

WAVECON TELECOM ANALYSIS

Codebasics Virtual Internship

Week 2 Task 4



ABOUT WAVECON

- Wavecone is one of the leading telecommunications company in India.
- They have launched their 5G services in the month of May 2022.
- We have conducted the analysis using data before (Jan-Apr) and after (Jun-Sept) the 5G launch.

OBJECTIVES

Impact of 5G Launch on Revenue

Underperforming KPIs

Plan's Performance Analysis

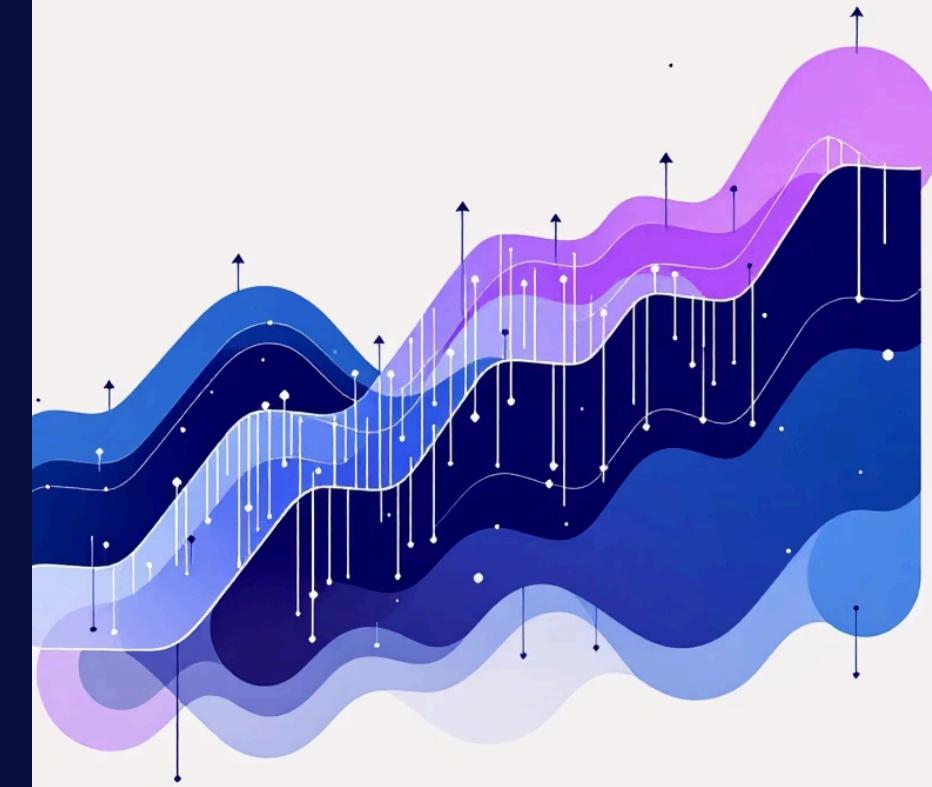
Impact on Specific Plan

Discountinued Plan

↗ REVENUE ANALYSIS

Impact of 5G Launch on Revenue

What is the impact of 5G Launch on our revenue?



Revenue Before 5G

₹15.97 bn

Revenue After 5G

₹15.89 bn

Revenue Change %

-0.50%

Top 5 Cities After 5G Launch



Bottom 5 Cities After 5G Launch



- Mumbai generated the highest revenue at around **4.9 billion**.
- Delhi and Kolkata performed strongly, each with revenue close to **4 billion**.
- Bangalore, Chennai, and Pune contributed between **2.5 and 3.5 billion**.
- Raipur, Gurgaon, and Chandigarh had the lowest revenue contribution, under **1 billion**.

Key Performance Indicators Overview

31.9bn

Revenue

Overall revenue remained largely stable after the 5G launch, indicating limited short-term monetization impact despite higher ARPU from premium plans.

200.7

ARPU (Average Revenue Per User)

↑ Growth observed

ARPU increased as customers migrated to premium 5G plans, reflecting improved unit economics.

161.7M

TAU (Total Active Users)

Total active user base declined post-5G, indicating customer churn and slower adoption among price-sensitive and legacy plan users.

12.6M

Unsubscribed Users

↑ Increase post-5G

Higher unsubscriptions indicate customer dissatisfaction or migration to competitor 5G offerings.

Under Performing KPIs

Which KPIs is Under performing after 5G launch?

Active Users

Active Users Before 5G

84M

Active Users After 5G

77M

Active Users Chg%

-8.28%

Unsubscribed Users

Unsub Users Before 5G

6M

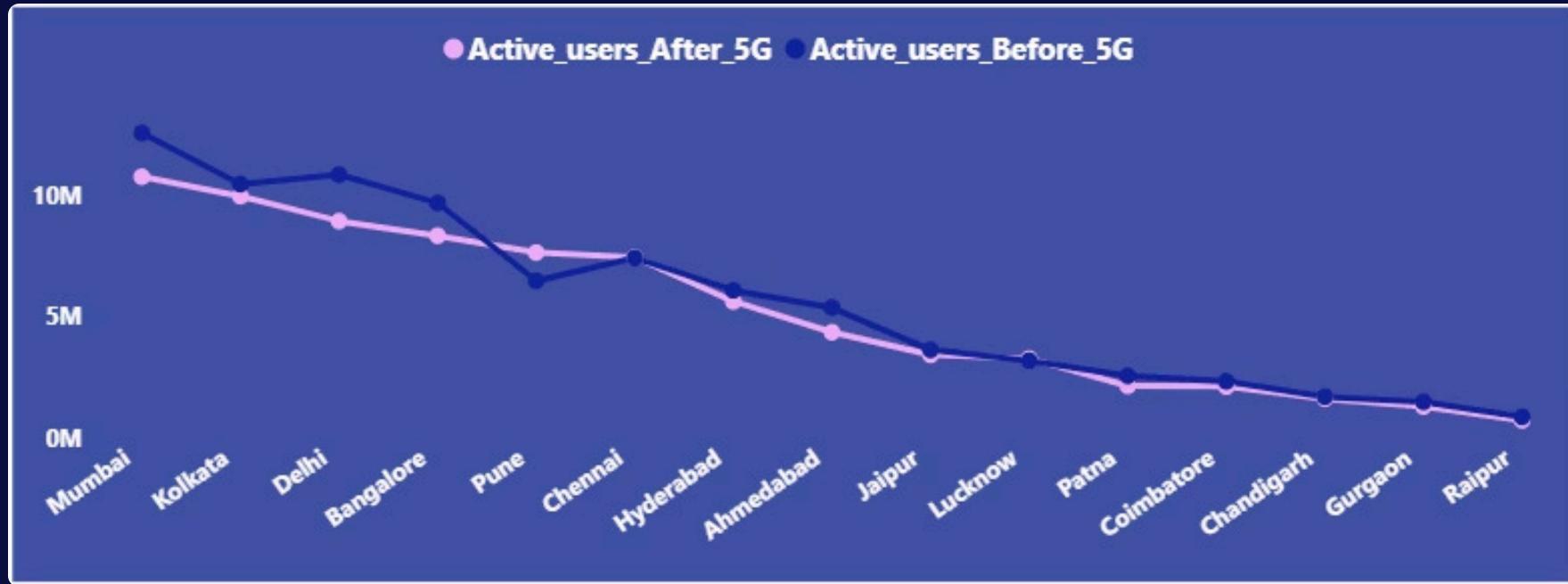
Unsub Users After 5G

7M

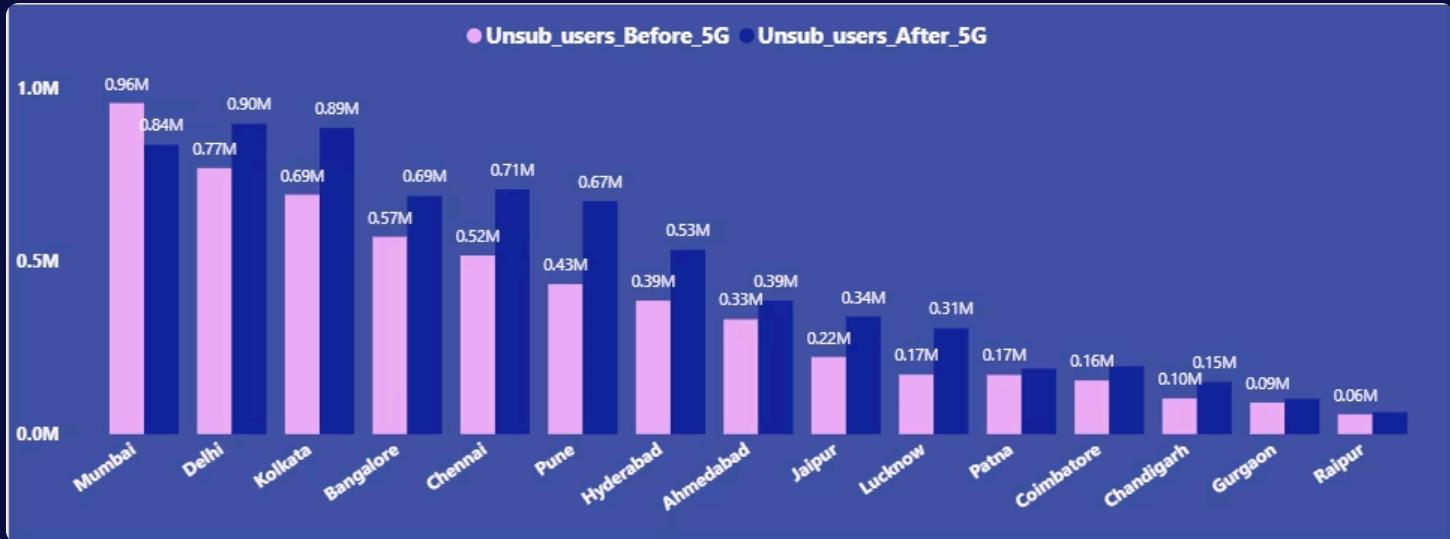
Unsub Users Chg%

23.50%

- Active user base dropped by 8.28% after the 5G launch, indicating a decline in customer engagement.
- Unsubscribed users increased by 23.5%, which signals a serious churn problem post 5G rollout.
- The higher churn rate compared to the decline in active users suggests customers are leaving faster than new users are joining.



- After the 5G launch, most cities experienced a decline in active users, with Mumbai, Delhi, and Kolkata showing the largest drops. However, some cities like Hyderabad and Ahmedabad show relatively stable user counts post-5G, indicating better adoption in those markets. The overall trend suggests a need for targeted marketing in high-potential cities to recover user losses.



- Unsubscribers have increased in most cities after the 5G launch, with Chennai, Kolkata, and Bangalore showing the largest rises. While Mumbai and Delhi saw a slight drop in unsubs, cities like Pune, Hyderabad, and Ahmedabad experienced notable increases, indicating possible dissatisfaction or migration to competitors. This trend suggests the need for customer retention initiatives, especially in high-churn markets.

Plan's Performance Analysis

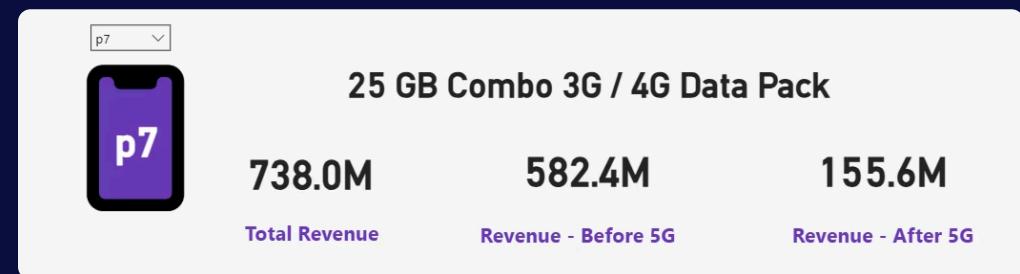
After the 5G launch, which plans are performing well in terms of revenue? Which plans are not performing well?



- After the 5G launch, plans P1, P11, and P12 have emerged as the top revenue performers, with P1 growing from 1.81bn to 2.39bn and P11 and P12 gaining strong traction despite lower pre-5G revenue. However, older plans like P6, P7, and P8 have seen steep revenue declines, suggesting customers are migrating towards newer 5G-oriented offerings. This shift highlights the success of targeted 5G plans in driving higher adoption and revenue.

Impact On Specific Plan

Is there any plan affected largely by the 5G launch? Should we continue or discontinue that plan?



- Plans P5 and P7 have been significantly impacted after the 5G launch. P5's revenue dropped from 1.0bn to 651.5M, while P7 saw a steep decline from 582.4M to just 155.6M. The sharp fall, especially in P7, indicates reduced demand for older 3G/4G packs as customers shift to 5G plans. P7 should be considered for discontinuation, while P5 may need rebranding or migration offers to retain customers.

Discontinued Plan

Is there any plan that is discontinued after the 5G launch? What is the reason for it?



Discontinued Plans (Post-5G)

Plans **P9** and **P10** show zero revenue after the 5G launch, indicating they were discontinued in the post-5G period.



Reason for Decline

These plans were likely **older 3G/4G-specific or low-demand offerings**, making them irrelevant in a 5G-focused market.



Portfolio Optimization

The discontinuation reflects a shift toward **high-demand 5G plans (P1, P11, P12)**, which now drive the majority of revenue.

Strategic Recommendations to Improve Post-5G Performance



OTT Subscription Bundling

Bundle popular OTT platform subscriptions with **high-value 5G recharge plans** to increase plan attractiveness and ARPU.



Referral-Driven Growth

Introduce referral rewards such as **15GB free data** on active plans to encourage customer-led acquisition.



Plan Value Enhancement

Enhance existing plans by offering **additional 20GB data** or **extended validity** to improve retention.



Seasonal Promotions

Launch **festival-specific discounts or offers** on top-performing plans to drive short-term volume spikes.



Incentives for Mid-Tier Plans

Boost moderately performing plans through **₹500 vouchers**, movie tickets, or partner rewards.

- ❑ **Recommendation:** Discontinue underperforming legacy plans (P9, P10) and migrate customers to entry-level 5G plans using limited-time incentives. This will simplify the portfolio, improve customer experience, and concentrate revenue on high-performing 5G offerings.

Thank You

Happy to walk through the analysis

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