Wavecon Telecom

Insights from Power BI Dashboard
July 2024

About Wavecon Telecom

Wavecon is a premier telecom provider in India, renowned for delivering reliable and cutting-edge services.
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 benefits both individuals and businesses by fostering creativity and innovation. Wavecon operates across 15 major cities in India, maintaining a strong and widespread presence and striving to provide uninterrupted connectivity to its users.

The introduction of 5G services marks a new chapter in Wavecon's history of technological excellence.

Agenda

After 5G launch they have seen the decline in the revenue and active users. So, they want to know about the following objectives.

- What is the impact of the 5G launch on our revenue?
- Which KPI is underperforming after the 5G launch?
- After the 5G launch, which plans are performing well in terms of revenue? Which plans are not performing well?
- Is there any plan affected largely by the 5G launch? Should we continue or discontinue that plan?
- Is there any plan that is discontinued after the 5G launch? What is the reason for it?
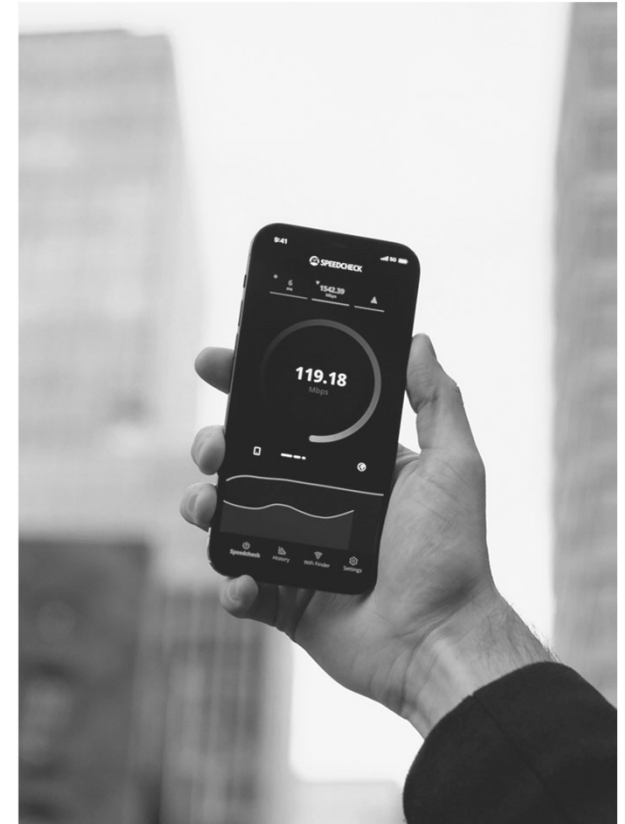
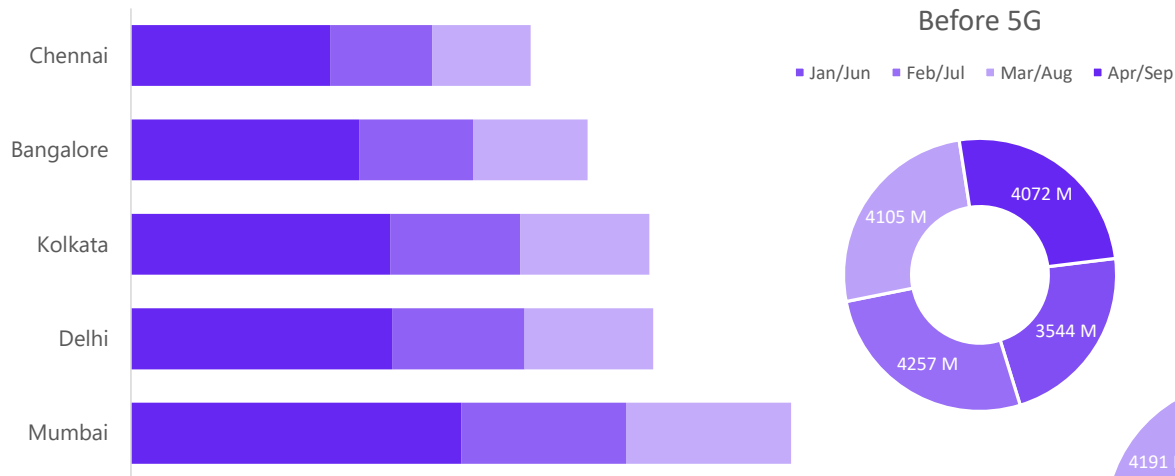# What is the impact of the 5G launch on our revenue?
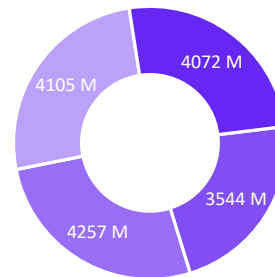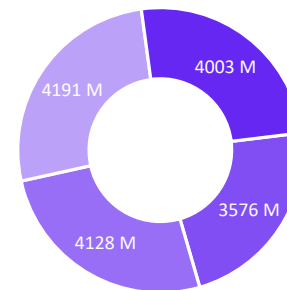
₹ 4.0bn
MA

₹ 16.0bn
Before 5G

₹ 15.9bn
After 5G

-0.50%
Chg%

Before 5G

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

4105 M | 4072 M
4257 M | 3544 M

After 5G

4191 M | 4003 M
4128 M | 3576 M

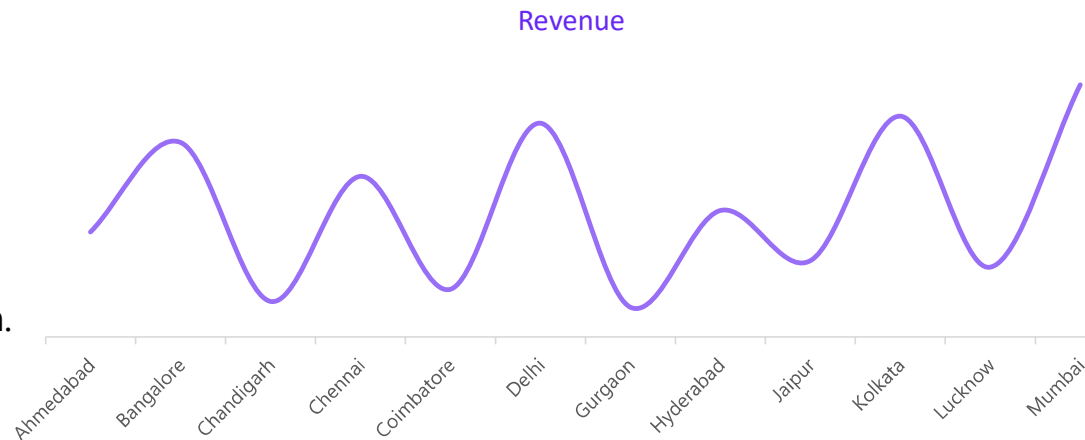|	Mumbai	Delhi	Kolkata	Bangalore	Chennai
Total Revenue	4895.5 M	3872.0 M	3843.9 M	3386.1 M	2963.7 M
Before_5G	2444.0 M	1963.8 M	1925.5 M	1686.7 M	1501.3 M
After_5G	2451.5 M	1908.2 M	1918.4 M	1699.4 M	1462.4 M

KEY HIGHLIGHTS

- **Mumbai** generates the highest revenue while **Raipur** generates the least.
- Revenue dropped **by 0.5%**
- Cities like **Mumbai & Jaipur** have shown an increase in revenue.
- Monthly Average Revenue = **4Bn**

CODE BASICS

Which KPI is underperforming after the 5G launch?

20.2M MA	**84.4M** Before 5G	**77.4M** After 5G	**-8.28%** Chg%	**TAU**
1.6M MA	**5.6M** Before 5G	**7.0M** After 5G	**23.50%** Chg%	**TUsU**

KEY HIGHLIGHTS

- **7 million user** drop suggests revenue decline.
- Pune's **18.06% increase** in active users stands out.
- **Ahmedabad** shows the most impact on user base.
- Lucknow & Chennai maintain **steady active** user counts
- 1.4 million user increase linked to **5G dissatisfaction**.
- Lucknow sees a **77.91% rise** in unsubscribed users.
- Mumbai's unsubscribed user **rate decreases by 12.63%.**

Revenue

Ahmedabad   Bangalore   Chandigarh   Chennai   Coimbatore   Delhi   Gurgaon   Hyderabad   Jaipur   Kolkata   Lucknow   Mumbai

TAU- Total Active User, TUsU – Total Unsubscribe Users

CODE BASICS

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

p1 ⌄

p1

Smart Recharge Pack (2 GB / Day Combo For 3 months)

4.2bn	1.8bn	2.4bn
Total Revenue	Revenue - Before 5G	Revenue - After 5G

p11 ⌄

p11

Ultra Fast Mega Pack (3GB / Day Combo For 80 days)

1.9bn	NA	1.9bn
Total Revenue	Revenue - Before 5G	Revenue - After 5G

p7 ⌄

p7

25 GB Combo 3G / 4G Data Pack

738.0M	582.4M	155.6M
Total Revenue	Revenue - Before 5G	Revenue - After 5G

KEY HIGHLIGHTS

- Plan **P1** & **P11** show increase in revenue trends.
- Among all plans, **P11** consistently generates the highest revenue.
- Plan **P7** show lowest revenue compared to all other plans

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

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

KEY HIGHLIGHTS

- **Smart Recharge Pack**: Revenue increased from ₹1.8B to ₹2.4B, indicating strong performance.
- **Ultra Fast Mega Pack**: New 5G plan, quickly generating ₹1.9B in revenue.
- **Ultra Duo Data Pack**: New 5G plan, achieving ₹1.2B in revenue, showing positive customer response.
- **25 GB Combo 3G/4G Data Pack (P7)** faced a significant revenue drop from ₹582.4 million to ₹155.6 million due to the 5G launch, suggesting it should be discontinued.

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

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

KEY HIGHLIGHTS

- **Plan P8 - Daily Saviour (1 GB/Day)**: Discontinued due to short validity and inadequate data for 5G demands.
- **Plan P9 - Combo TopUp (14.95 Talktime and 300 MB Data)**: Discontinued as consumer preference shifted towards plans with more data and talk time.
- **Plan P10 - Big Combo Pack (6 GB/Day)**: Discontinued because of its short 3-day validity not meeting customer expectations for flexibility in data usage.

Recommendations:

1. **Network Improvement**: Enhance 5G network quality and introduce new compatible devices/services.
2. **Expansion Strategy**: Expand 5G coverage and invest in infrastructure for broader connectivity.
3. **Competitive Pricing**: Offer transparent and competitive pricing plans to attract and retain customers.
4. **Customer Focus**: Enhance customer service and support, resolving issues promptly and gathering feedback.
5. **Plan Optimization**: Promote top-performing plans and use KPIs for continuous improvement.

Resources:

Presentation Idea: Bain & Company

Image Source: www.unsplash.com
AtliQ Logo: www.google.com
Data Analytics Internship: www.codebasics.io
Live Power BI Dashboard: click to view

Interactive report by

Ankit Negi @ Data Analyst Intern
Do you have any question related to presentation?
Please email ankitnegi996@rocketmail.com