WAVECON TELECOM ANALYSIS

IMPACT OF 5G LAUNCH

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#CODEBASICS Virtual Internship Project

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COMPANY OVERVIEW

A Telecom provider company based in India.

It is 3rd largest provider of telecom.

It has recently launched 5G services in 15 major cities.

Note:

Before 5G period – from Jan to Apr

After 5G period – from Jun to Sept

PROBLEM STATEMENT

- Wavecon has launched 5G services from June.

- Differentiate and analyse the performance of its KPIs and plans before 5G VS after 5G launch .

- Guide them on further improvements.

KEY METRICS OVERVIEW

Revenue: The total income generated by the company for a specific period of time.

Average Revenue Per User (ARPU): The average amount of money earned from each active user over a specific period.

Total Active Users (TAU): The total number of users currently subscribed to and actively using company's services.

Total Unsubscribed Users (TUsU): The total number of users who have discontinued the service.

IMPACT OF THE 5G LAUNCH ON REVENUE

Total Revenue

₹ 31.9bn

₹ 16.0bn
Before 5G

₹ 15.9bn
After 5G

-0.50%
Chg%
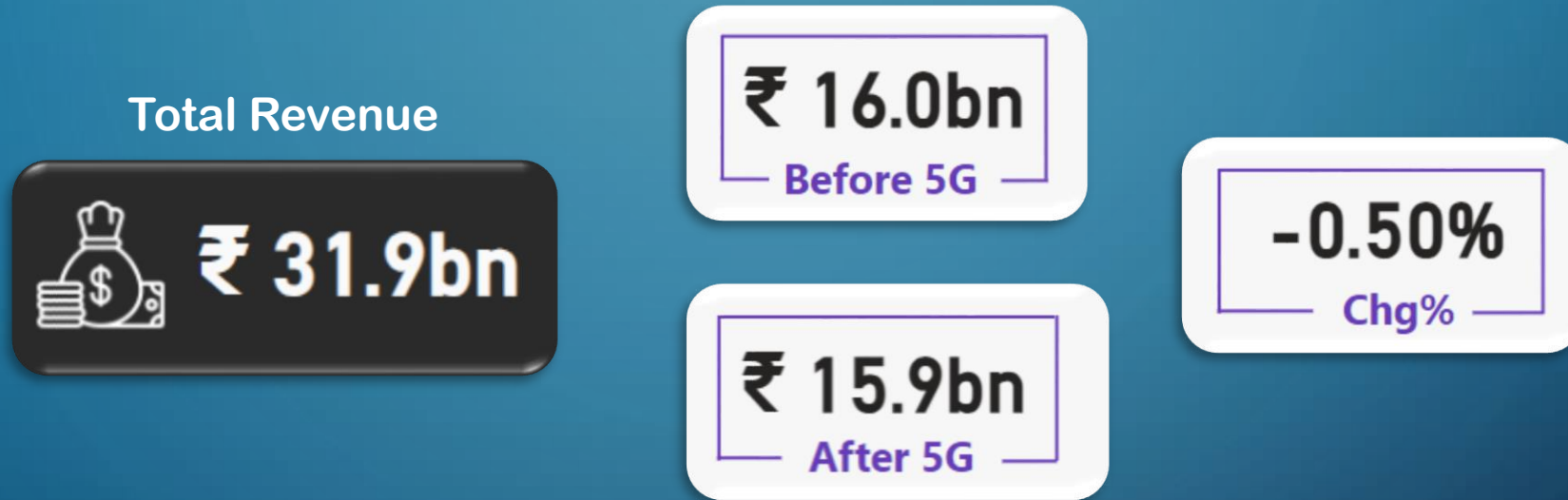
Revenue dropped by 0.50%.

Lucknow showed highest increase in revenue in % terms i.e. 1.82%

whereas

Delhi showed highest decrease in revenue in % terms i.e. 2.83%.

Lucknow, Gurgaon, Patna and Raipur showed more than 1% increase in revenue in % terms

whereas

Hyderabad, Ahmedabad, Chennai and Delhi showed more than 1% decrease in revenue in % terms

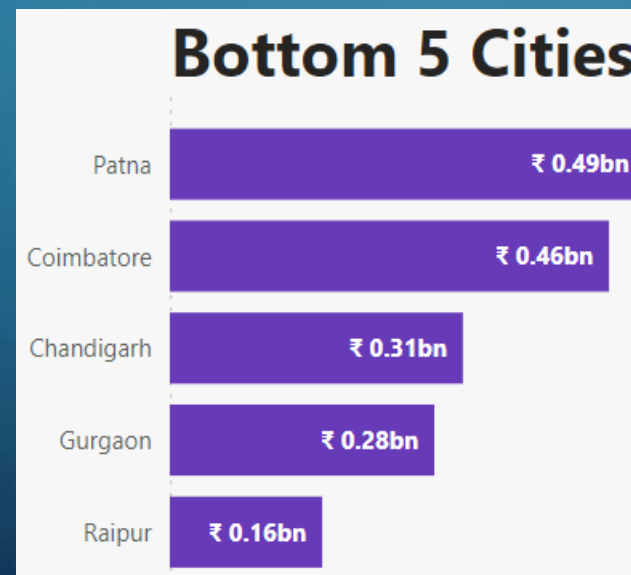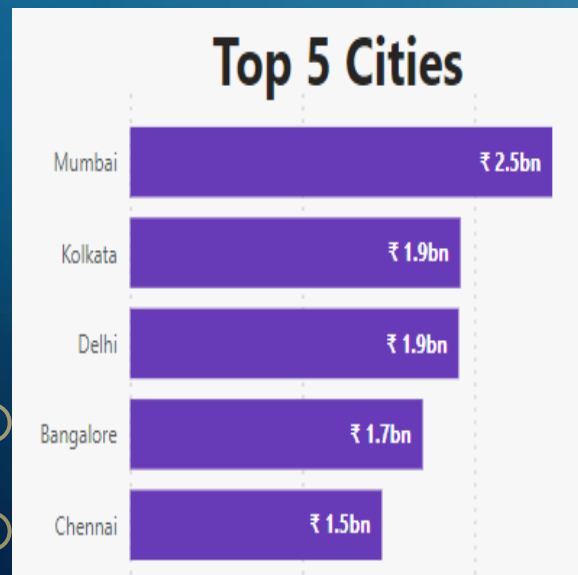| City Name	Total Revenue	Before_5G	After_5G	Chg%
Lucknow	₹ 1,308M	₹ 648M	₹ 660M	1.82%
Gurgaon	₹ 547M	₹ 271M	₹ 275M	1.51%
Patna	₹ 982M	₹ 487M	₹ 495M	1.48%
Raipur	₹ 315M	₹ 157M	₹ 159M	1.15%
Jaipur	₹ 1,409M	₹ 701M	₹ 708M	0.98%
Bangalore	₹ 3,386M	₹ 1,687M	₹ 1,699M	0.75%
Pune	₹ 2,598M	₹ 1,296M	₹ 1,301M	0.37%
Mumbai	₹ 4,896M	₹ 2,444M	₹ 2,452M	0.31%
Coimbatore	₹ 914M	₹ 457M	₹ 457M	0.11%
Kolkata	₹ 3,844M	₹ 1,926M	₹ 1,918M	-0.37%
Chandigarh	₹ 612M	₹ 307M	₹ 305M	-0.55%
Hyderabad	₹ 2,357M	₹ 1,186M	₹ 1,171M	-1.29%
Ahmedabad	₹ 1,871M	₹ 945M	₹ 926M	-2.02%
Chennai	₹ 2,964M	₹ 1,501M	₹ 1,462M	-2.59%
Delhi	₹ 3,872M	₹ 1,964M	₹ 1,908M	-2.83%
Total	**₹ 31,874M**	**₹ 15,977M**	**₹ 15,897M**	**-0.50%**

Top 5 cities based on Revenue (Amount) :

Mumbai, Delhi, Kolkata, Bangalore and Chennai (Both before and after 5G).

Out of these 5,
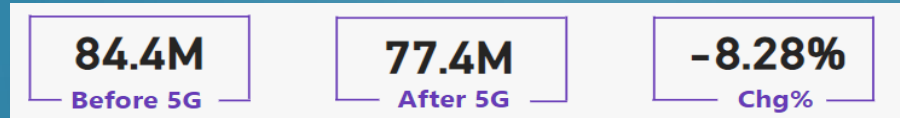
3 cities have witnessed drop in revenue after 5G and

the other 2 cities have just shown marginal increase in revenue.

Top 5 Cities

City	Revenue
Mumbai	₹ 2.5bn
Kolkata	₹ 1.9bn
Delhi	₹ 1.9bn
Bangalore	₹ 1.7bn
Chennai	₹ 1.5bn

Bottom 5 Cities

City	Revenue
Patna	₹ 0.49bn
Coimbatore	₹ 0.46bn
Chandigarh	₹ 0.31bn
Gurgaon	₹ 0.28bn
Raipur	₹ 0.16bn

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%	⬇

UNDERPERFORMING KPIs AFTER THE 5G LAUNCH

161.7M
TAU

84.4M	77.4M	-8.28%
Before 5G	After 5G	Chg%

Highest % chg - Pune
Lowest % chg - Ahmedabad

12.6M
TUsU

5.6M	7.0M	23.50%
Before 5G	After 5G	Chg%
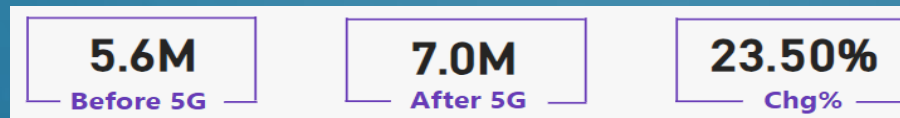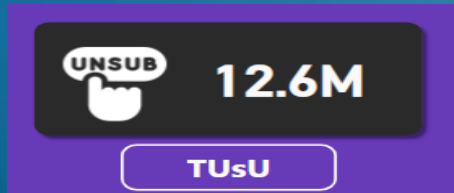
Highest % chg - Lucknow
Lowest % chg - Mumbai

₹ 200.7
ARPU

₹ 190.2	₹ 211.3	11.05%
Before 5G	After 5G	Chg%
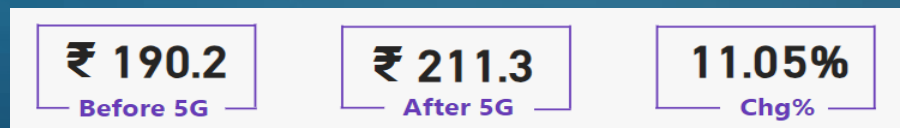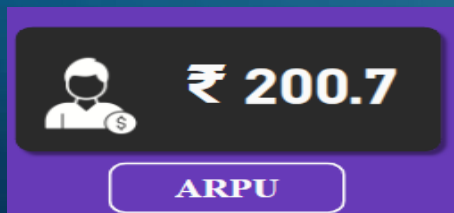
Highest % chg - Raipur
Lowest % chg - Pune

Note: Revenue and TAU(Total Active Users) both are underperforming and ARPU has increased.
But this is mere illusion coz ARPU is based on the Revenue and TAU and both of these are decreasing thus average per unit is increasing.

PLANS PERFORMANCE ANALYSIS
IN TERMS OF REVENUE AFTER 5G LAUNCH

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

Before 5G--   After 5G --------------------------------------

PLANS PERFORMANCE ANALYSIS
IN TERMS OF REVENUE AFTER 5G LAUNCH

P1 and P2 : performing great after 5G. These are longer duration plans, thus shown little impact of 5G launch.

P4 to P6: Shows a decline in revenue after 5G launch.

P7 : The performance is degrading drastically.

P8,P9 and P10: Discontinued due to their lowering performance.

P11,P12 and P13: the newly introduced 5G plans. All are performing exceptionally well. P11 and P12 are combo plans for longer duration whereas P13 is a mini saver plan.

PLANS AFFECTED LARGELY BY THE 5G LAUNCH

Plan P7 is largely affected after the 5G launch.

a sharp revenue drop of 426.8M during Jun to sept period,

Loss in revenue – 73.20%

This is due to the loss of relevance as these are the 3G/ 4G packs which become irrelevant after 5G launch. Thus we should **discontinue** this plan.
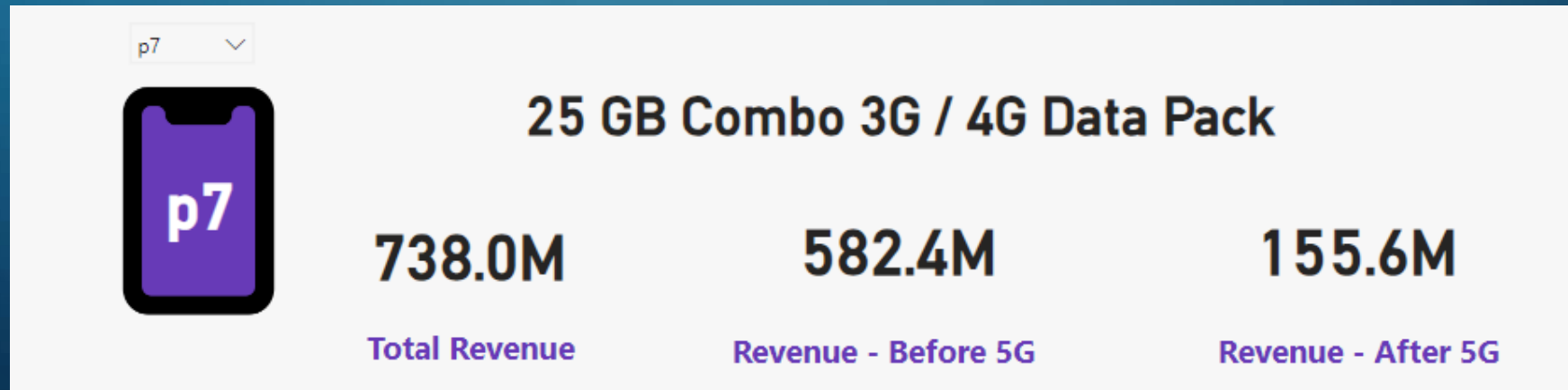
DISCONTINUED PLANS AFTER THE 5G LAUNCH

The plans P8, P9 and P10 were discontinued after the 5G launch.

Reasons:

1. Limited Validity/ limited data allowances
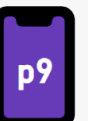
2. Less revenue

3. New and Improved alternatives

p8

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

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

p9

Combo TopUp: 14.95 Talktime and 300 MB data

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

p10

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

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

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
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MARKET SHARE
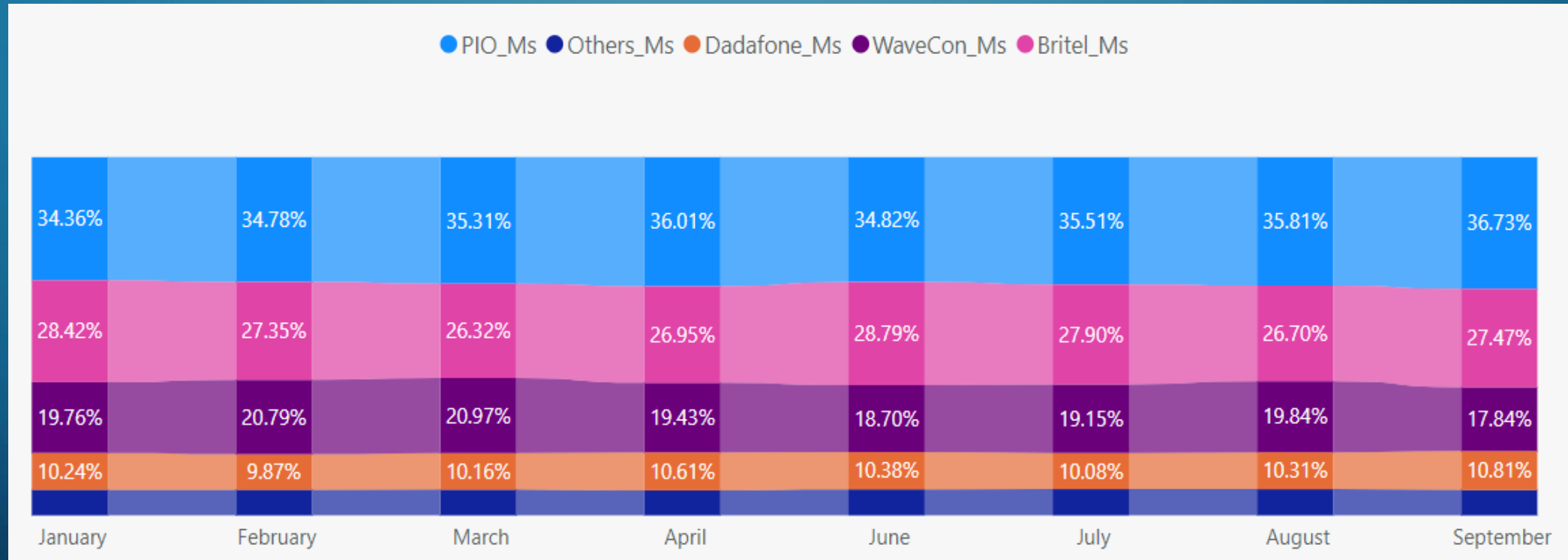
The market share has dropped after 5G launch. One of the reasons is the drop in active users.

RECOMMENDATIONS

- **Keep customers interested**

- **Monitor and address Unsubscription rate**

- **Increase and improve Network coverage**

- **Promote the best performing plans, like P1, P2, P11, P12 and P13.**