



# Wavecon Telecom Analysis

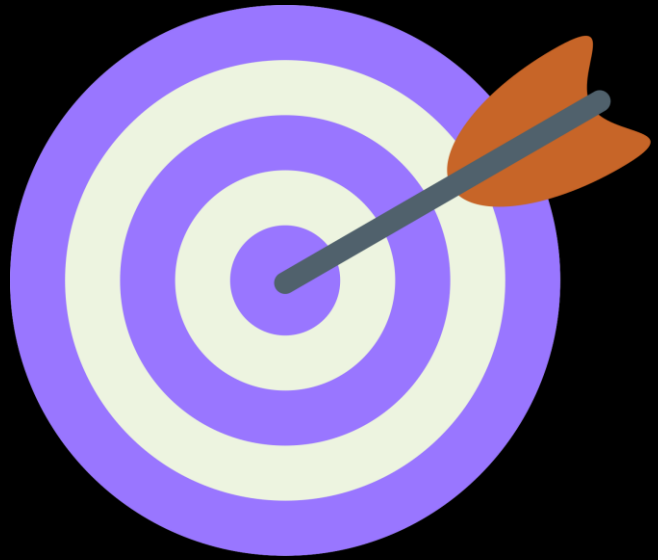
"Wavecon : Riding the Wave of 5G Technology -  
Empowering Tomorrow's Telecom Landscape"

PRESENTED BY :  
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# ABOUT US

Wavecon is a leading telecommunications company renowned for its innovative solutions and commitment to delivering seamless connectivity experiences. With a focus on cutting-edge technology and customer satisfaction, Wavecon continually shapes the future of communication.





## OBJECTIVE

To effectively communicate the insights extracted from the dashboard and provide a comprehensive understanding to our telecom client, Wavecon, regarding the challenges they face in the ever-evolving telecommunications industry.





# Agenda

- Impact of the 5G launch on revenue
- Underperforming KPI after the 5G launch
- Performance of different plans after 5G launch and future of these plans

# Insights

## What is the impact of the 5G launch on our revenue?

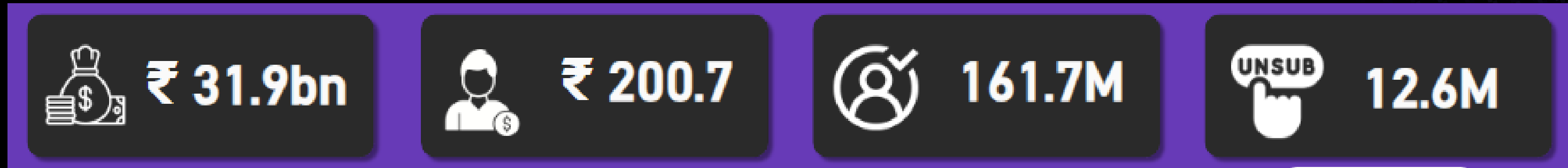
- The revenue decreased by 80 Bn, reflecting a 0.50% reduction in revenue after the 5G launch.
- CITY-WISE REVENUE DISTRIBUTION:-  
The introduction of 5G had a mixed impact on Wavecon's revenue across different cities. Some cities experienced revenue growth, while others saw a decline.

₹ 4.0bn MA	₹ 16.0bn Before 5G	₹ 15.9bn After 5G	-0.50% Chg%
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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%
Bhopal	₹ 215M	₹ 157M	₹ 150M	-4.46%
Total	₹ 31,874M	₹ 15,977M	₹ 15,897M	-0.50%



# Key Performance Indicators (KPI)



1. Above 4 are the Key Performance Indicators in this Project. (Revenue, ARPU, TAU, TUSU)

2. ARPU - Average Revenue per user, TAU - Total Active Users, TUSU - Total Unsubscribed Users.

3. The company achieved total of:

- Revenue: 31.9bn
- ARPU - 200.7
- TAU - 161.7M
- TUSU - 12.6M

# Which KPI is underperforming after the 5G launch?

20.2M

MA

84.4M

Before 5G

77.4M

After 5G

-8.28%

Chg%

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

## Total Active Users

- We can see that there is -8.28% decrease in the overall active users after the 5G launch.
- Ahmedabad, Delhi and Ralpur are the top 3 cities where there is a much decrease in the active users after the 5G launch.

1.6M

MA

5.6M

Before 5G

7.0M

After 5G

23.50%

Chg%

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	1705K	650K	827K	12.62%
<b>Total</b>	<b>12590K</b>	<b>5633K</b>	<b>6957K</b>	<b>23.50%</b>

## Total Unsubscribed Users

- We can see that there is 23.50% increase in the total unsubscribed users after the 5G launch.
- Lucknow, Pune and Jaipur are the top 3 cities where there is a much increase in the unsubscribed users after the 5G launch.



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

plan	January	February	March	April
p1	₹ 396M	₹ 503M	₹ 466M	₹ 448M
p2	₹ 326M	₹ 409M	₹ 386M	₹ 368M
p3	₹ 296M	₹ 349M	₹ 353M	₹ 321M
p4	₹ 243M	₹ 280M	₹ 274M	₹ 278M
p5	₹ 216M	₹ 285M	₹ 258M	₹ 246M
p6	₹ 167M	₹ 197M	₹ 199M	₹ 187M
p7	₹ 123M	₹ 158M	₹ 156M	₹ 146M
p8	₹ 94M	₹ 120M	₹ 111M	₹ 110M
p9	₹ 52M	₹ 59M	₹ 57M	₹ 58M
p10	₹ 23M	₹ 37M	₹ 34M	₹ 38M

## Before 5G


plan	June	July	August	September
p1	₹ 536M	₹ 628M	₹ 620M	₹ 603M
p2	₹ 340M	₹ 388M	₹ 392M	₹ 368M
p3	₹ 304M	₹ 341M	₹ 335M	₹ 317M
p4	₹ 200M	₹ 237M	₹ 229M	₹ 212M
p5	₹ 144M	₹ 172M	₹ 179M	₹ 157M
p6	₹ 109M	₹ 135M	₹ 126M	₹ 125M
p7	₹ 33M	₹ 35M	₹ 45M	₹ 43M
p11	₹ 414M	₹ 486M	₹ 478M	₹ 482M
p12	₹ 255M	₹ 300M	₹ 306M	₹ 300M
p13	₹ 72M	₹ 82M	₹ 82M	₹ 79M

## After 5G

- In June, Wavecon introduced its 5G service.
- Plans p1, p2, and p3 maintained consistency and performed effectively following the launch of 5G.
- The revenue for plans p4, p5, and p6 has declined.
- Plan - p7 experienced a major decrease in revenue, dropping from 146 million to 43 million.
- The company discontinued plans p8, p9, and p10 with the introduction of new plans p11, p12 and p13.

# Is there any plan affected largely by the 5G launch?

## Should we continue or discontinue that plan?

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

plan	January	February	March	April
p1	₹ 396M	₹ 503M	₹ 466M	₹ 448M
p2	₹ 326M	₹ 409M	₹ 386M	₹ 368M
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**Before 5G**


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**After 5G**


- The revenue for Plan - p7 has dropped significantly, from 582 million to 155 million. As a result, the company can discontinue this plan.
- There has been a slight decline revenue for plans p4, p5, and p and we can make a few modifications to improve them



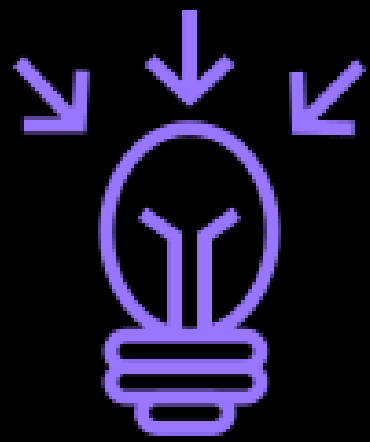
# Is there any plan that is discontinued after the 5G launch? What is the reason for it?

	Daily Saviour (1 GB / Day) validity: 1 Day		
	434.3M	434.3M	NA
	Total Revenue	Revenue - Before 5G	Revenue - After 5G

	Combo TopUp: 14.95 Talktime and 300 MB data		
	226.8M	226.8M	NA
	Total Revenue	Revenue - Before 5G	Revenue - After 5G

	Big Combo Pack (6 GB / Day) validity: 3 Days		
	131.1M	131.1M	NA
	Total Revenue	Revenue - Before 5G	Revenue - After 5G

- Plans for p8, p9, and p10 have been discontinued following the launch of 5G.
- Plans p8, p9, and p10 generated significantly less revenue than lie other plans.



# Conclusion

Here are some possible explanations for the increase in unsubscribed users after 5G:

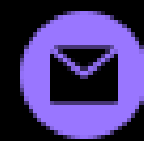
- The cost of 5G plans may be higher than 4G plans.
- Some users may not be satisfied with the performance of the 5G network.
- Some users may not need the faster speeds of 5G.
- Some users may have switched to other telecom providers that offer 5G plans at a lower price.

Here are some recommendations for Wavecon Telecom:

- Conduct a survey of users to understand the reasons for the decrease in revenue and the increase in unsubscribed users.
- Offer discounts on 5G plans to attract new users and retain existing users.
- Improve the performance of the 5G network to address the concerns of users.
- Raise awareness about the benefits of 5G to encourage users to switch to 5G plans



# Thanking You!



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