



Wavecon Telecom Analytics

PRESENTED BY : SOUMYADEEP DHAR

Power BI Dashboard Analysis



WHO AM I ?

SOUMYADEEP DHAR

Results-driven Data Analyst transforming raw
data into actionable insights.

Core Skills

Advanced Excel
SQL
Power BI
Python
ETL

Currently doing Virtual Internship at
AtliQ Technologies





WAVECON TELECOM

5G Performance Insights

Analyzing consumer behavior and business results
following the introduction of 5G

About Wavecon

- India's top telecom provider with a significant customer base
- Renowned for its creative services and customer-focused approach
- 5G was just introduced to provide better connectivity and faster speeds.





PROBLEM STATEMENT

5G Implementation: Strategic Review Questions

What has been the impact of the 5G launch on overall revenue performance?

Which key performance indicators (KPIs) have shown underperformance following the 5G launch?

Following the 5G launch, which subscription plans have demonstrated strong revenue performance, and which plans have underperformed?

Have any plans been significantly affected by the 5G launch? Should we consider continuing or discontinuing these plans based on their post-launch performance?

Were any plans discontinued following the 5G launch? What were the underlying reasons for these discontinuations?





Dashboard Discussion



Wavecon Telecom Analysis



₹ 31.9bn

Revenue

₹ 200.7

ARPU

161.7M

TAU

12.6M

TUuS

₹ 4.0bn
MA

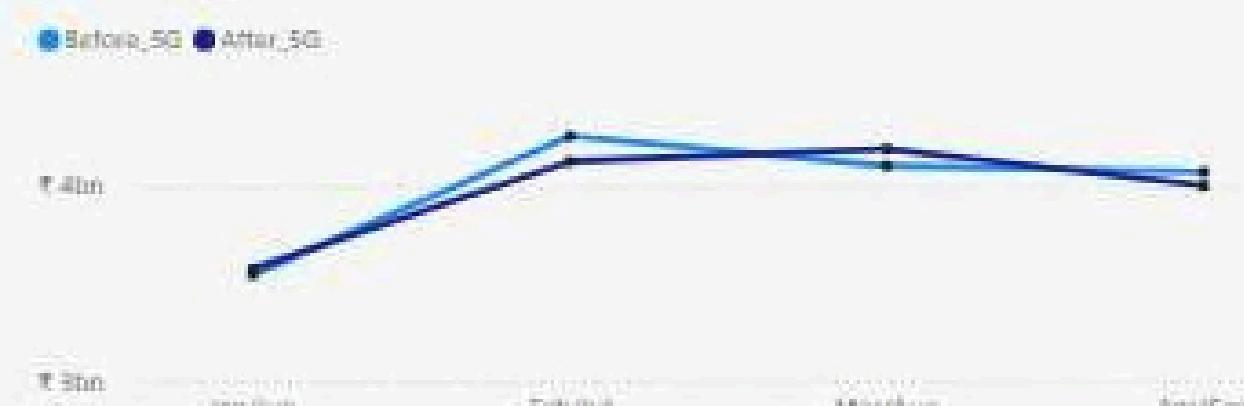
₹ 16.0bn
Before 5G

₹ 15.9bn
After 5G

-0.50%
Chg%

City Name	Total Revenue	Before 5G	After 5G	Chg %
Mumbai	₹ 4,896M	₹ 2,444M	₹ 2,452M	0.31%
Delhi	₹ 3,872M	₹ 1,964M	₹ 1,908M	-2.83%
Kolkata	₹ 3,844M	₹ 1,926M	₹ 1,918M	-0.37%
Bangalore	₹ 3,386M	₹ 1,687M	₹ 1,699M	0.75%
Chennai	₹ 2,964M	₹ 1,501M	₹ 1,462M	-2.59%
Pune	₹ 2,598M	₹ 1,296M	₹ 1,301M	0.37%
Hyderabad	₹ 2,357M	₹ 1,186M	₹ 1,171M	-1.29%
Ahmedabad	₹ 1,871M	₹ 945M	₹ 926M	-2.02%
Jaipur	₹ 1,409M	₹ 701M	₹ 708M	0.98%
Lucknow	₹ 1,308M	₹ 648M	₹ 660M	1.82%
Patna	₹ 982M	₹ 487M	₹ 495M	1.48%
Coimbatore	₹ 914M	₹ 457M	₹ 457M	0.11%
Chandigarh	₹ 612M	₹ 307M	₹ 305M	-0.55%
Gurgaon	₹ 547M	₹ 271M	₹ 275M	1.51%
Raipur	₹ 315M	₹ 157M	₹ 159M	1.15%
Total	₹ 31,874M	₹ 15,977M	₹ 15,897M	-0.50%

Monthly Trend

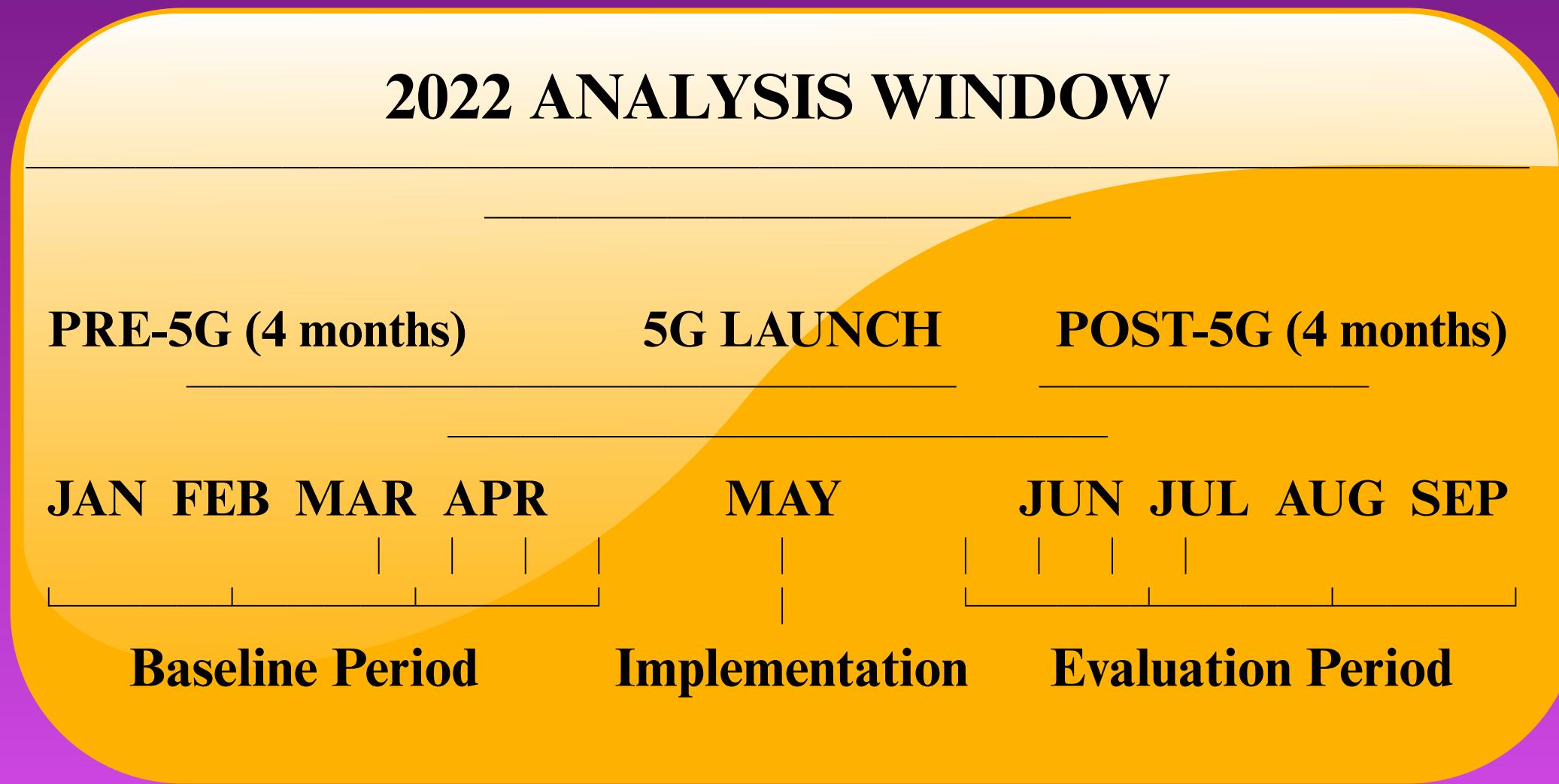


City Chg%



Project Timeline: 5G Implementation

Analysis Period: January - September 2022



Pre-5G Baseline Period (Q1 + April)

January 2022 – Baseline data collection begins
February 2022 – Pre-implementation performance tracking
March 2022 – Legacy network performance assessment
April 2022 – Final pre-5G metrics captured

5G Network Deployment

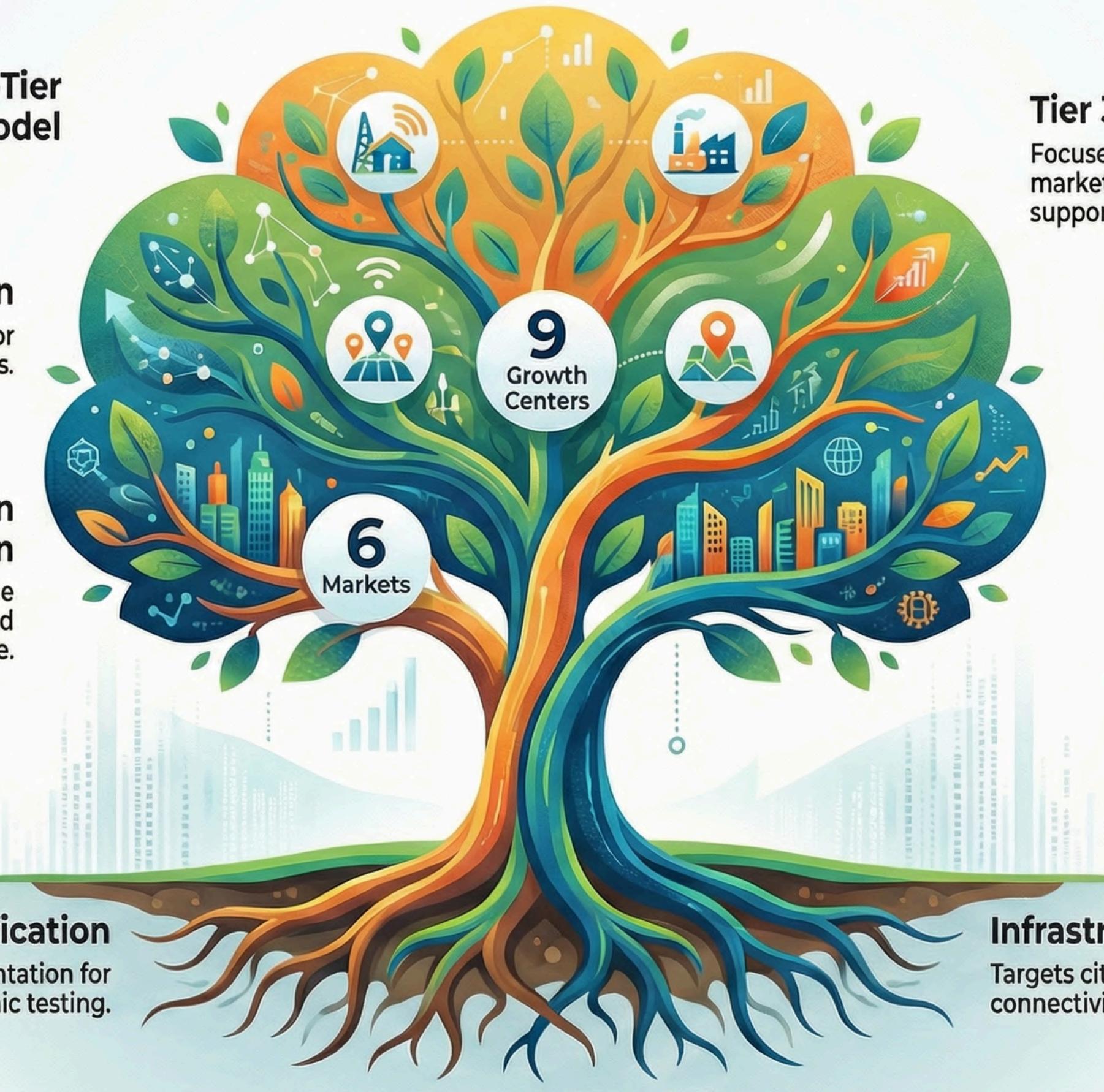
May 2022 – 5G rollout across all fifteen cities

Post-5G Evaluation Period (Q3)

June 2022 – Initial post-launch performance monitoring
July 2022 – Early adoption and migration tracking
August 2022 – Network stabilization and optimization
September 2022 – Post-implementation impact assessment

India's 5G Expansion: A Strategic Growth Framework

DATA SYNOPSIS



The Three-Tier Expansion Model

Tier 1: Metropolitan Penetration

Targets high-density, high-revenue hubs with established digital and trade infrastructure.

Tier 2: Regional Expansion

Acts as vital gateways to all major regional market segments.

Tier 3: Satellite Integration

Focuses on complementary markets, like NCR extensions, that support primary metros.

Geographic Diversification

Ensures pan-India representation for varied demographic and economic testing.

Infrastructure Optimization

Targets cities with existing foundations in connectivity, administration, and industry.

Core Strategic Foundations

India's Strategic Urban Hubs: A Professional Geographic Overview

Visualizing 15 key economic and administrative centers across the Indian subcontinent, distinguishing Tier-I and Tier-II urban infrastructure and growth hubs.



Tier-I Mega Cities (Category X): The Six Primary Economic Engines

These cities represent India's highest population density and most developed infrastructure for business operations.

Includes major coastal ports and administrative capitals.

100% Connectivity for Global Trade.

Defined by the Government of India for specific administrative and compensatory allowances.



Tier-II Strategic Growth Centers (Category Y): Emerging Regional Hubs

High-growth cities serving as vital gateways for northern, western, and central regional market expansion.

Strategic Inland Distribution for market access.

City Classification Legend

- Tier-I Mega Cities (Category X)
- Tier-II Strategic Growth Centers (Category Y)

ANSWERING BUSINESS QUESTIONS



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What has been the impact of the 5G launch on overall revenue performance?



Key Findings

Post-5G Revenue Performance



- Revenue decreased from ₹15.98bn (pre-5G) to ₹15.90bn (post-5G)
- Net decline of ₹80 million represents a marginal 0.5% contraction
- Despite significant infrastructure investment, the 5G rollout has not yet yielded positive revenue growth

Performance Assessment



- The modest decline suggests the 5G implementation has had a near-neutral impact on overall revenue generation
- Revenue stability maintained despite potential customer migration challenges and plan portfolio adjustments
- Further analysis required to determine if decline is temporary (transition period effects) or indicative of structural challenges

City-Wise Revenue Performance Analysis

Revenue Change Post-5G Implementation
(June-September 2022)



Growth Markets
(Positive Revenue Change)

Declining Markets
(Negative Revenue Change)

Lucknow +1.8%

Gurgaon +1.5%

Patna +1.5%

Raipur +1.1%

Jaipur +1.0%

Bangalore +0.8%

Pune +0.4%

Mumbai +0.3%

Coimbatore +0.1%

+2.0%

+1.5%

+0.5%

+0.0%

Kolkata -0.4%

Chandigarh -0.6%

Hyderabad -1.3%

Ahmedabad -2.0%

Chennai -2.6%

Delhi -2.8%

-2.3%

-2.0%

-2.8%

-2.8%

-2.6%

-2.0%

-2.8%

Revenue Performance Analysis

Key Findings



Tier-2 Cities Outperform

- Top 5 performers are all Tier-2 cities
- Strong adoption in regional growth centers



Tier-1 Metros Struggle

- 4 of 6 Tier-1 cities show revenue decline
- Delhi and Chennai declines particularly concerning given market size



Geographic Pattern

- Central-North corridor (Lucknow, Patna, Raipur) shows strong growth
- Southern metros (Chennai, Hyderabad) underperform significantly



Strategic Concern

- Major economic centers (Delhi, Chennai, Ahmedabad) dragging overall revenue down
- Tier-2 gains insufficient to offset Tier-1 losses

uestion

Which key performance indicators (KPIs) have shown underperformance following the 5G launch?

KPI Performance Post-5G Implementation

Key Metrics Comparison

KPI	Pre-5G	Post-5G	Change	Status
₹ Revenue	₹15,98bn	₹15,90bn	-0.5%	⚠ Decline
👤 Active Users	84.4M	77.4M	-8.3%	⚠ Significant Drop
👥 Unsubscribed Users	5.6M	7.0M	+23.5%	⚠ Sharp Increase

+2.0% — +0.5% — +1.5% — +1.0.5% — -0.5% — -1.0% — -1.5% — -2.0% — -2.5% — -3.0%

Strategic Alert

The **23.5%** spike in Total unsubscriptions (TUsU) coupled with **8.3%** Total active user(TAU) decline indicates serious customer retention issues post-5G launch. While revenue impact remains modest, the trajectory suggests growing customer dissatisfaction that will likely impact future revenue if unaddressed.

Critical Findings

₹ Revenue Impact: Marginal Decline

- Revenue dropped ₹80M (-0.5%), indicating near-neutral financial impact

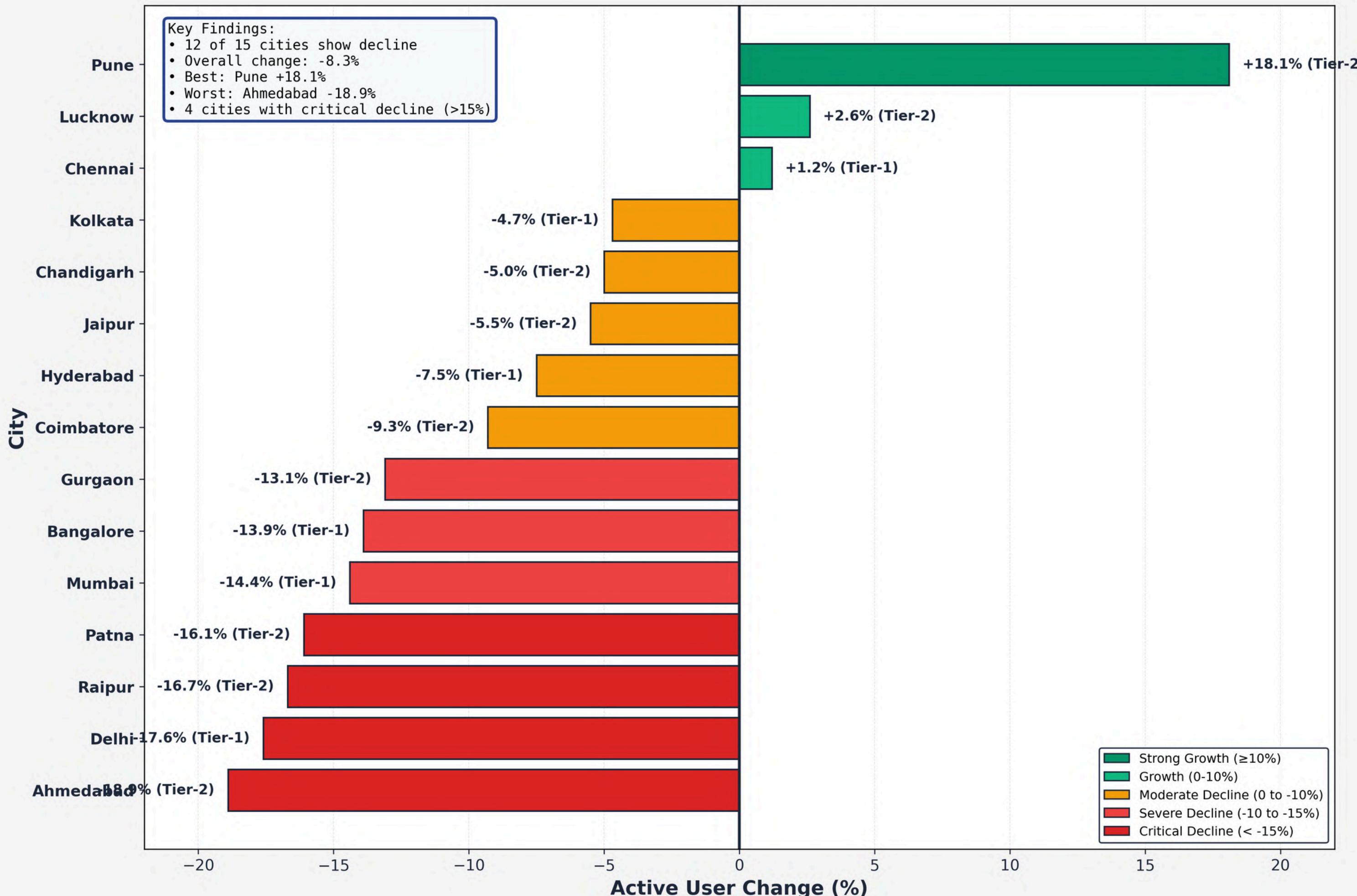
⚠ User Base Erosion: Major Concern

- Lost 7M active users (-8.3%), representing significant customer attrition
- Unsubscribers surged by 1.4M (+23.5%), indicating customer dissatisfaction

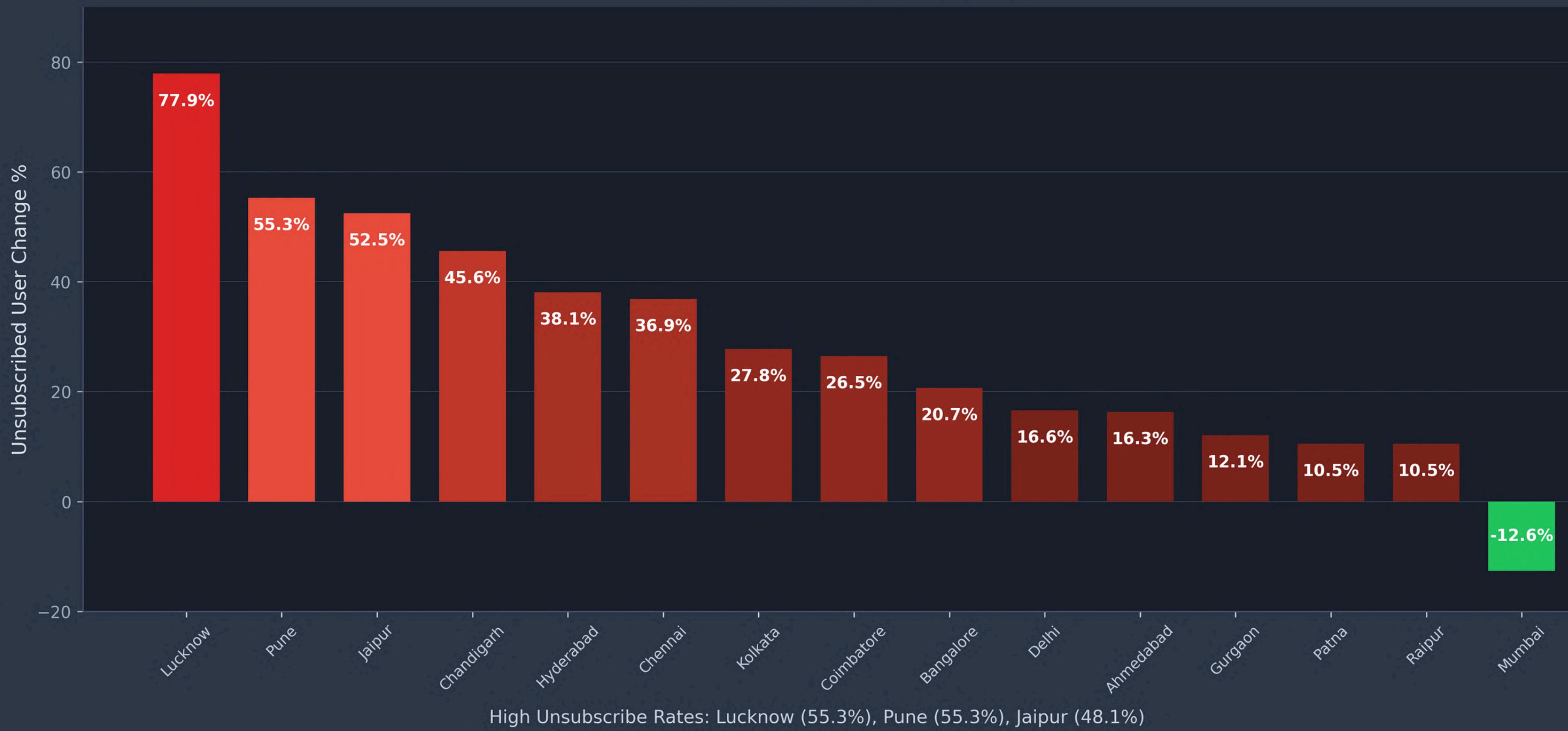
₹ Key Insight: Revenue-User Disconnect

- Revenue declined minimally (-0.5%) despite substantial user loss (-8.3%)
- Suggests remaining customers are higher-value users or ARPU has increased
- However, customer churn at this scale threatens long-term sustainability

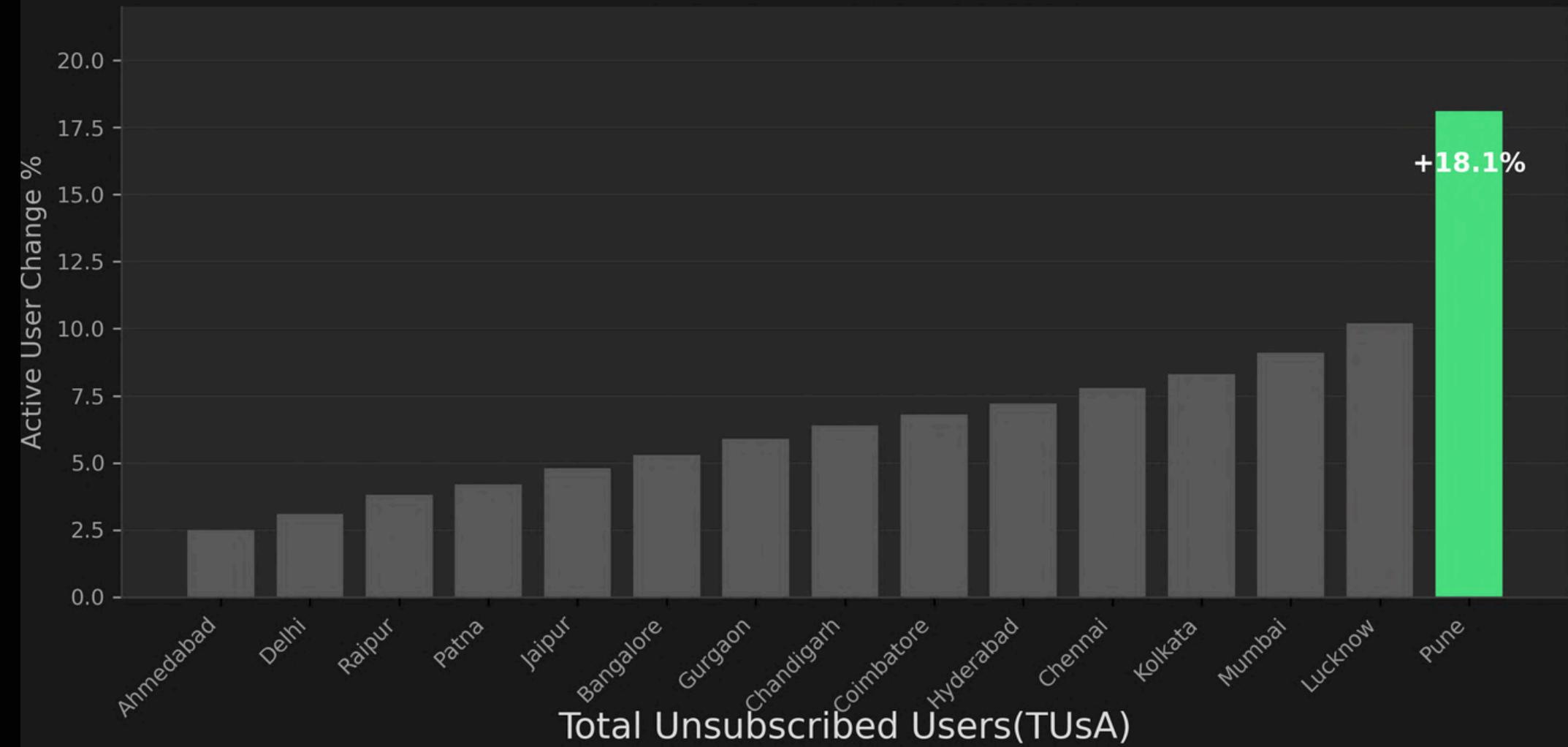
Total Active User Change by City Post-5G Implementation (June-September 2022)



Total Unsubscribed Users(TUsA)

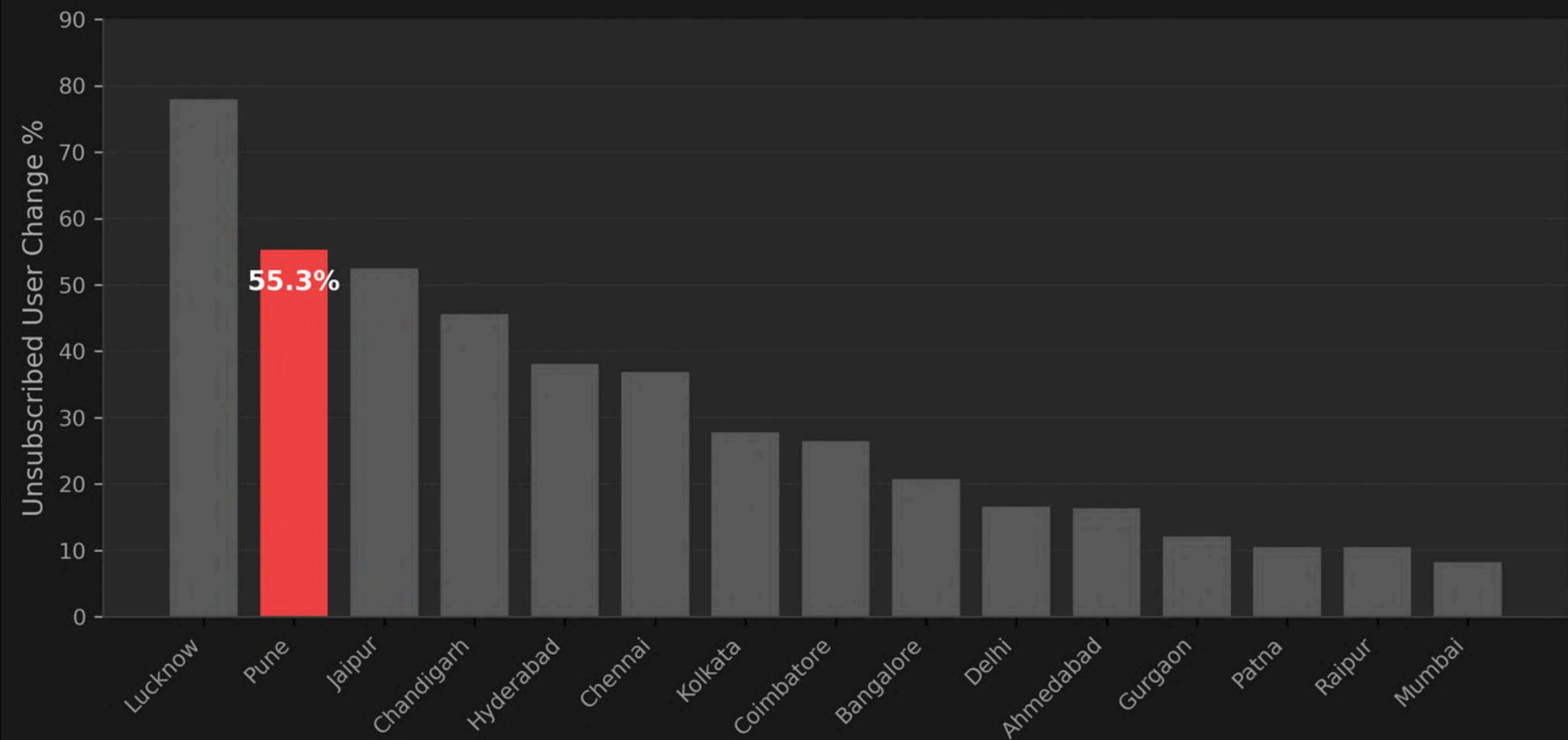


Total Active Users(TUA)



Mixed Trend (Pune):

- Active Users +18.1%
- Unsubscribed Users 55.3%
- High retention risk



Question 3

Following the 5G launch, which subscription plans have demonstrated strong revenue performance, and which plans have underperformed?

 p1	Smart Recharge Pack (2 GB / Day Combo For 3 months)		
	4.2bn	1.8bn	2.4bn
Total Revenue	Revenue - Before 5G	Revenue - After 5G	

 p2	Super Saviour Pack (1.5 GB / Day Combo For 56 days)		
	3.0bn	1.5bn	1.5bn
Total Revenue	Revenue - Before 5G	Revenue - After 5G	

 p3	Elite saver Pack (1 GB/ Day) Valid: 28 Days		
	2.6bn	1.3bn	1.3bn
Total Revenue	Revenue - Before 5G	Revenue - After 5G	

 p4	Mini Data Saver Pack (500 MB/ Day) Valid: 20 Days		
	2.0bn	1.1bn	876.8M
Total Revenue	Revenue - Before 5G	Revenue - After 5G	

 p5	Rs. 99 Full Talktime Combo Pack		
	1.7bn	1.0bn	651.5M
Total Revenue	Revenue - Before 5G	Revenue - After 5G	

 p6	Xstream Mobile Data Pack: 15GB Data 28 days		
	1.2bn	749.1M	494.6M
Total Revenue	Revenue - Before 5G	Revenue - After 5G	

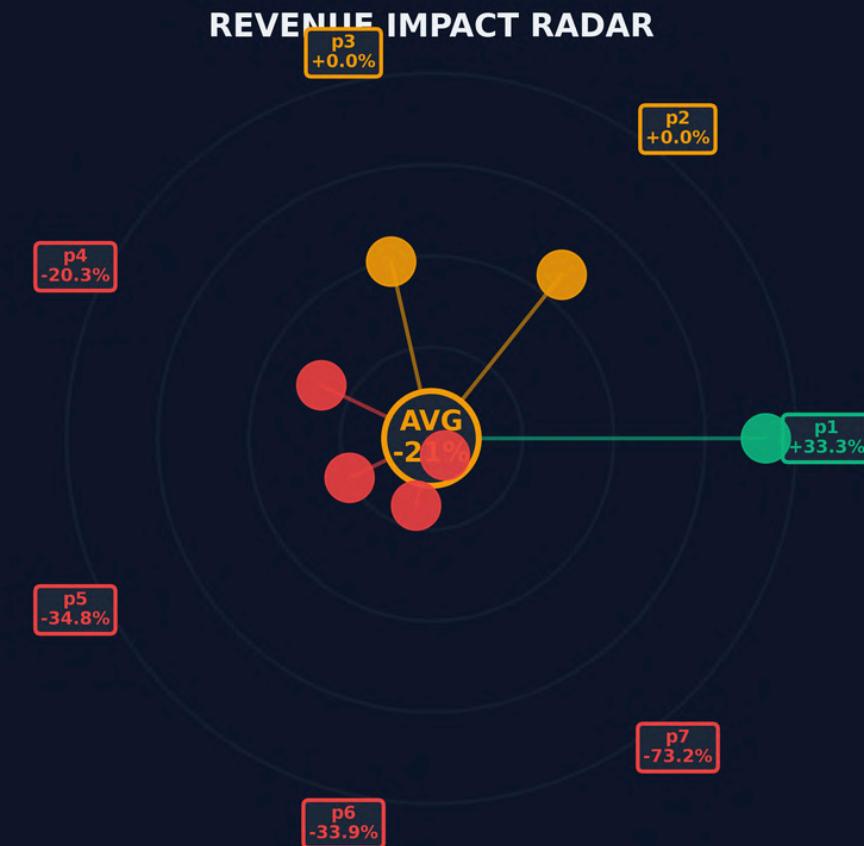
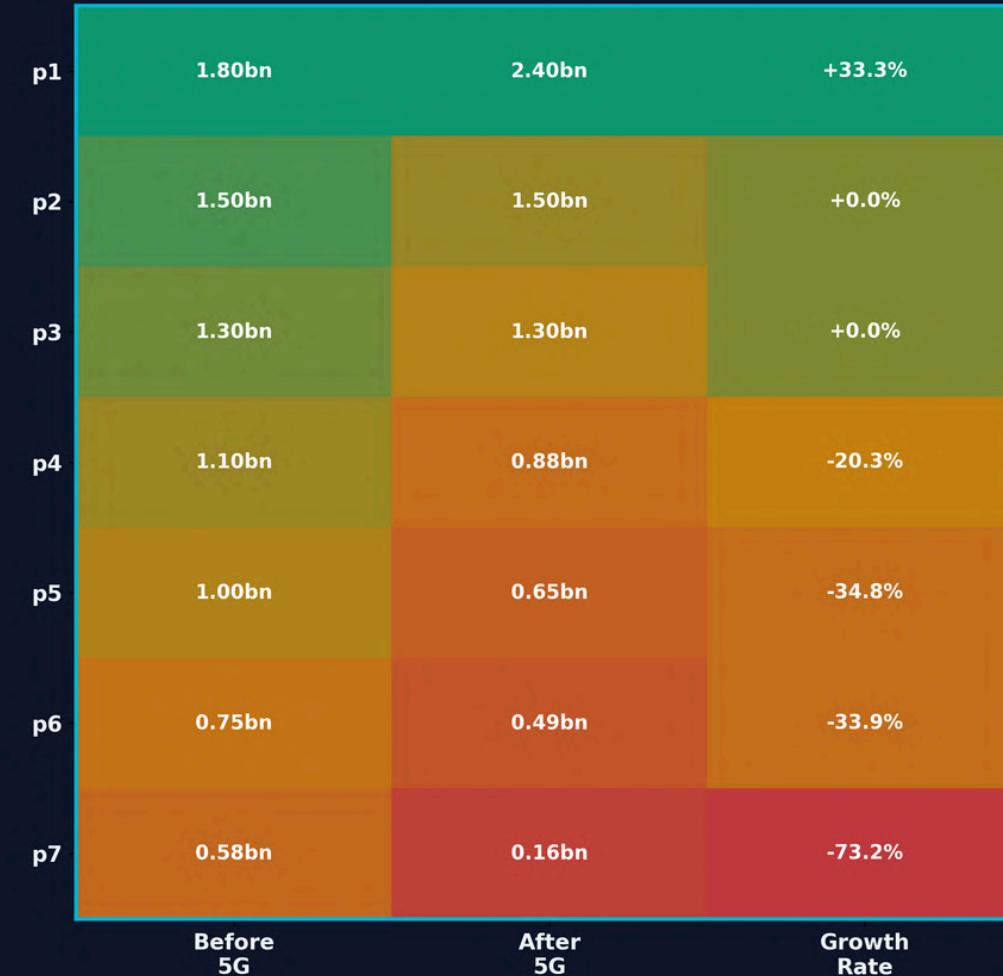
 p7	25 GB Combo 3G / 4G Data Pack		
	738.0M	582.4M	155.6M
Total Revenue	Revenue - Before 5G	Revenue - After 5G	

From P8 to P13-No 5G adoption

5G PLAN PERFORMANCE ANALYSIS

Correlation Analysis & Strategic Decision Framework

PERFORMANCE HEATMAP



TREND INDICATORS



STRATEGIC DECISION FRAMEWORK





25 GB Combo 3G / 4G Data Pack

738.0M

582.4M

155.6M

Total Revenue

Revenue - Before 5G

Revenue - After 5G

Have any plans been significantly affected by the 5G launch? Should we consider continuing or discontinuing these plans based on their post-launch performance?

5G Launch Impact Analysis

Plan P7 - 25 GB Combo 3G/4G Data Pack

PRE-5G REVENUE

₹582.4M

POST-5G REVENUE

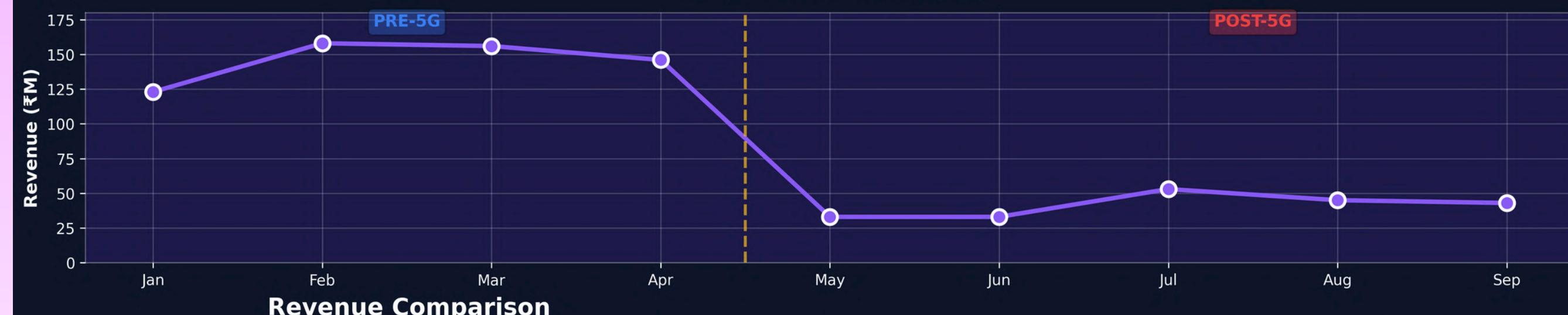
₹155.6M

REVENUE CHANGE

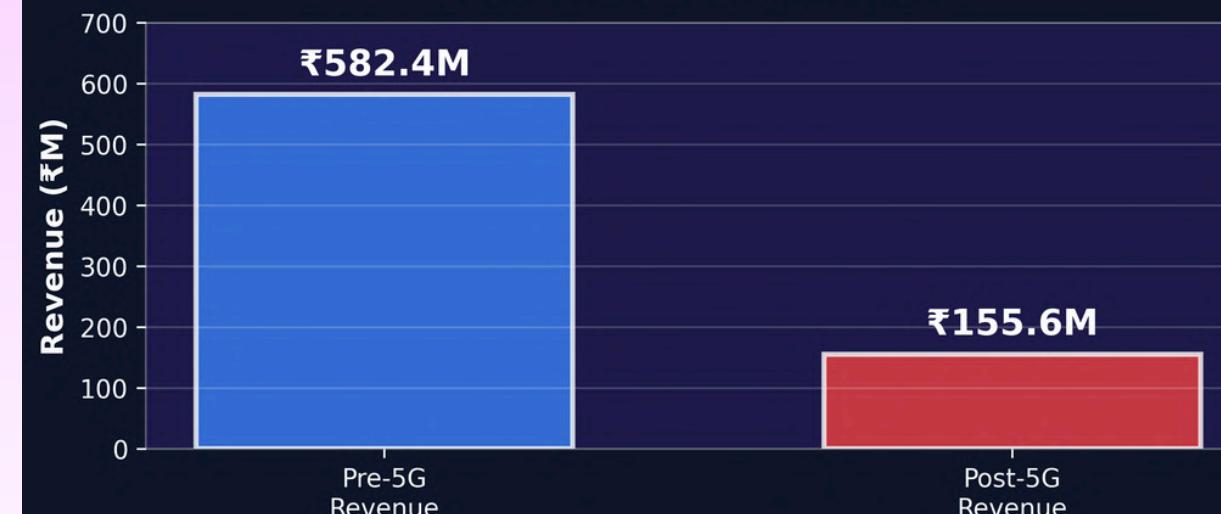
-73.3%

uestio

Monthly Revenue Trend



Revenue Comparison



STRATEGIC RECOMMENDATION

DISCONTINUE OR REDESIGN PLAN P7

Key Issues:

- 73.3% revenue decline unsustainable
- 3G/4G technology obsolete
- Customer migration to 5G plans
- Consistent month-over-month drop

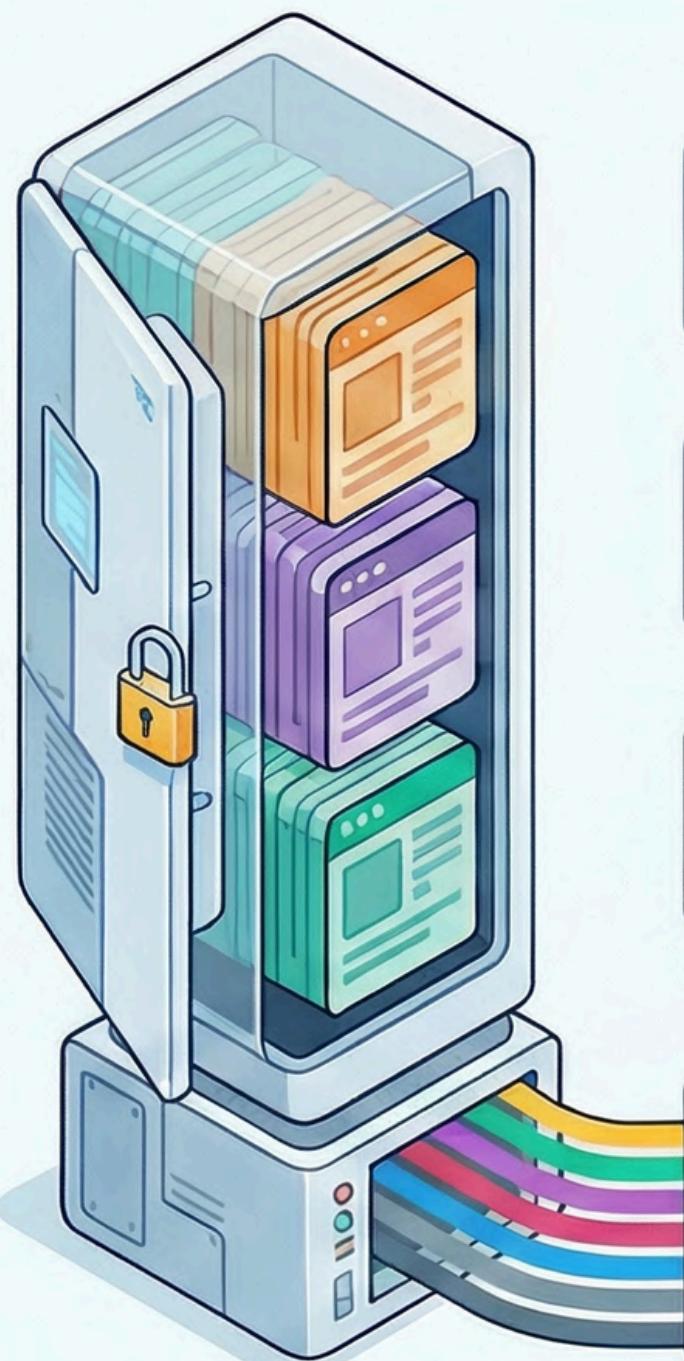
Next Steps:

- Design 5G-compatible alternative
- Migrate existing P7 subscribers
- Offer transition incentives
- Maintain 25GB value proposition

Question 5 Were any plans discontinued following the 5G launch? What were the underlying reasons for these discontinuations?

Strategic Shift: Retiring Legacy Plans for the 5G Era

The Underperforming Plans



3 Legacy Plans Phased Out

P8 Daily Saviour (1 GB / Day)
Revenue: 434.3M
% of Overall Revenue: 1.4%

P9 Combo TopUp
Revenue: 226.8M
0.7%

P10 Big Combo Pack (6 GB / Day)
Revenue: 131.1M
0.4%



Rationale for Discontinuation

Low Revenue Contribution



Combined, the plans accounted for only 2.5% of total company revenue.

Low Adoption & Demand



The plans suffered from low customer demand and minimal interest in benefits.

Mismatch with 5G User Behavior



Short validities (1-3 days) were unsuitable for high data consumption patterns.

Limited Flexibility



The plans lacked the versatility required to meet modern customer needs.

Post-5G Strategic Roadmap: Optimizing Growth & Retention

OPERATIONAL & GEOGRAPHIC EXCELLENCE



Bridge Urban Network Gaps
Prioritize service quality improvements in underperforming markets like Bangalore and Chennai.

Guarantee Reliable 5G Performance
Address connectivity inconsistencies to ensure stable performance across all service cities.

STRATEGIC PORTFOLIO & RETENTION

Audit and Realign Plan Portfolio
Promote high-performing plans (P1, P11, P12) while phasing out low performers.

Plan Performance	Plan IDs	Strategic Action
High Performers	P1, P11, P12	Aggressive Promotion
Low Performers	P4, P5, P8, P7	Revamp or Phase Out
Discontinued	P8, P9, P10	Replace with 5G offerings

Segmented & Flexible Pricing
Launch affordable, tailored plans for students, families, and low-income segments.

Proactive Churn Mitigation
Use loyalty rewards, user education, and improved support to reduce unsubscribe rates.

Context Summary: Following the initial 5G rollout, the focus must shift from deployment to optimization. This strategy centers on addressing geographic network gaps, refining the service portfolio, and implementing aggressive retention tactics to maximize long-term customer lifetime value.

THANKS FOR WATCHING

CONTACT DETAILS

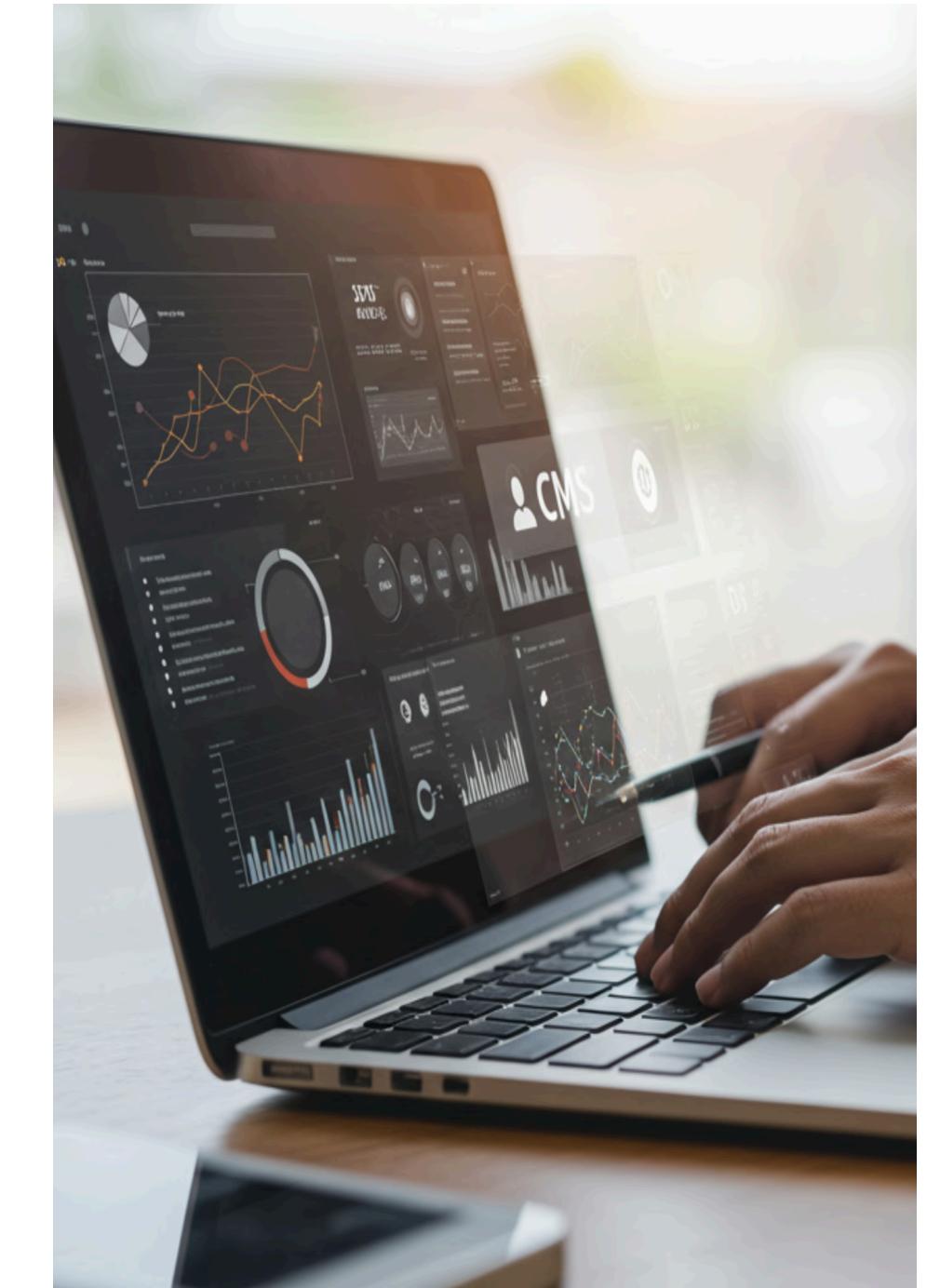
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Canva
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