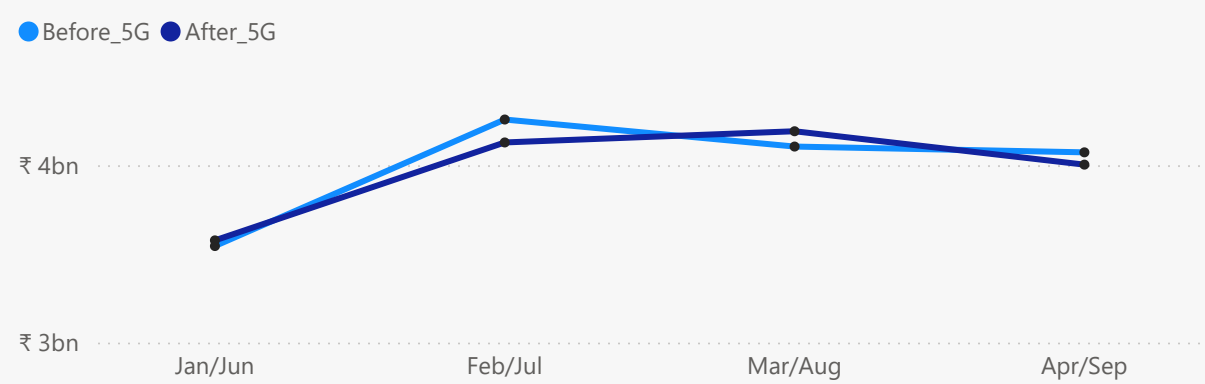
Wavecon Telecom Analysis

Revenue	ARPU	TAU	TUsU
₹ 31.9bn	₹ 200.7	161.7M	12.6M

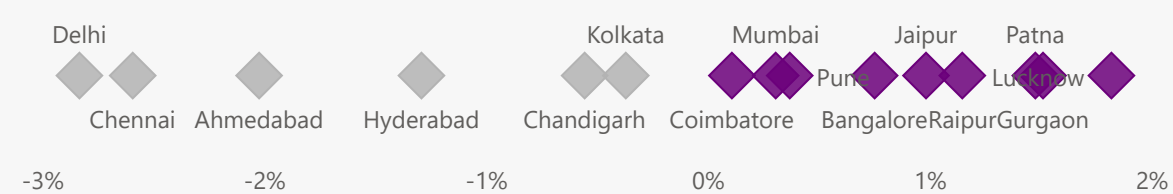
MA	Before 5G	After 5G	Chg%
₹ 4.0bn	₹ 16.0bn	₹ 15.9bn	-0.50%

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%



ARPU - Average Revenue Per User, TAU - Total Active Users, TUsU - Total unsubscribed Users, MA - Monthly Average

CODEBASICS Virtual Internship

WAVECON TELECOM

Seamless Connectivity, Limitless Possibilities

ANALYZING THE IMPACT OF 5G ON WAVECON TELECOM

This presentation dives deep into the performance of Wavecon Telecom post the launch of their 5G services.
The presentation examines the effect of 5G launch on revenue, its KPI and few strategic recommendations for growth.

Presented By:
Md Merajuddin

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ABOUT WAVECON TELECOM

CODE BASICS

01 Wavecon, a leading telecom provider in India, renowned for delivering reliable and cutting-edge services

02 In May 2022, Wavecon achieved a significant milestone by introducing its latest 5G services, aiming to offer fast and reliable connectivity to customers. This advancement benefit both individuals and business by fostering creativity and innovation.

03 Wavecon operates around 15 major cities in India, maintaining a strong and widespread presence and striving to provide uninterrupted connectivity to its users.

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AGENDA

CODE BASICS

01 What is the impact of 5G launch on our Revenue?

02 Which KPI is underperforming after 5G launch?

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

04 Is there any plan affected largely by the launch of 5G launch? What action should we take if yes?

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

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

CODE BASICS

₹ 16.0bn
Before 5G

₹ 15.9bn
After 5G

-0.5%
Change %

City Name	Total Revenue	Before_5G	After_5G	Chg%
Mumbai	₹ 4,896M	₹ 2,444M	₹ 2,452M	0.31%
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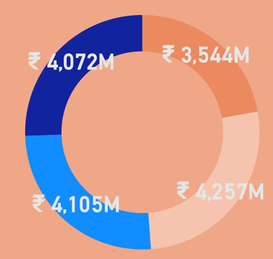
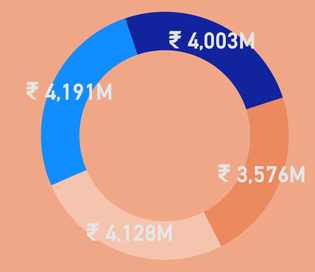
Total	**₹ 31,874M**	**₹ 15,977M**	**₹ 15,897M**	**-0.50%**

Jan/Jun Feb/Jul Mar/Aug Apr/Sep

Before 5G



After 5G



Key Insights

- Before 5G launch Revenue was 16bn.
- Post-launch Revenue is 15.9bn.
- There is a Revenue loss of 0.5%.
- Mumbai generates the highest Revenue while Raipur the least.
- Cities like Raipur, Gurgaon, Mumbai, Jaipur shows increase in revenue.

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2. Which KPI is underperforming after the 5G launch?

₹ 16.0bn	Revenue
84.4M	TAU
5.6M	TUsU

Key Insights

- Before 5G launch Revenue was 16bn.
- Post-launch Revenue is decreased to 15.9bn.
- Total Active Users (TAU) before 5G was 84.4M.
- Total Active Users (TAU) after 5G is decreased to 77.4M.
- Total unsubscribed Users (TUsU) before 5G launch was 5.6M.
- Total unsubscribed Users (TUsU) after 5G launch is increased to 7.0M.

₹ 15.9bn	Revenue
77.4M	TAU
7.0M	TUsU

TAU - Total Active Users, TUsU - Total unsubscribed Users | This project is a part of Data Analytics Virtual Internship Program offer by Code Basics and is prepared only for learning purpose.

3. Plans Performance Before and After 5G launch

Before

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

- Plans p1, p2 and p3 have performed well in terms of Revenue before 5G launch.
- Plans p9 and p10 are low performing plans in terms of Revenue before 5G launch.

After

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
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p9	₹ 52M	₹ 59M	₹ 57M	₹ 58M
p10	₹ 23M	₹ 37M	₹ 34M	₹ 38M

- Plans p1, p2 and p3 have performed well in terms of Revenue after 5G launch.
- Plans p8, p9 and p10 are removed.
- Plans p11, p12 and p13 are newly launched plans after 5G launch.

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

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p5 — Rs. 99 Full Talktime Combo Pack

1.7bn	1.0bn	651.5M
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

Key Insights

- Plans p5 and p7 are largely affected plans in terms of Revenue after 5-G launch.
- Revenue of the p5 plan after 5G launch decreased to 651.5M from 1.0bn, a total decrease of 35%.
- Revenue of the p7 plan after 5G launch decreased to 155.6M from 582.4M, a total decrease of 73%.
- These plans are not generating enough revenue, so its better to discontinue these plans,

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

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p8

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

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

p9

Combo TopUp: 14.95 Talktime and 300 MB Data

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

p10

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

Total Revenue	Revenue - Before 5G	Revenue - After 5G
226.8M	131.1M	NA

Key Insights

- After the launch 5G, Plans p8, p9 and p10 are discontinued.
- They were short term plan with low revenue generation and they offer less attractive offers which doesn't make sense in 5G as people requires high volume of data with unlimited talktime.
- New plans p11, p12 and p13 were introduced after the 5G launch.

Recommendations

01

Introduce Family and Business Plan

- Introduce separate plans for individual user and business user
- Shared data plans for business user
- Unlimited calling for individual with SMS and handful amount of 5G data

02

Introduce both prepaid and postpaid plan

03

Network expansion

- Expand 5G network coverage and invest in network expansion

04

More Promotional and Seasonal Offers

- Provide incentive and welcomed data for the customers shifting to 5G
- Introduce more seasonal offers

05

Improve Customer support for 5G transition

- Introduce more customer service agent and AI chatbot for customer