



5G Rollout Impact

WaveCon Insights

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About WaveCon

Overview



- WaveCon is a leading telecommunications provider, known for delivering high-speed internet, mobile, and digital services across Indian Market.
- With a large and growing customer base, WaveCon leads the way in technological advancements, providing innovative solutions tailored to individual consumers and enterprise clients.

Mission



To provide reliable, cutting-edge connectivity solutions, empowering customers with the speed and quality they need in the digital age.

5G Leadership



WaveCon is one of the early adopters of 5G technology, striving to redefine mobile and internet experiences by delivering faster speeds, reduced latency, and more robust network performance.

Customer Commitment



Dedicated to enhancing customer experience through continuous network improvements, innovative plans, and responsive customer service.

Dashboard Link

[https://app.powerbi.com/view?
r=eyJrljoiYmZhY2NkZDktMjMONi00MWE1LWE3OTMtMWUxMmFkOIGwZDE4IiwidCI6ImM2ZTU0OWIzLTVmNDUtNDAzMjIhYWU5LWQ0
MjQ0ZGM1YjJjNCJ9](https://app.powerbi.com/view?r=eyJrljoiYmZhY2NkZDktMjMONi00MWE1LWE3OTMtMWUxMmFkOIGwZDE4IiwidCI6ImM2ZTU0OWIzLTVmNDUtNDAzMjIhYWU5LWQ0MjQ0ZGM1YjJjNCJ9)

Revenue Impact of 5G Launch

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



Total Revenue
31.9Bn



INSIGHTS:

- Total revenue decreased from 15,977M to 15,897M, reflecting a 0.50% drop after the 5G launch.
- The introduction of 5G negatively impacted overall revenue by -0.50%.
- Delhi experienced the highest revenue decline, with a 2.83% decrease, marking it as the most affected city post-5G launch.

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%

Underperforming KPI after 5G Launch

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

Total Active Users



161.7M

20.2M

MA

84.4M

Before 5G

77.4M

After 5G

-8.28%

Chg%

Total Unsubscribed Users



161.7M

1.6M

MA

5.6M

Before 5G

7.0M

After 5G

23.50%

Chg%

INSIGHTS:

- The underperforming KPI post-5G launch is **Total Active Users (TAU)**, which saw a decline from **88.4 million** to **77.4 million**.
- TAU dropped by **8.28%**, marking a significant negative shift in user engagement.
- Total Unsubscribed Users increased by 23.50%** after the 5G rollout.

Top Performing Plans

Post-5G Launch

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

Performing Well

p1	Smart Recharge Pack (2 GB / Day Combo For 3 months)		
	Total Revenue	Revenue - Before 5G	Revenue - After 5G
	4.2bn	1.8bn	2.4bn

p4	Mini Data Saver Pack (500 MB/ Day) Valid: 20 Days		
	Total Revenue	Revenue - Before 5G	Revenue - After 5G
	2.0bn	1.1bn	876.8M

p6	Xstream Mobile Data Pack: 15GB Data 28 days		
	Total Revenue	Revenue - Before 5G	Revenue - After 5G
	1.2bn	749.1M	494.6M

p5	Rs. 99 Full Talktime Combo Pack		
	Total Revenue	Revenue - Before 5G	Revenue - After 5G
	1.7bn	1.0bn	651.5M

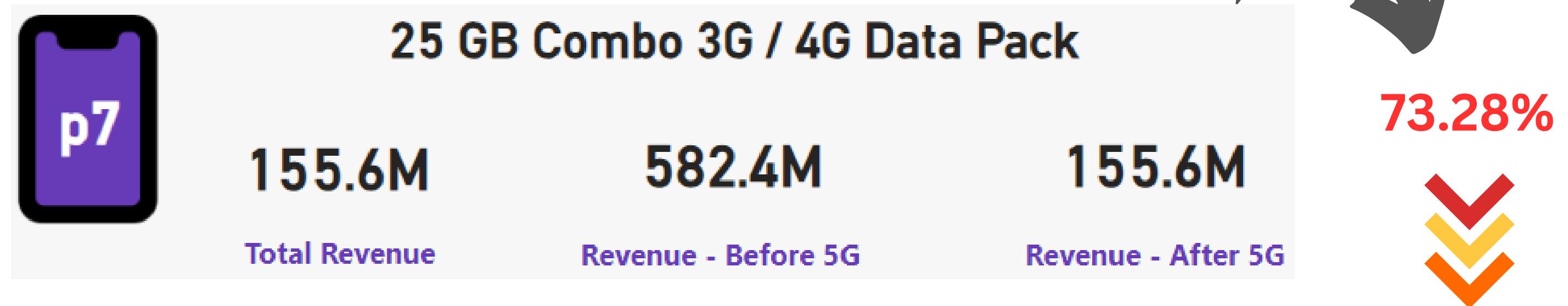
p7	25 GB Combo 3G / 4G Data Pack		
	Total Revenue	Revenue - Before 5G	Revenue - After 5G
	738.0M	582.4M	155.6M

INSIGHTS:

- Plan P1 showed strong performance, with a 33.33% increase in revenue compared to pre-5G levels, making it one of the best-performing plans after the 5G launch.
- In contrast, plans P4, P5, P6, and P7 experienced revenue declines of 20.29%, 34.85%, 33.97%, and 73.28% respectively, indicating a significant drop in their performance post-5G.

Underperforming Plans Post-5G Launch

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

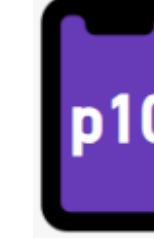


INSIGHTS:

- Plan P7 experienced a significant revenue drop of 73.28% compared to pre-5G levels, making it the most affected plan after the launch.
- This indicates that users are rapidly shifting to 5G, leaving Plan P7 behind.
- The revenue for Plan P7 dropped from 582.4 million to 155.6 million, a 73.28% reduction.
- Given the sharp decline, WaveCon should consider discontinuing Plan P7 to optimize profitability and focus on more competitive offerings.

Plan Discontinuation After 5G Launch

5. 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
	Big Combo Pack (6 GB / Day) validity: 3 Days	131.1M	131.1M	NA

INSIGHTS:

- Plans 8, 9, and 10 were discontinued due to low data limits, which were insufficient for 5G users.
- These plans were among the least popular and generated the lowest revenue.
- Discontinuing these plans was a strategic decision to minimize losses.
- Reviving them would require increasing data limits to meet 5G demands.

Recommendations and Strategic Actions

- *Promote High-Performing Plans:* Focus marketing efforts on plans like P1, which have shown strong revenue growth post-5G launch.
- *Discontinue Underperforming Plans:* Consider discontinuing Plan P7 and other low-revenue plans to optimize profitability.
- *Revise Data Limits:* Upgrade data limits for discontinued and underperforming plans to better align with 5G user needs.
- *Improve Customer Retention:* Address the increase in unsubscribed users by enhancing customer support and offering more competitive data plans.
- *Leverage Growth Cities:* Capitalize on cities like Pune, Lucknow, and Chennai, where active user growth remains positive after the 5G launch.



Thanks For Watching !!



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