

WAVECON TELECOM ANALYSIS

EMPOWERING THE FUTURE WITH LIGHTING-FAST CONNECTIVITY

PRESENTED BY : KRUSHNA PAWAR



About

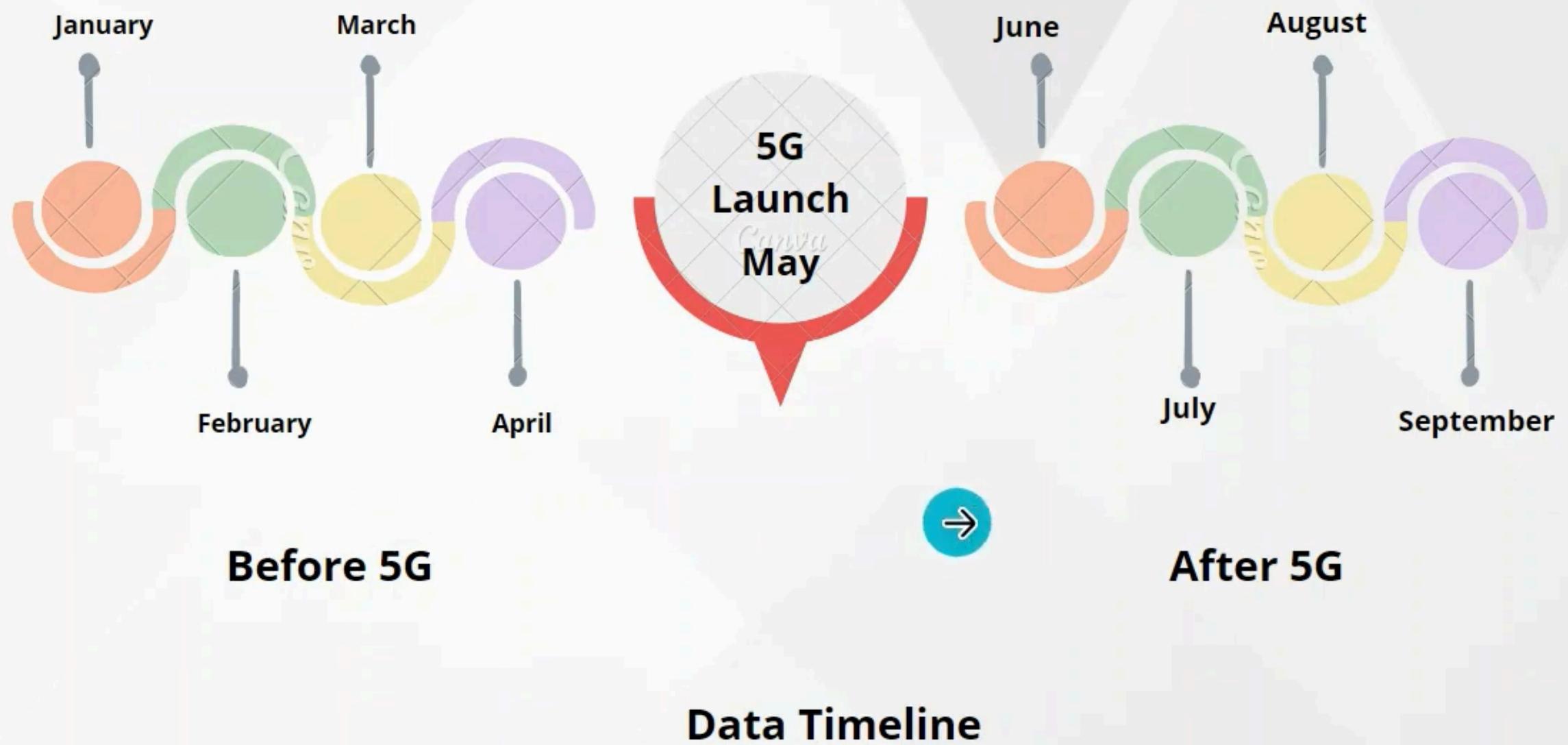
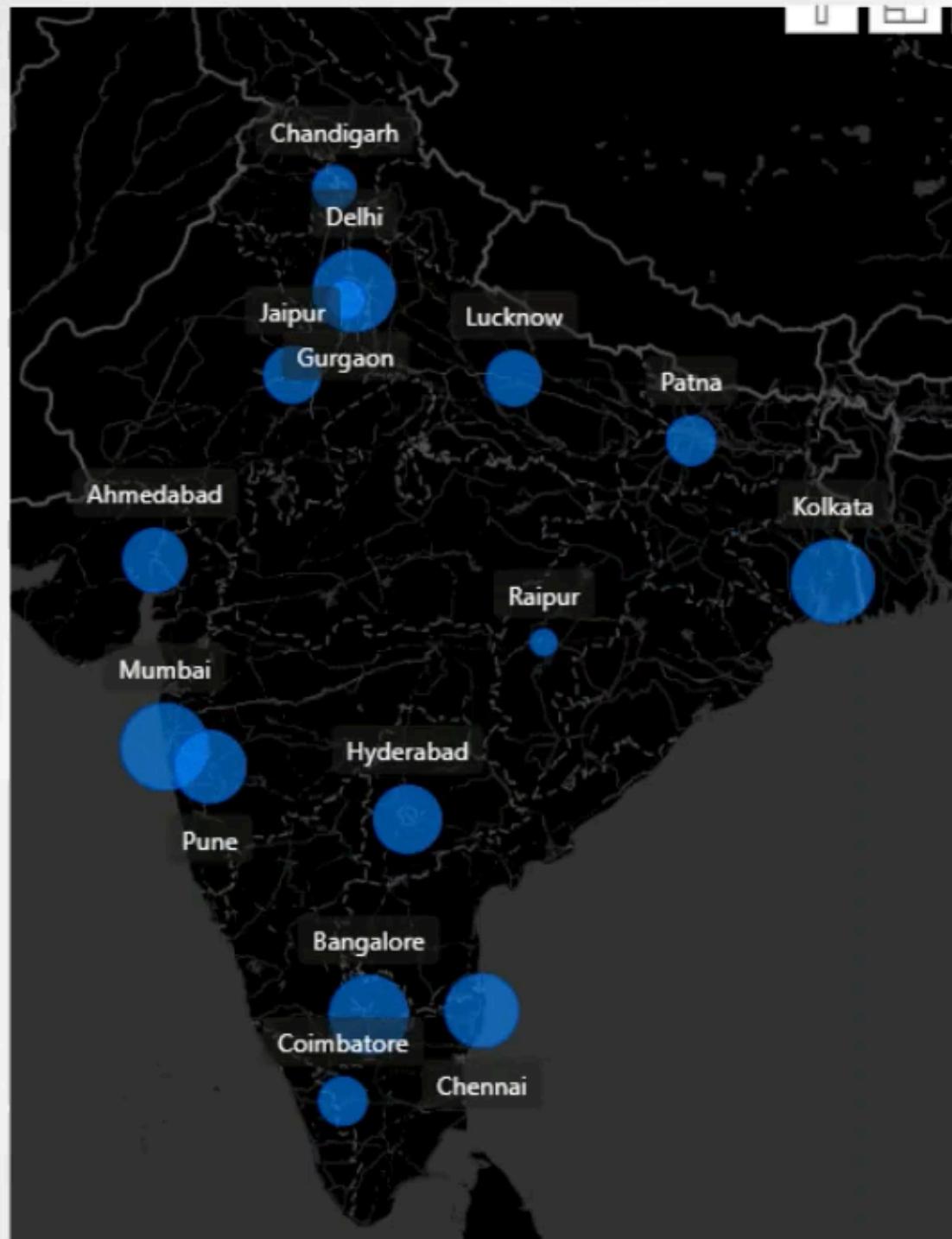
- Wavecon Telecom is renowned as one of the leading telecommunications provider with over **77M+** active users, dedicated to offering innovative and reliable communication solutions to millions in India.
- Wavecon has consistently pushed the boundaries of telecom technology, pioneering advancements from 4G LTE to the recent launch of 5G.
- The company's core values—innovation, reliability, and customer-centricity—drive its mission to revolutionize connectivity and deliver exceptional service to the community.

Objective

Wavecon Telecom aims to analyze the impact of their 5G launch on business performance.

- Revenue Changes
- Identify underperforming KPIs
- Evaluate Plans performance
- Recommendations

Data Overview:



1. Impact of the 5G launch on revenue?

Revenue

₹ 16.0 bn

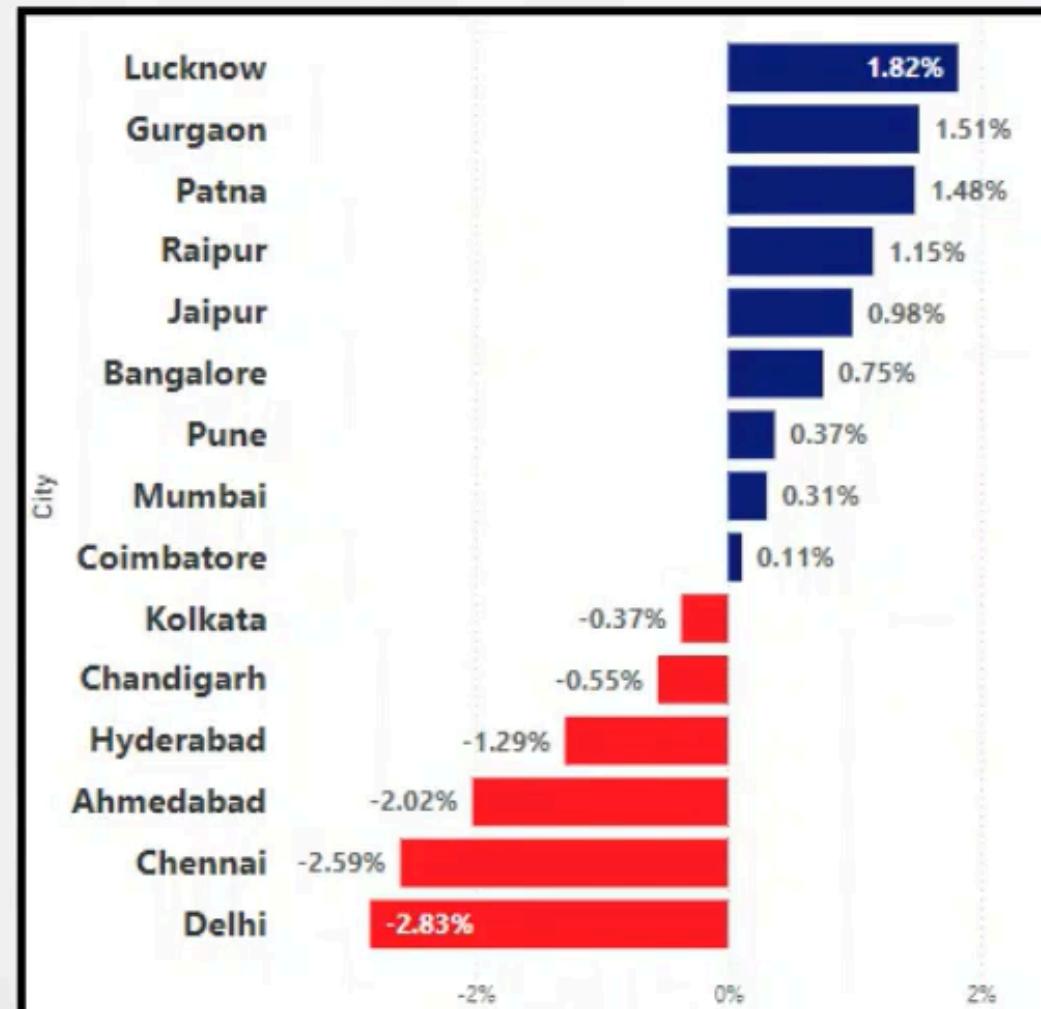
-0.5 %

₹ 15.9 bn

Before 5G

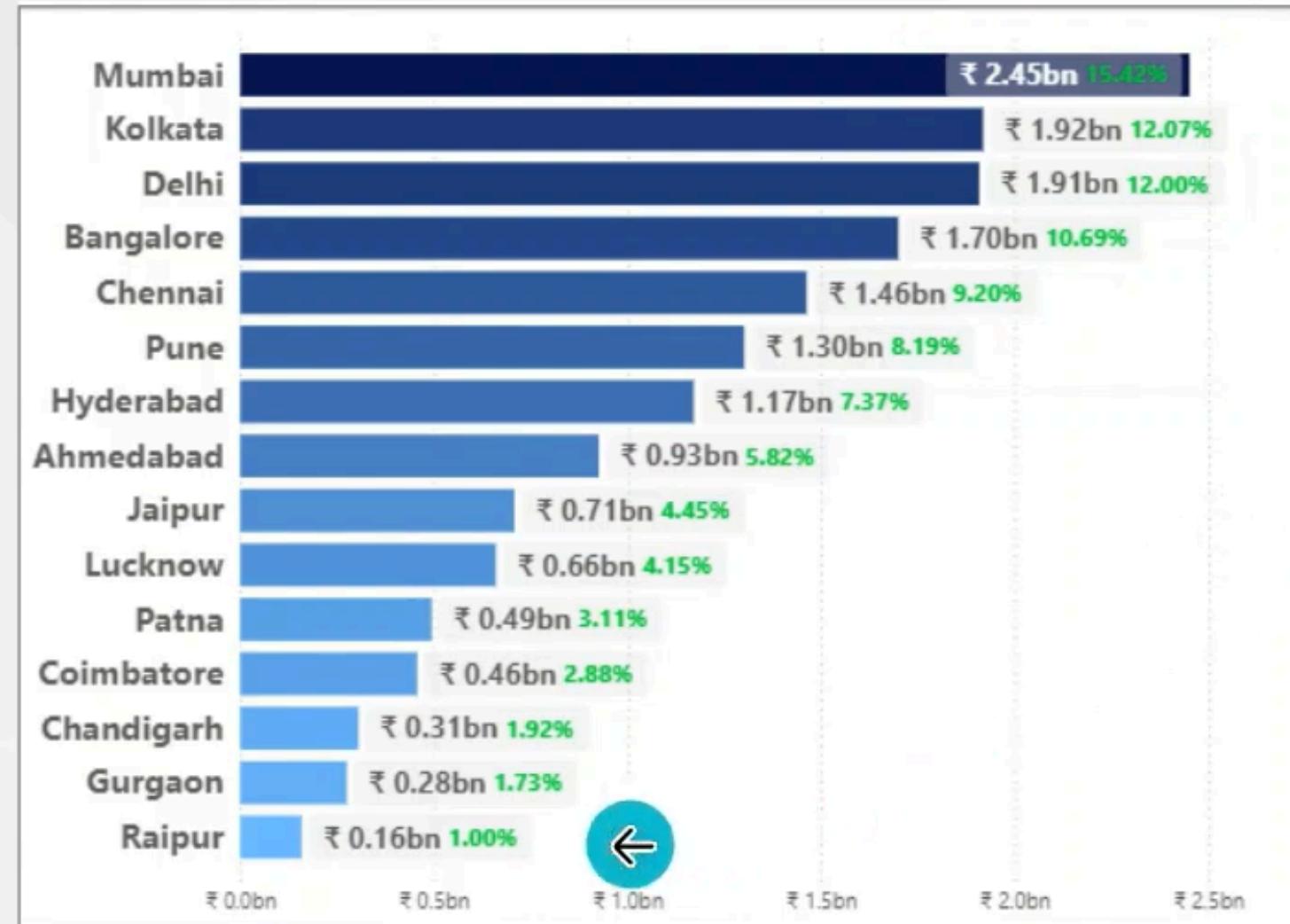
After 5G

- Revenue has dropped by **0.5%** following the 5G launch.



- Major cities like **Delhi, Chennai & Ahmedabad** have experienced a decline in revenue, ranging from **2-3%**
- Top cities like Lucknow, Gurgaon & Patna shows an average revenue growth of **1.6 %**
- Positive growth in revenue highlights the potential of 5G to drive substantial revenue growth .

1. Impact of the 5G launch on revenue?



Revenue by City

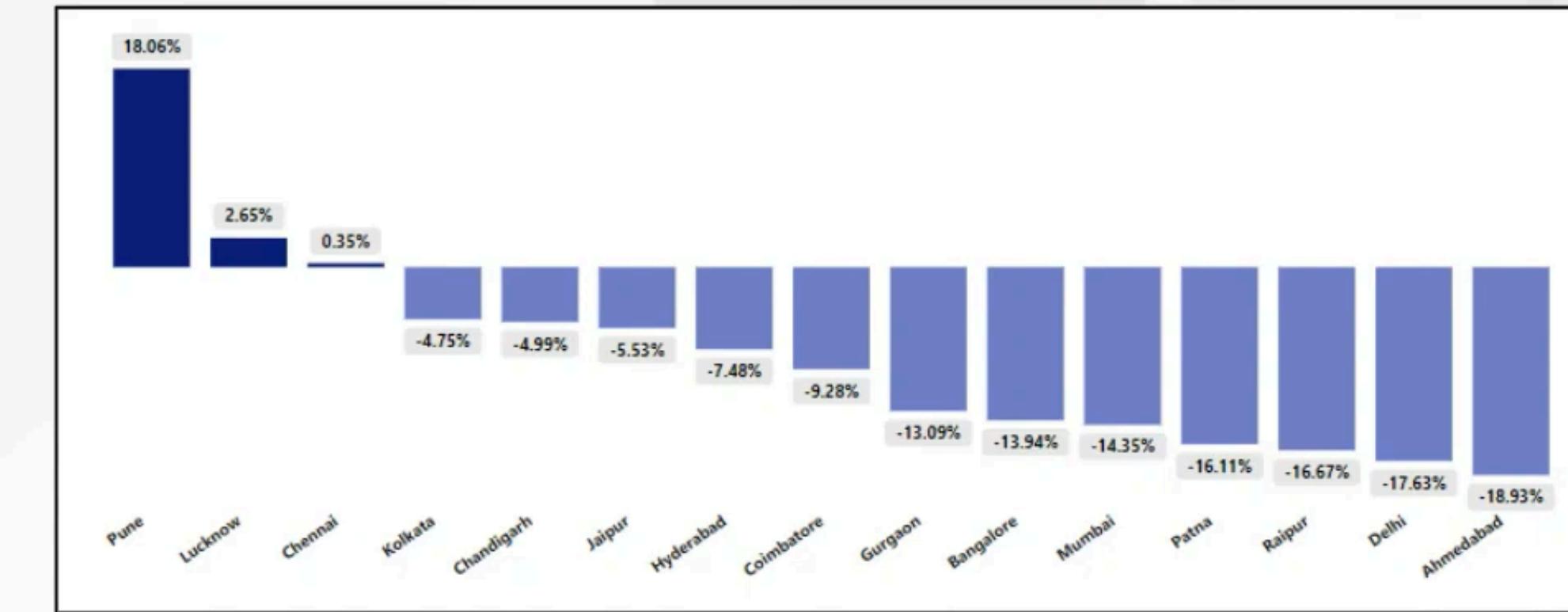


- Mumbai generates highest revenue of ₹ 2.45 billion (15.42%) after 5G launch
- Raipur generates lowest revenue of ₹158 M after 5G launch
- Top 4 Cities Mumbai, Kolkata, Delhi & Bangalore generates 49% of total revenue. Indicate the strong customer base.

2. Underperforming KPI's



- Total Active users has been dropped by -8.25% after 5G launch



Active users by city



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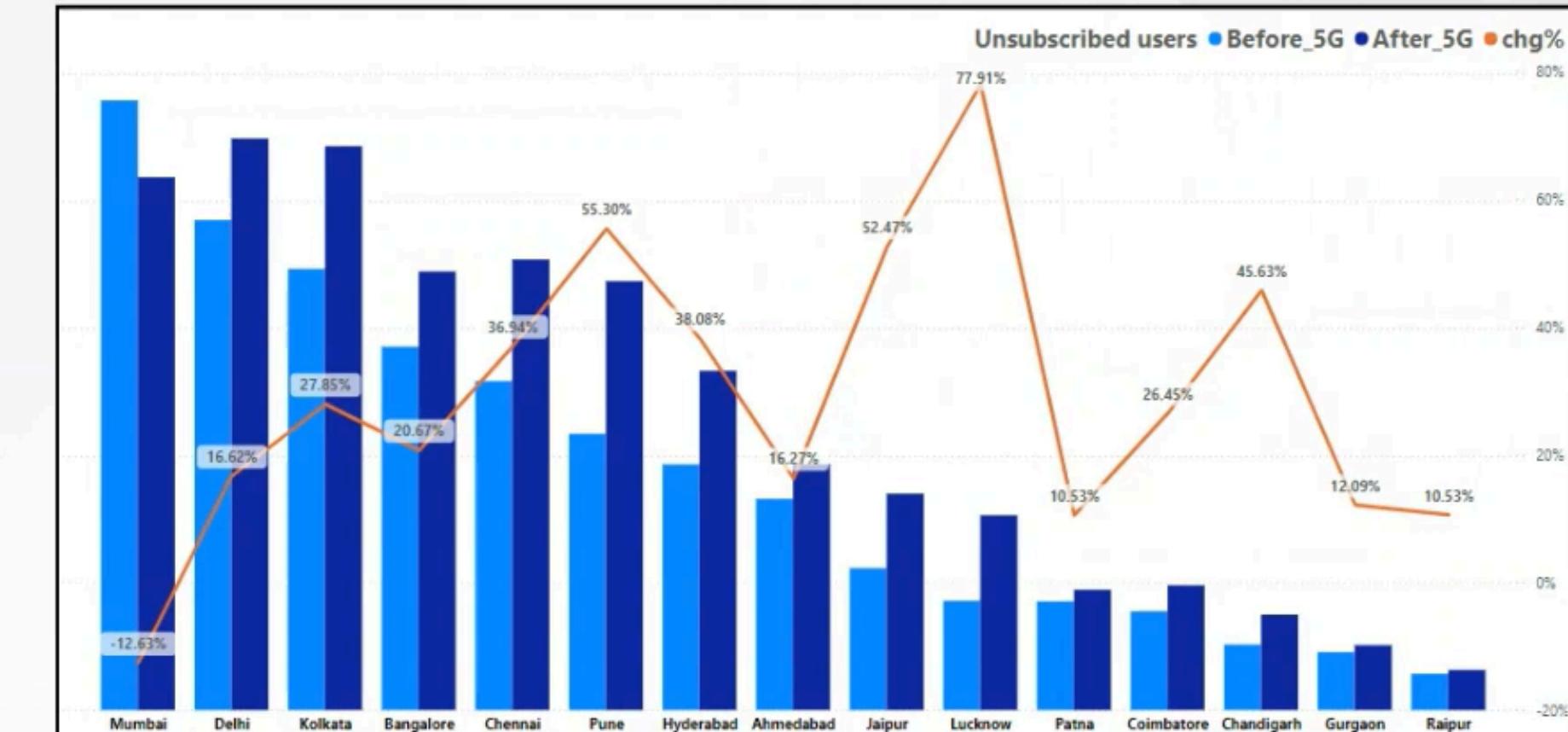
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- A significant drop in active users is observed in cities like Ahmedabad(18.93%), Delhi (17.63%) and Raipur(16.67%).
- Pune (18.06%) experienced an increase in new users post-5G launch .

2. Underperforming KPI's



- Total Unsubscribed users increased by 23.50% after 5G launch

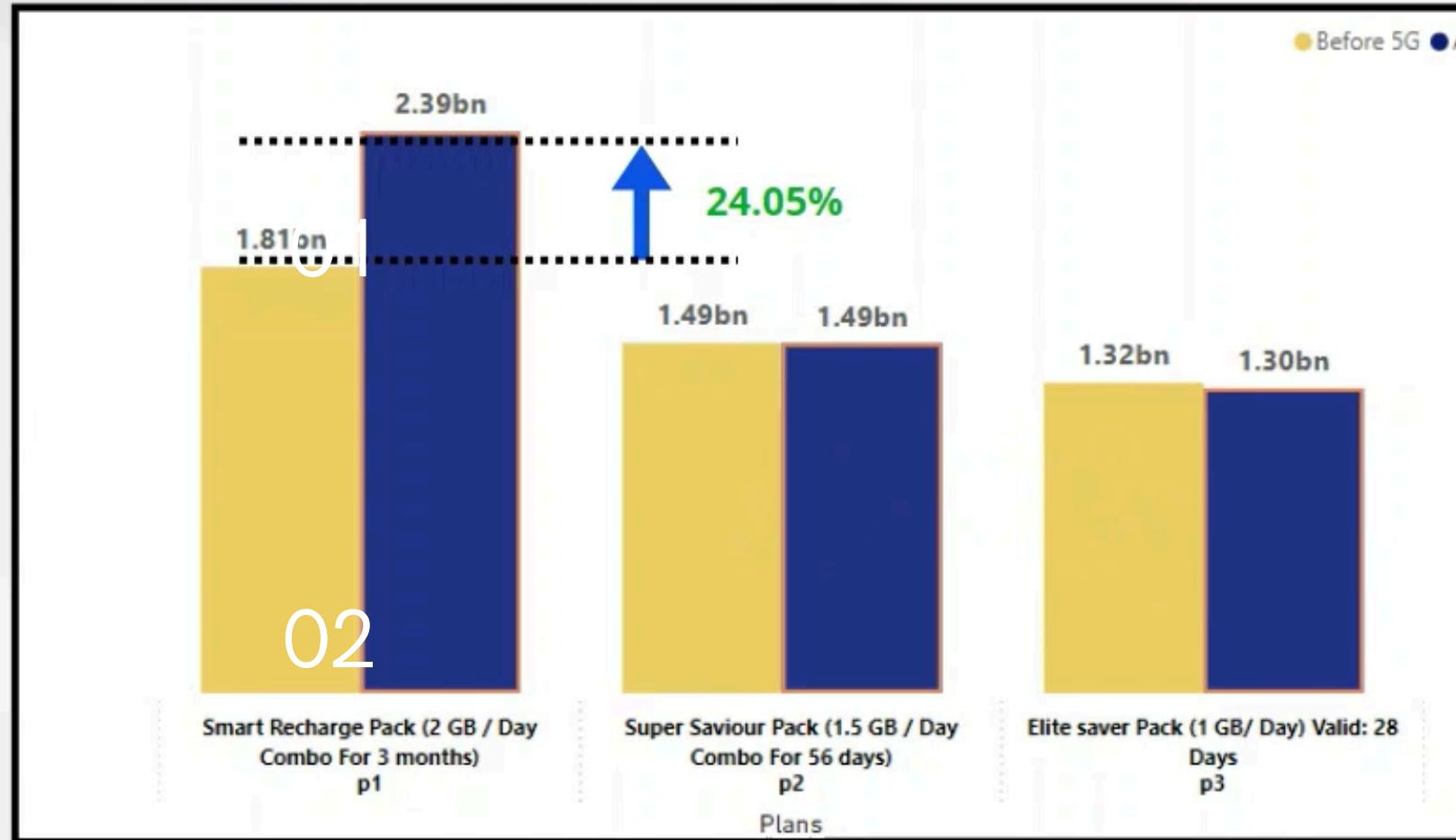


Unsubscribed users by city



- Cities like Lucknow, Pune & Jaipur have shown an increase in unsubscribe rate of above 50%.
- Mumbai : Experienced a 12.63% decrease in users unsubscribing rate post-5G launch.

4. which plans are performing well in terms of revenue after 5G launch ? Which plans are not performing well ?



Plans performed well

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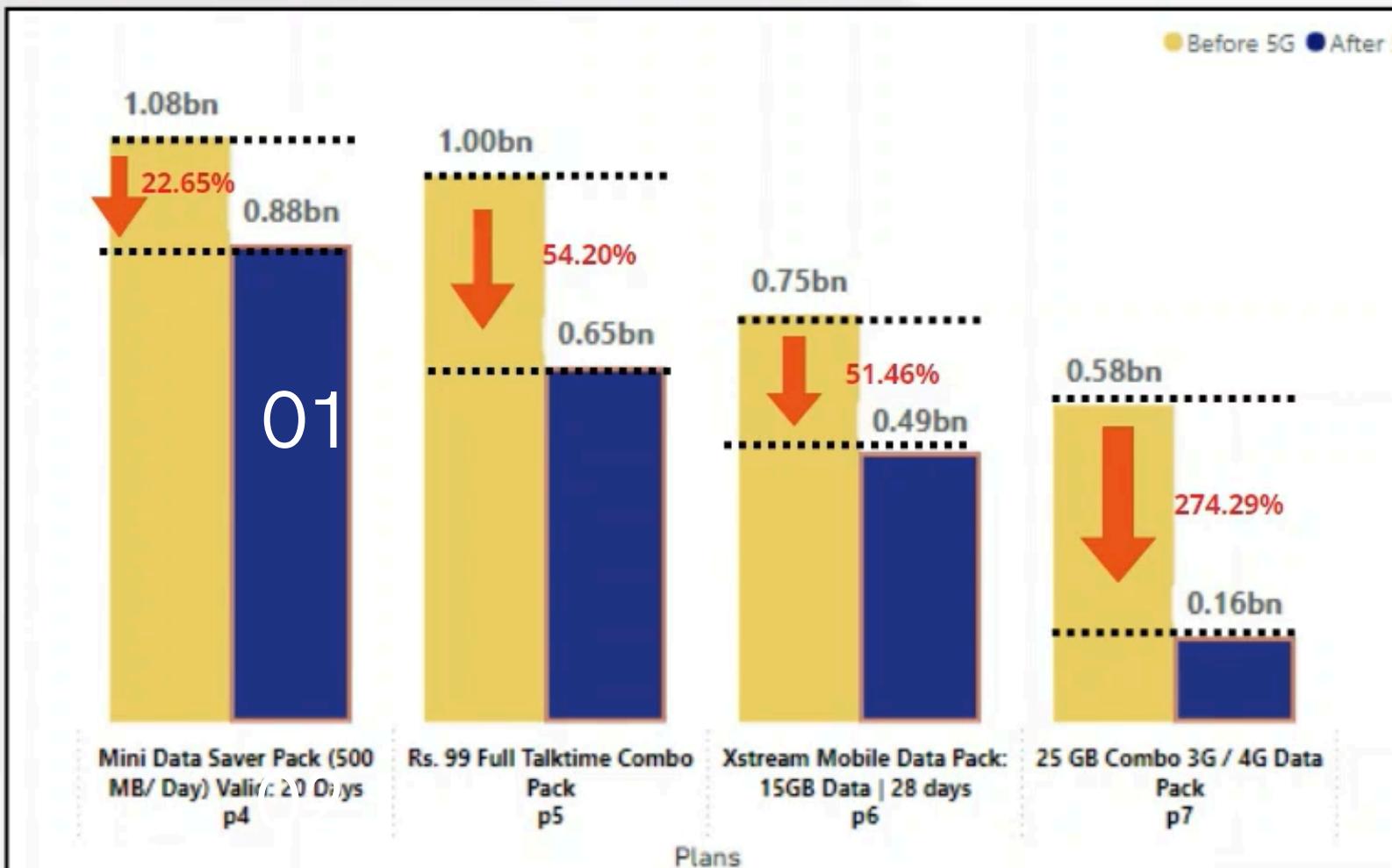
Recommendations:

- Based on the potential consumers and the significant revenue they generate, it is recommended to continue offering these two plans.



- **Smart Recharge Pack (2 GB / Day Combo For 3 months)** is the best performing plan after the 5G launch shown increase in revenue by **24.05 %**
- Plans like : **Super Saviour Pack (1.5 GB / Day Combo For 56 days)** & **Elite saver Pack (1 GB/ Day) Valid: 28 Days**. These plans not shown any significant decrease or increase.

5. Plan affected largely by the 5G launch?

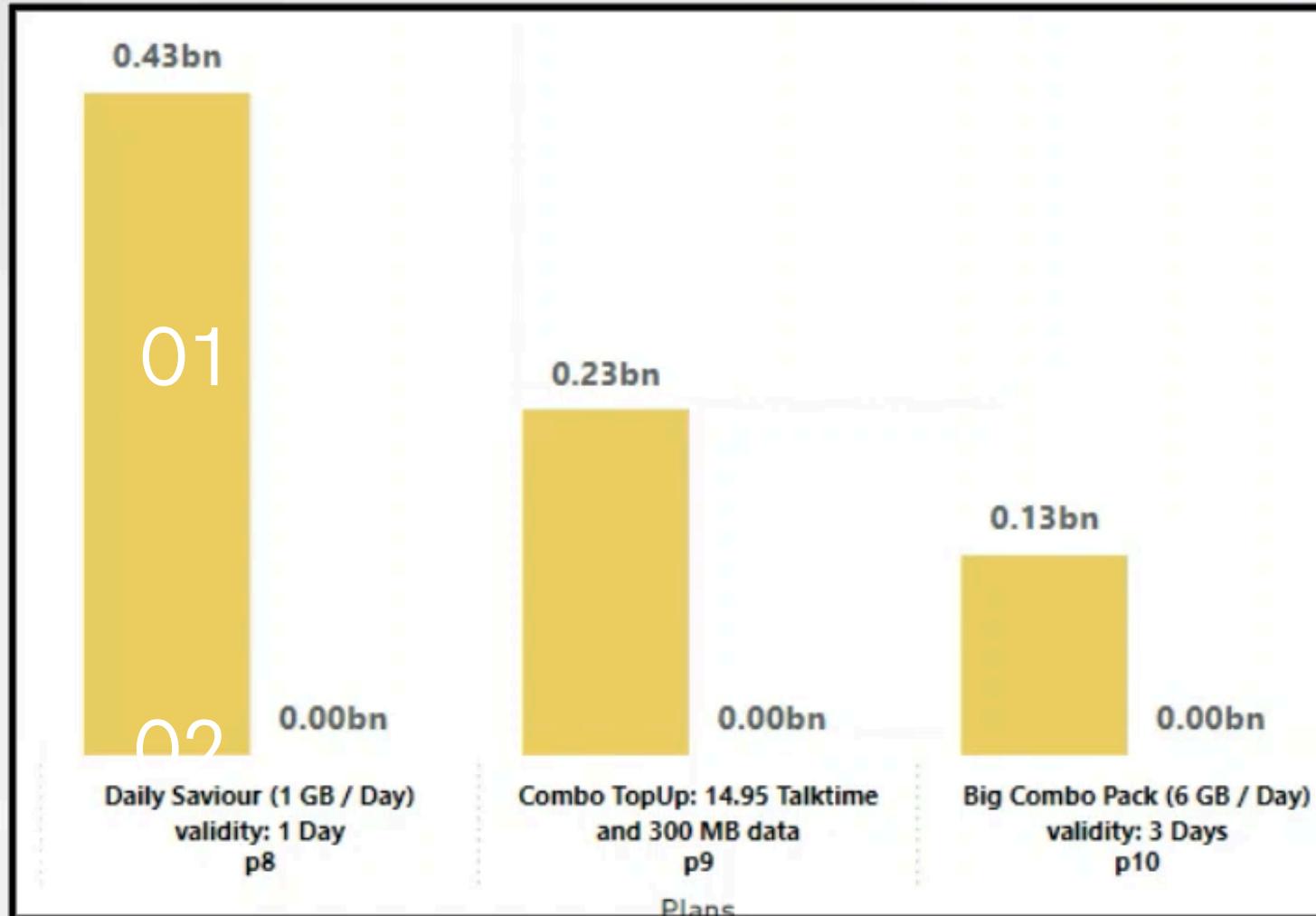


- The **25 GB Combo 3G/4G Data Pack** has been significantly affected, showing a revenue decrease of **274.29 %**
- Revenue for plans : **Rs99 Full Talktime Combo Pack , Xstream Mobile Data Pack: 15GB Data | 28 days** decreased by **54.20 % , 51.46 %** respectively
- The common factor among these plans is that they are short-duration plans.

Recommendations:

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- Plans like the **Full Talktime Combo Pack** should be replaced. Consider introducing a **value-for-money pack** that caters to users who primarily need unlimited calling and messages, with limited data, for a 2-month duration.
 - **Xstream Mobile data pack : 15 GB data | 28 days** Should be replaced ,Consider introducing a **value-added service plan** that combines traditional telecom services like data, voice, and SMS with additional benefits such as subscriptions to streaming services.

6. plan that is discontinued after the 5G launch ?

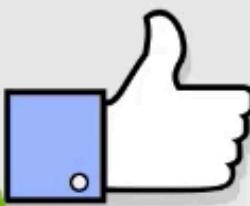


- **Daily Saviour (1 GB / Day) validity: 1 Day** contributes 4.92% to total revenue
- **Combo TopUp: 14.95 Talktime and 300 MB data** contributes 2.57%
- **Big Combo Pack (6 GB / Day) validity: 3 Days** contributes 1.49% to total revenue

Possible Reasons:



- Lower demand : With the advent of 5G, customers may prefer plans with higher data allowances
- Inadequate for 5G Needs : The plan's 300 MB data might be insufficient for 5G usage patterns



Recommendations:



- Customer Support: Strengthen customer support services to address issues promptly and effectively.



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- Customer Feedback : Regularly collect and analyze customer feedback to understand their concerns and preferences.



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- Network Expansion and Reliability: Ensure robust network coverage in all operational areas to prevent connectivity issues. Invest in network infrastructure to minimize outages and enhance reliability.

Thank You

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