

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

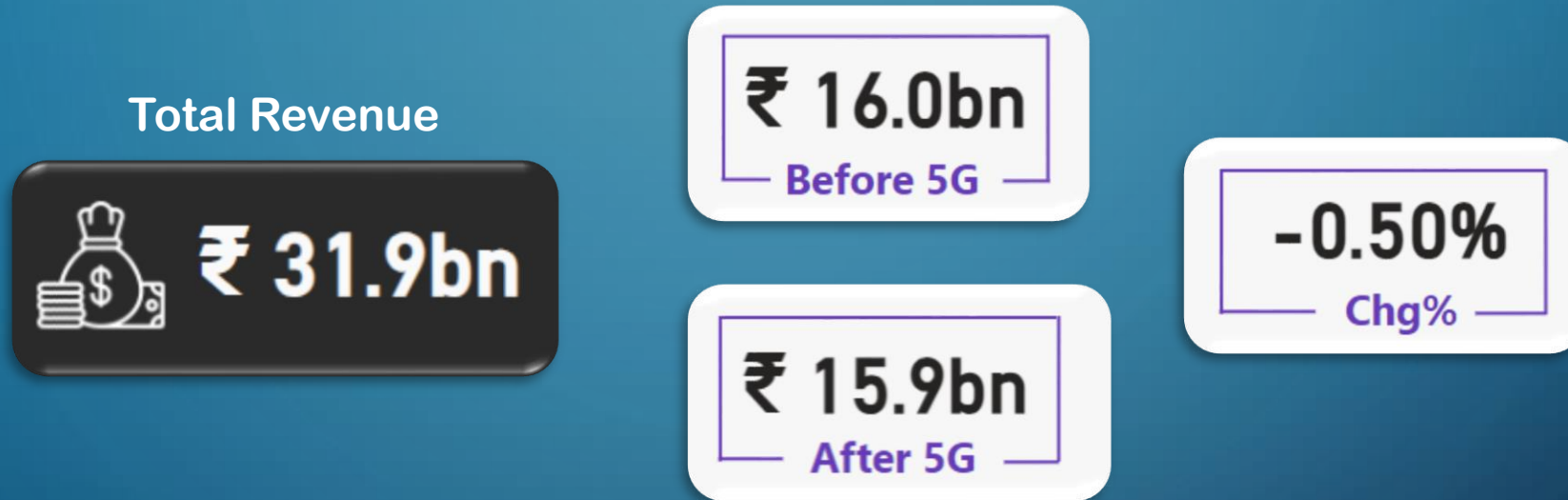
Revenue: The total income generated by the company for a specific period of time.

Average Revenue Per User (ARPU): The average amount of revenue generated 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



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%

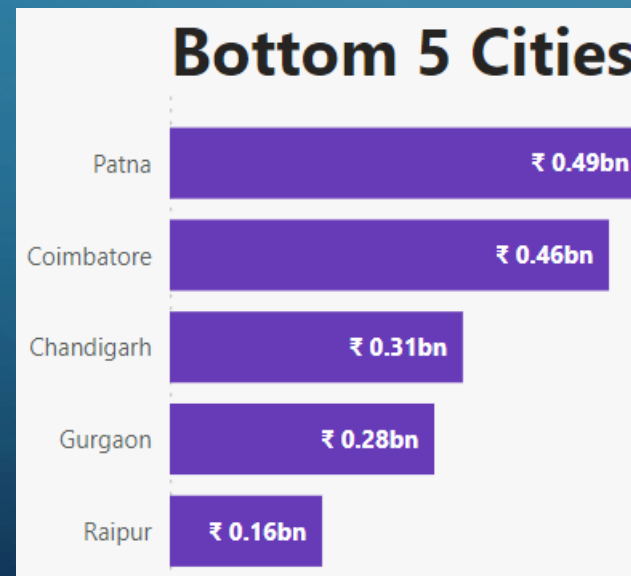
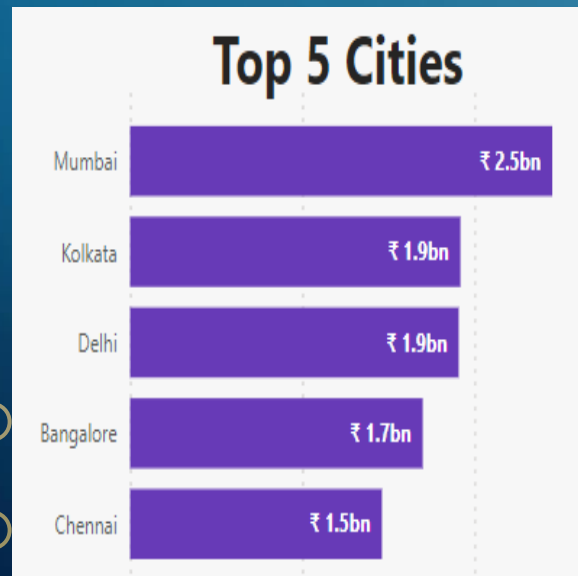
Top 5 cities based on Revenue (Amount) :

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

Out of these 5,

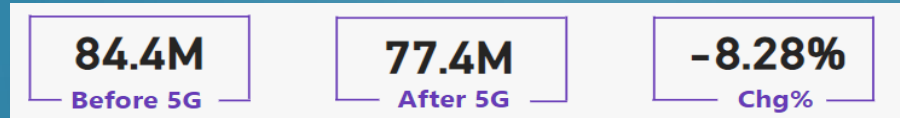
3 cities have witnessed drop in revenue after 5G and

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

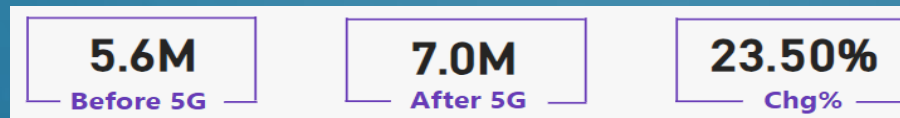
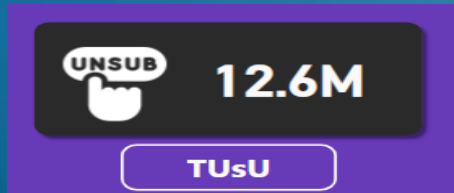


City Name	Total Revenue	Before_5G	After_5G	Chg%
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Delhi	₹ 3,872M	₹ 1,964M	₹ 1,908M	-2.83%
Kolkata	₹ 3,844M	₹ 1,926M	₹ 1,918M	-0.37%
Bangalore	₹ 3,386M	₹ 1,687M	₹ 1,699M	0.75%
Chennai	₹ 2,964M	₹ 1,501M	₹ 1,462M	-2.59%

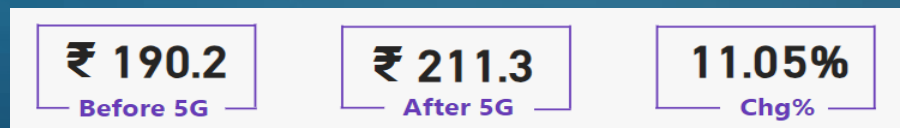
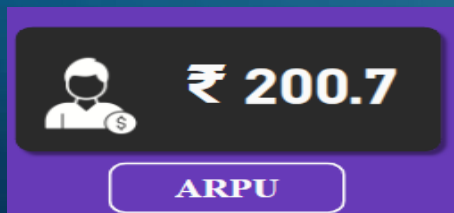
UNDERPERFORMING KPIs AFTER THE 5G LAUNCH



Highest % chg - Pune
Lowest % chg - Ahmedabad



Highest % chg - Lucknow
Lowest % chg - Mumbai



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.*

CITY-WISE UNDERPERFORMING KPIs AFTER THE 5G LAUNCH

 **161.7M**

TAU

84.4M

Before 5G

77.4M

After 5G

-8.28%

Chg%



12.6M

TUsU

5.6M

Before 5G

7.0M

After 5G

23.50%

Chg%

City Name	Total_Users	Before_5G	After_5G	Chg%
Ahmedabad	10M	5M	4M	-18.93%
Delhi	20M	11M	9M	-17.63%
Raipur	2M	1M	1M	-16.67%
Patna	5M	3M	2M	-16.11%
Mumbai	23M	13M	11M	-14.35%
Bangalore	18M	10M	8M	-13.94%
Gurgaon	3M	1M	1M	-13.09%
Coimbatore	4M	2M	2M	-9.28%
Hyderabad	12M	6M	6M	-7.48%
Jaipur	7M	4M	3M	-5.53%
Chandigarh	3M	2M	2M	-4.99%
Kolkata	20M	10M	10M	-4.75%
Chennai	15M	7M	7M	0.35%
Lucknow	6M	3M	3M	2.65%
Pune	14M	6M	8M	18.06%
Total	162M	84M	77M	-8.28%

City Name	Total_Users	Before_5G	After_5G	Chg%
Lucknow	478K	172K	306K	77.91%
Pune	1108K	434K	674K	55.30%
Jaipur	563K	223K	340K	52.47%
Chandigarh	253K	103K	150K	45.63%
Hyderabad	919K	386K	533K	38.08%
Chennai	1225K	517K	708K	36.94%
Kolkata	1579K	693K	886K	27.85%
Coimbatore	351K	155K	196K	26.45%
Bangalore	1260K	571K	689K	20.67%
Delhi	1668K	770K	898K	16.62%
Ahmedabad	718K	332K	386K	16.27%
Gurgaon	193K	91K	102K	12.09%
Patna	360K	171K	189K	10.53%
Raipur	120K	57K	63K	10.53%
Mumbai	1795K	958K	837K	-12.63%
Total	12590K	5633K	6957K	23.50%

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.

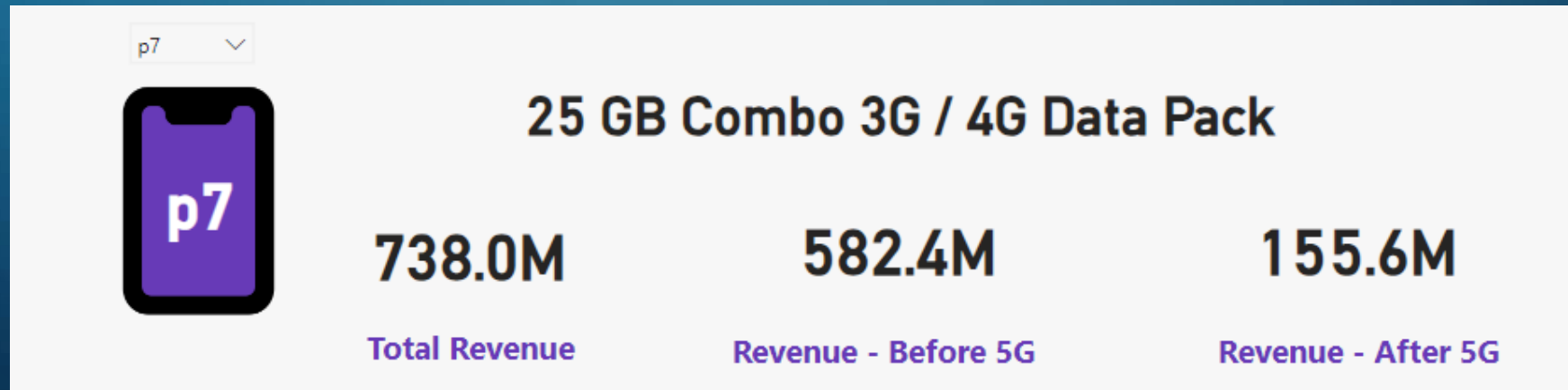
PLANS AFFECTED LARGELY BY THE 5G LAUNCH

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

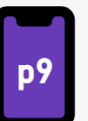
p8

 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

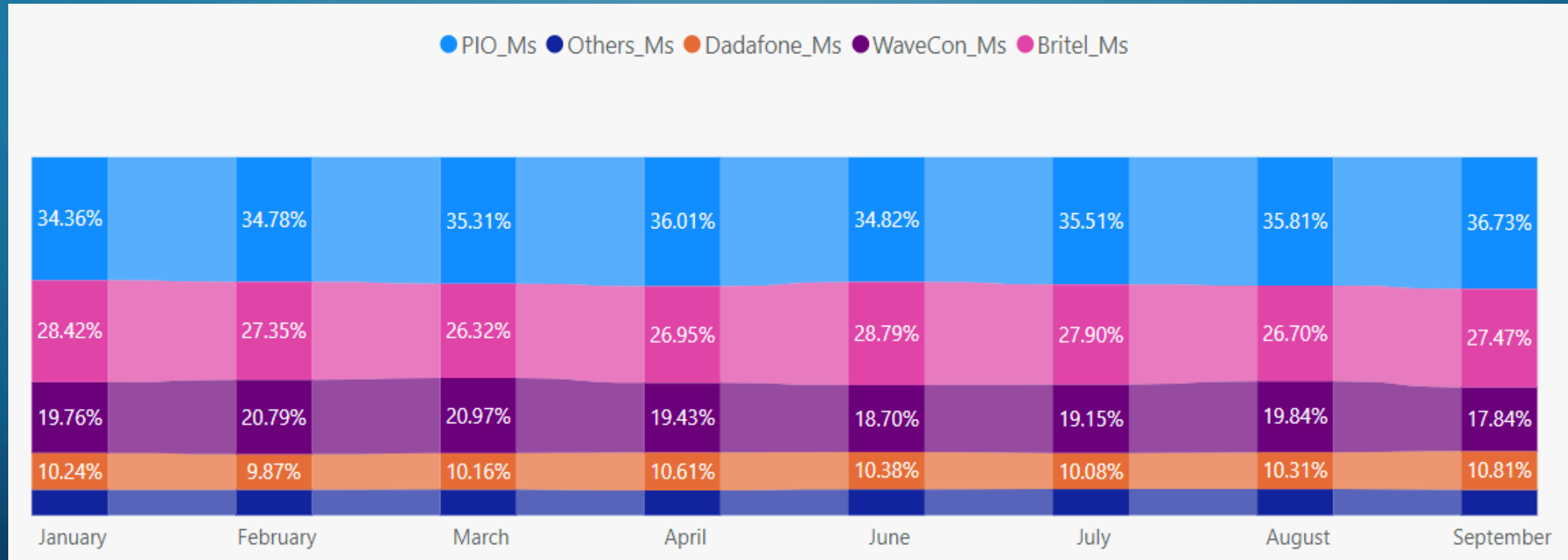
 Big Combo Pack (6 GB / Day) validity: 3 Days

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
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p13					₹ 72M	₹ 82M	₹ 82M	₹ 79M

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.

The image features a dark blue gradient background. In the corners, there are decorative white line art elements resembling circuit boards or neural networks, with lines and small circles connecting them. The text "THANK YOU" is centered in a large, white, sans-serif font.

THANK
YOU