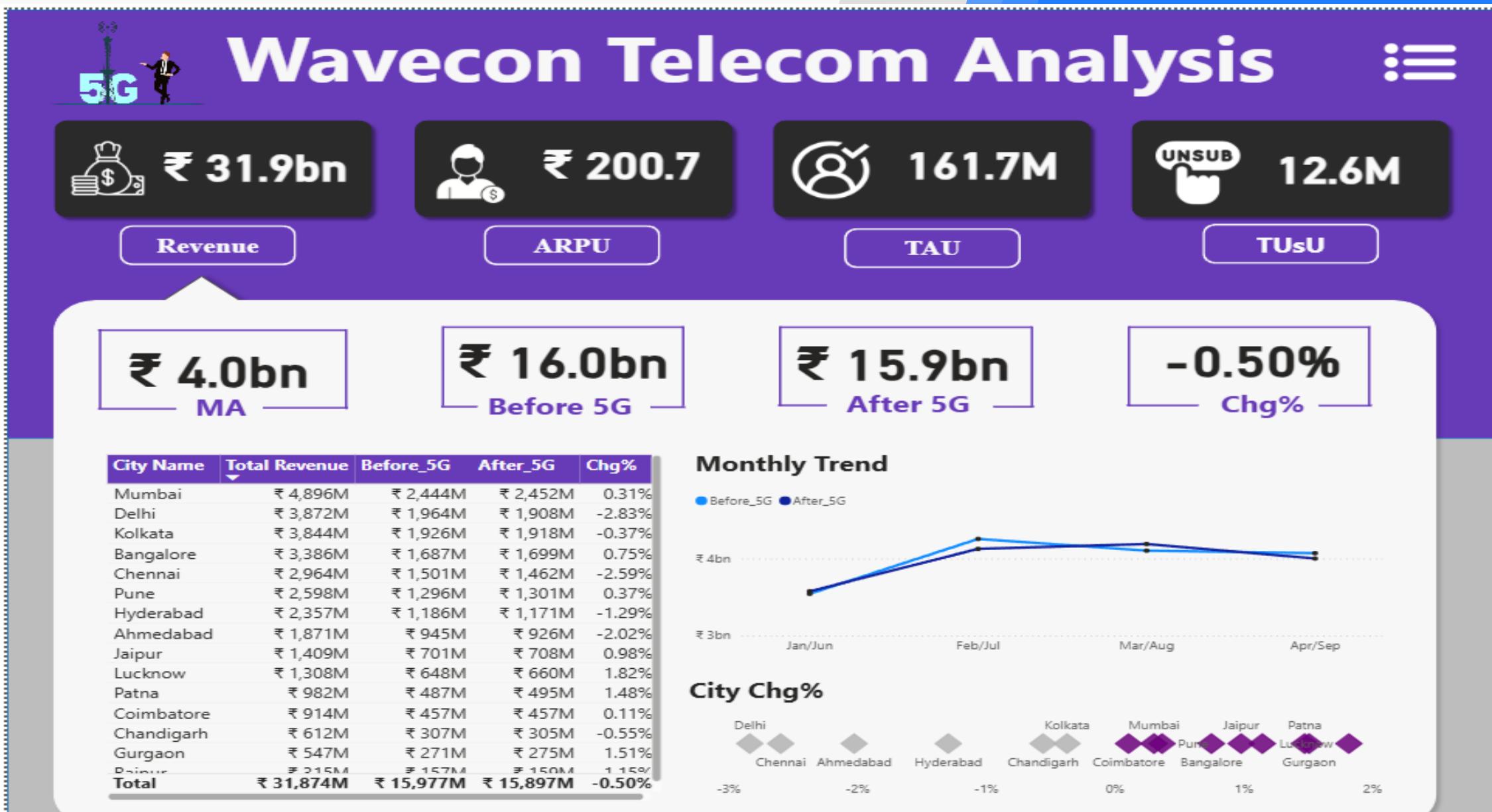




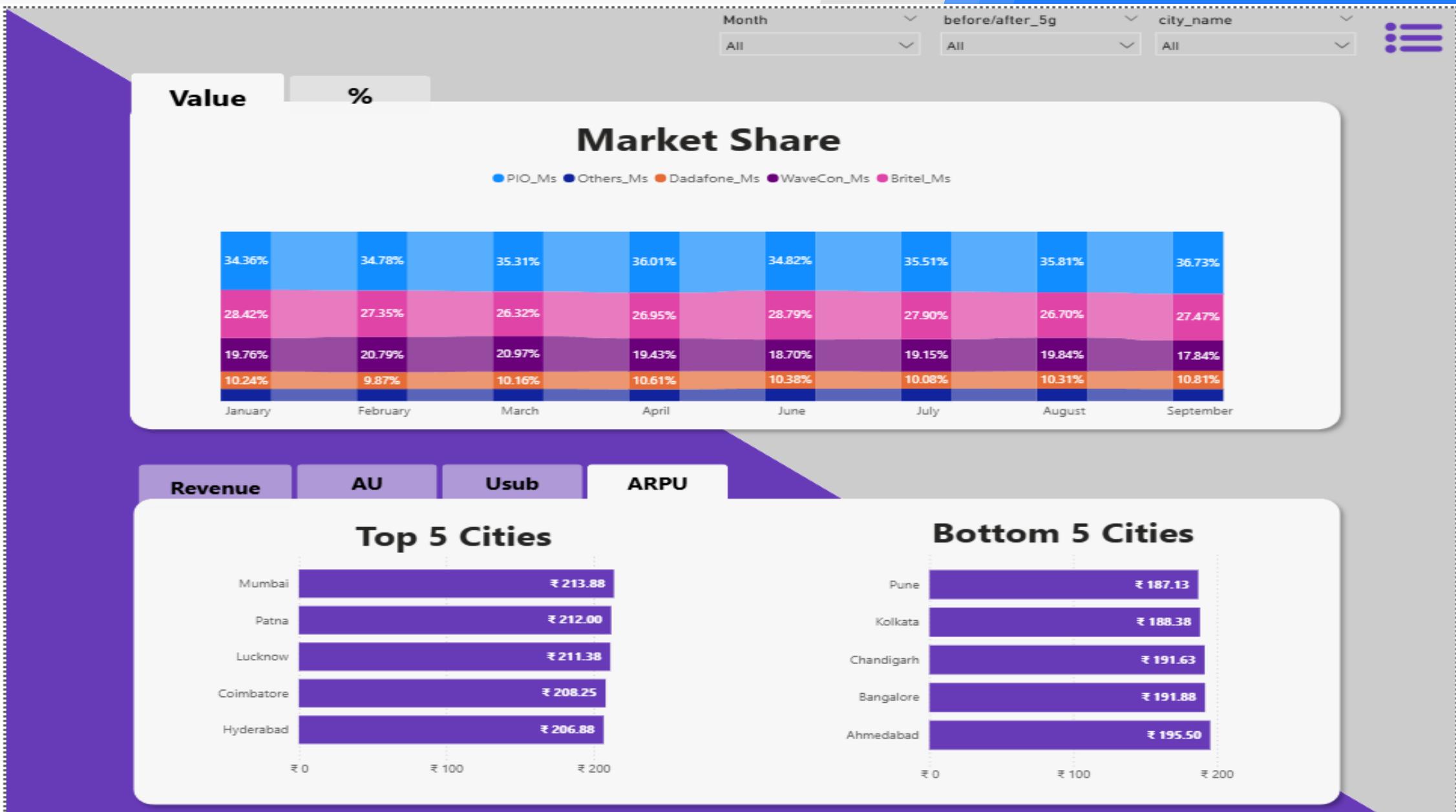
Wavecon 5G Launch Impact Analysis

Prepared by Vishal Agarwal

Dashboard View



Market View



Plan View

before/after_5g ▾ city_name ▾

All All

p2 ▾

Super Saviour Pack (1.5 GB / Day Combo For 56 days)

	Total Revenue	Revenue - Before 5G	Revenue - After 5G
p2	3.0bn	1.5bn	1.5bn

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

Top Bottom

Cities

City	Revenue
Mumbai	₹ 0.44bn
Kolkata	₹ 0.37bn
Delhi	₹ 0.35bn
Bangalore	₹ 0.34bn
Chennai	₹ 0.28bn

₹ 0.0bn ₹ 0.2bn ₹ 0.4bn

Q1: 5G Impact on Revenue



Revenue Trend Analysis Pre vs. Post-5G

Line chart comparison shows steady revenue trajectory; no significant upward or downward shift observed post-5G launch.



Key Finding: Minimal Revenue Impact

5G launch has resulted in minimal impact on Wavecon's overall revenue performance, maintaining consistent growth patterns.

Q2: Underperforming KPI Post-5G



'UCH EMP'



Identified Underperforming KPI: Total Active Users (TAU)

Total Active Users (TAU) emerged as the underperforming KPI, showing a clear downward trend post-5G implementation.

TAU Decline: Key Growth Driver Concern

TAU, a critical growth driver for Wavecon, is experiencing negative momentum, raising concerns for user base expansion.

Q3: Plan Revenue Performance

Top-Performing Plan: Plan 1

Plan 1 leads with ₹603M revenue (last month), outperforming all other plans significantly in the post-5G period.

Low-Performing Plan: Plan 7

Plan 7 underperforms with only ₹43M revenue (last month), showing minimal contribution to overall plan revenue.



Q4: Significantly Impacted Plan (Plan 7)

01

Plan 7 Performance Post-5G: Severe Impact

Plan 7 is severely impacted post-5G, generating only ₹43M revenue with a sharp downward trend in performance.

02

Recommendation: Discontinue Plan 7

Non-viable revenue contribution and sustained downward trajectory warrant discontinuation of Plan 7 to optimize resource allocation.

Q5: Discontinued Plans & Reasons



Discontinued Plans: 8, 9, 10

Plans 8, 9, and 10 have been discontinued post-5G launch following performance evaluation and viability checks.

Rationale for Discontinuation

Discontinuation driven by insignificant revenue generation, making these plans no longer viable to maintain operationally.



Key Takeaways

Minimal 5G Impact on Overall Revenue

5G launch has had minimal impact on Wavecon's total revenue, maintaining steady performance trends.

TAU Decline: Critical KPI Concern

Total Active Users (TAU) is underperforming with a downward trend, raising concerns for user base growth.

Plan Performance: Highs and Lows

Plan 1 (₹603M) leads as top performer; Plan 7 (₹43M) is the weakest with minimal contribution.

Recommendations & Next Steps

Recommendations: Strategic Focus Areas

Strengthen customer adoption strategies, prioritize high-performing plans, and discontinue/restructure underperforming ones.



More Relevant



Next Steps: Actionable Initiatives

Enhance 5G adoption through customer engagement, reallocate resources to profitable plans, and implement close KPI monitoring.

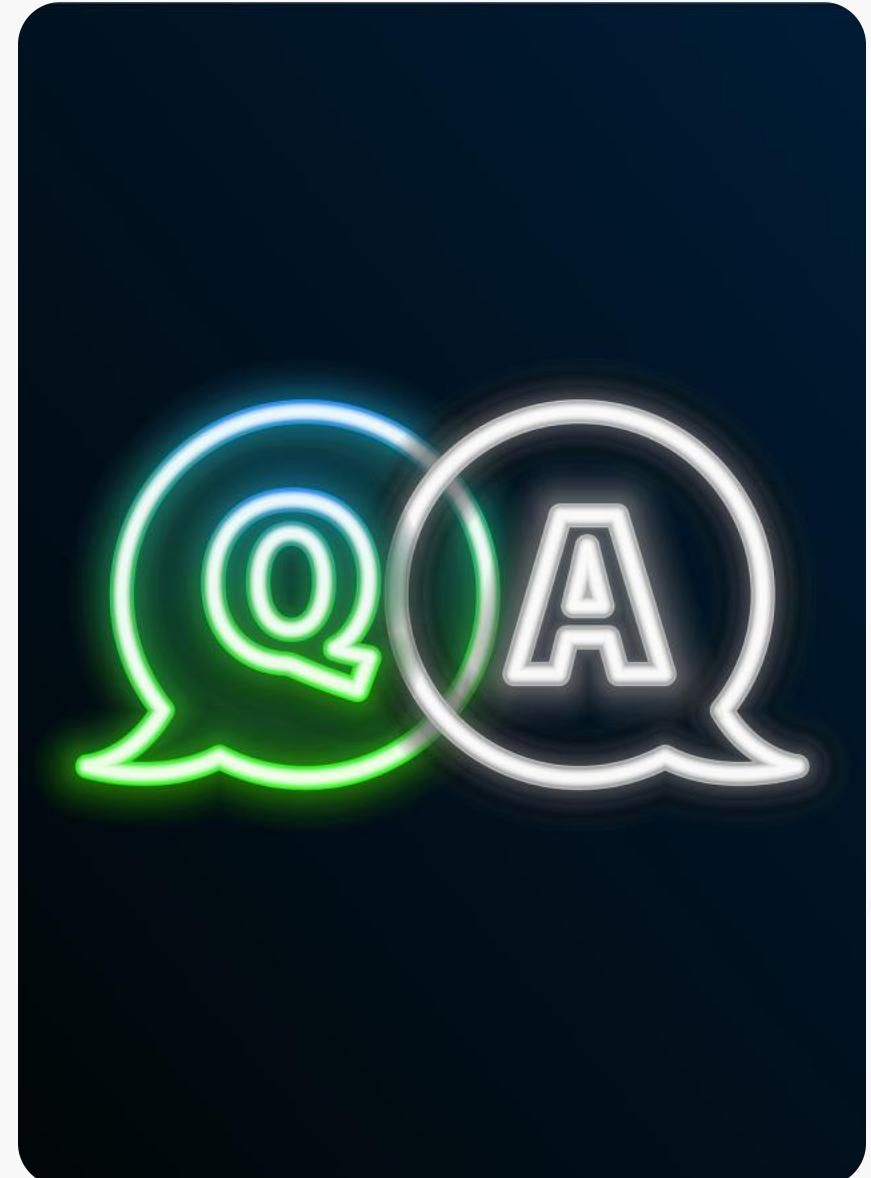
Q&A | Thank You

Open Floor for Questions

Engage in interactive Q&A to address queries and insights on 5G performance, KPIs, and strategic plans.

Thank You & Wavecon Commitment

Thank you for your time. Wavecon: "Connecting Tomorrow, Today" – Let's drive 5G success together!



THE END