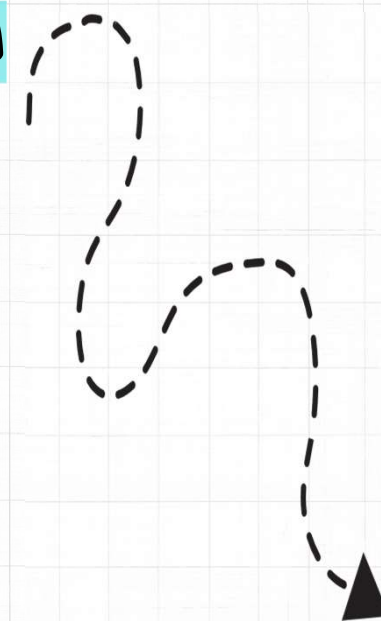


Wavecon Telecom



S6 Launch Impact Analysis

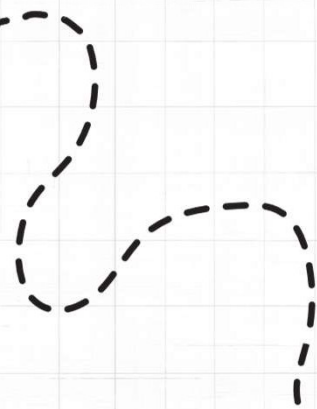
Objectives

To Analyze and Provide
Insights by Addressing the Questions



Cities

Ahmedabad	Bangalore	Chennai	Delhi
Hyderabad	Jaipur	Kolkata	Lucknow
Mumbai	Pune	Raipur	





5G Launch - May 2022

Before 5G

January

February

March

April

After 5G

June

July

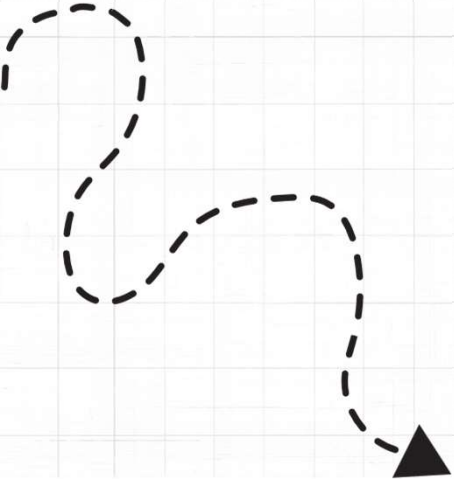
August

September



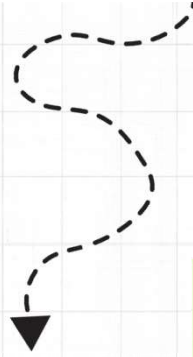
Plans

p1	p2	p3	p4
p5	p6	p7	p8
p9	p10	p11	p12
p13			



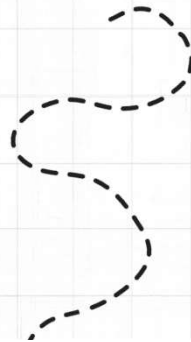
KPI's

Revenue

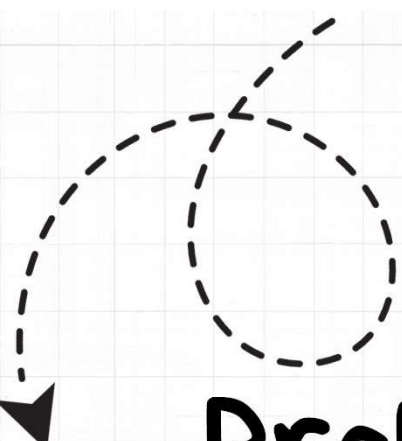


ARPU
Average revenue per
user

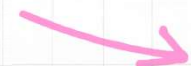

TAU
Total Average user

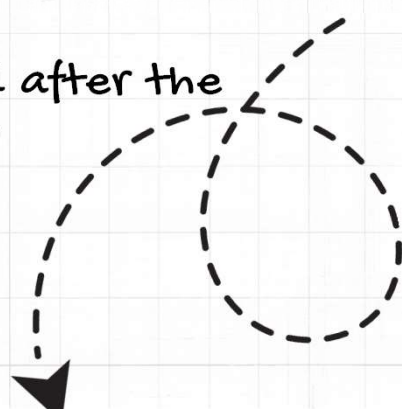


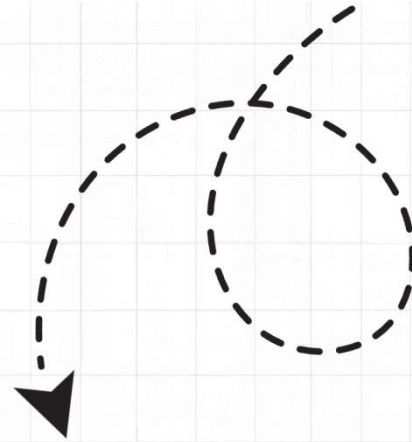
TUSU
Total unsubscribes
user



Problem Statement



1. What is the impact of the S6 launch on our revenue?
 2. Which KPI is underperforming after the S6 launch?
 3. Which plans are performing well in terms of revenue post-S6 launch? Which plans are not?
 4. Is there any plan significantly affected by the S6 launch? Should we continue or discontinue that plan?
 5. Has any plan been discontinued after the S6 launch? What are the reasons?
- 



Questions?

1. What is the Impact Of the 5G Launch on our Revenue

₹ 16.0bn

Before 5G

₹ 15.9bn

After 5G

-0.50%

Chg%

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%

Increase in Revenue

Decrease in Revenue

2. Which KPI Is underperforming After 5G Launch

TAU

84.4M

Before 5G

77.4M

After 5G

-8.28%

Chg%

5.6M

Before 5G

7.0M

After 5G

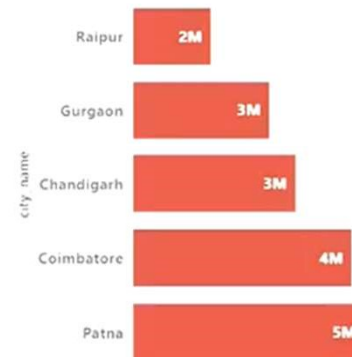
23.50%

Chg%

Top 5 cities by TAU after 5G launch

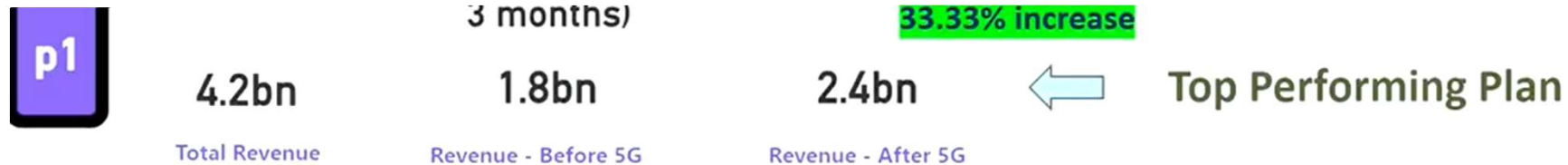


Bottom 5 cities by TAU after 5G launch

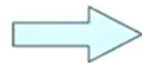


TUsU

3. After the 5G Launch, Which Plans Are performing well in terms of revenue? Which Plans are not performing well.



Least Performing Plan



25 GB Combo 3G / 4G Data Pack

738.0M

582.4M

155.6M

Total Revenue

Revenue - Before 5G

Revenue - After 5G

73.28% decrease

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



Rs. 99 Full Talktime Combo Pack

35.12% decrease

1.7bn

1.0bn

651.5M

Total Revenue

Revenue - Before 5G

Revenue - After 5G



Xstream Mobile Data Pack: 15GB Data | 28 days

33.91% decrease

1.2bn

749.1M

494.6M

Total Revenue

Revenue - Before 5G

Revenue - After 5G



25 GB Combo 3G / 4G Data Pack

73.28% decrease

738.0M

582.4M

155.6M

Total Revenue

Revenue - Before 5G

Revenue - After 5G

Significant **decrease in revenue** for plans p5, p6, p7

5. Is There any plan been discontinued after the 5G launch? What are the reasons?



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

434.3M

Total Revenue

434.3M

Revenue - Before 5G

NA

Revenue - After 5G



Combo TopUp: 14.95 Talktime and 300 MB data

226.8M

Total Revenue

226.8M

Revenue - Before 5G

NA

Revenue - After 5G



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

131.1M

Total Revenue

131.1M

Revenue - Before 5G

NA

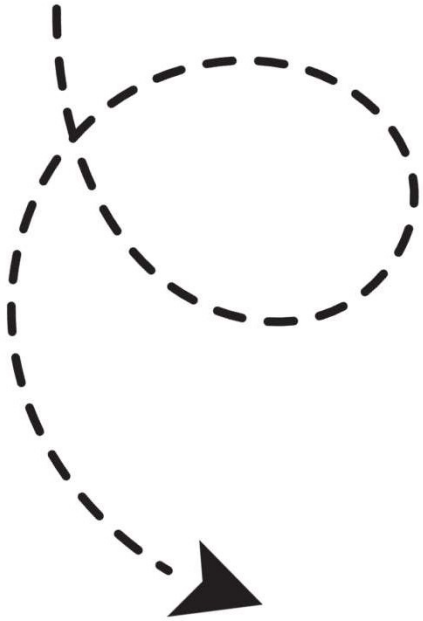
Revenue - After 5G

Plans **p8, p9, p10**
discontinued after
5G launch



Recommendations

- Launch 5G data plans featuring higher data limits and exclusive premium services.
- Ensure a seamless transition to 5G for customers by minimizing service disruptions and ensuring compatibility with existing devices.
- Establish robust feedback mechanisms to continuously enhance 5G service quality.
- Focus on deploying 5G in urban centers and business districts to meet the high demand for fast and reliable connectivity.



Thank You

Ashutosh Jha

Jhaashutosh548@gmail.com