

Wavecon Telecom Analysis

After 5G launch

Presented by: Krutarth Patel

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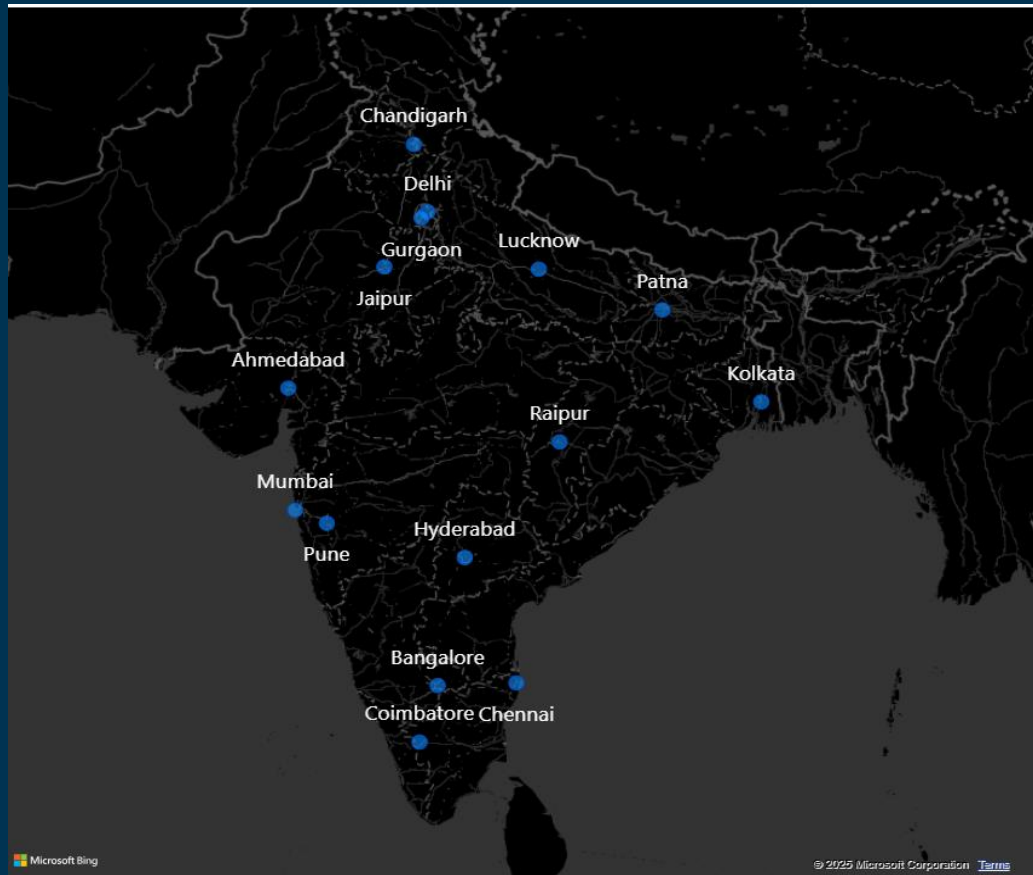
About Company

- ❑ Wavecon Telecom is one of the leading telecommunication providers in India.
- ❑ The company offers a total of 13 plan options.
- ❑ The goal of this analysis is to assess the impact of 5G on revenue, evaluate KPI-driven performance, and analyze the effectiveness of the new 5G plans.



About Market and Plans

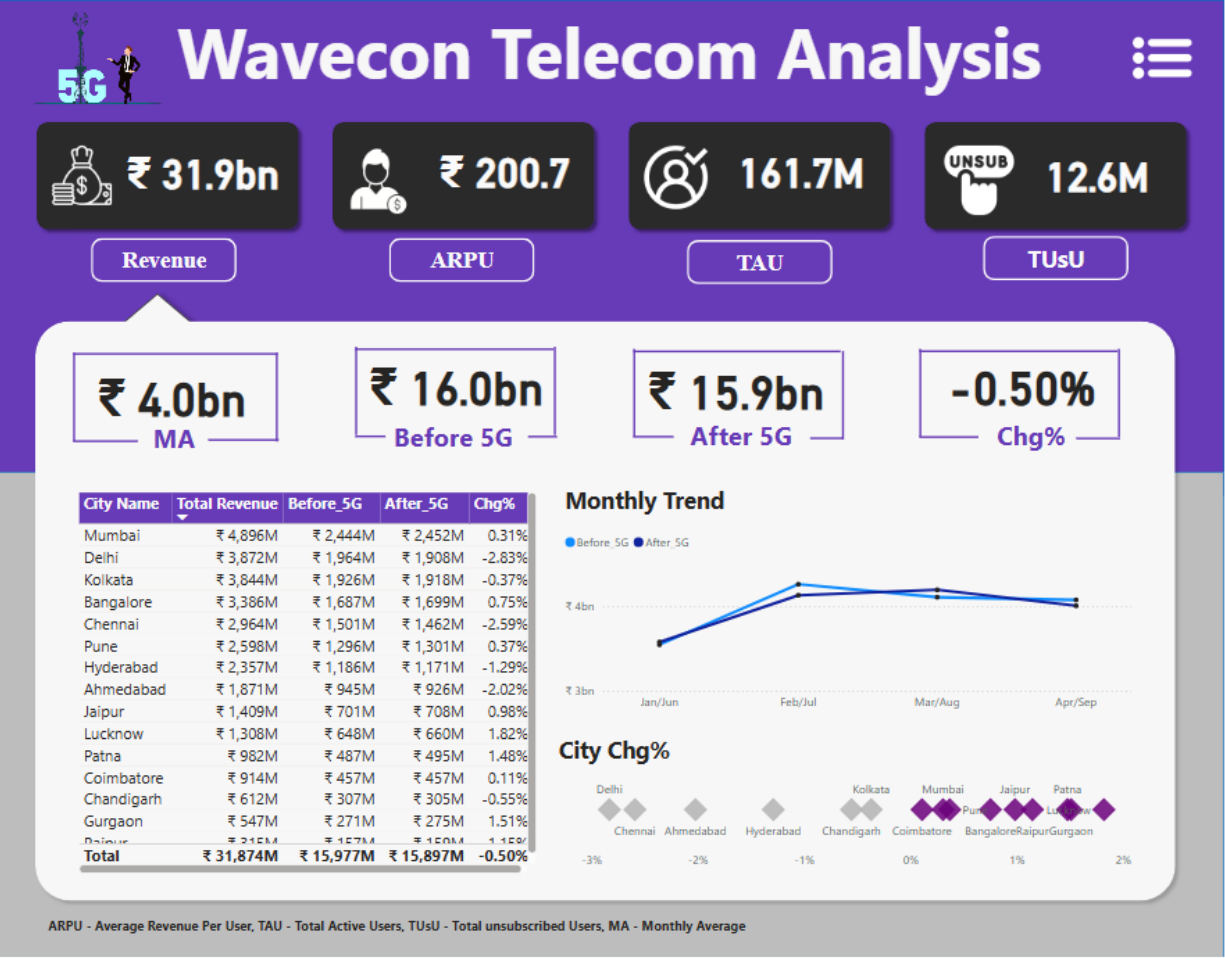
Company's Market



Company's Plan_Description

Plan_Description
25 GB Combo 3G / 4G Data Pack
Big Combo Pack (6 GB / Day) validity: 3 Days
Combo TopUp: 14.95 Talktime and 300 MB data
Daily Saviour (1 GB / Day) validity: 1 Day
Elite saver Pack (1 GB/ Day) Valid: 28 Days
Mini Data Saver Pack (500 MB/ Day) Valid: 20 Days
Mini Ultra Saver Pack (750 MB/Day for 28 Days)
Rs. 99 Full Talktime Combo Pack
Smart Recharge Pack (2 GB / Day Combo For 3 months)
Super Saviour Pack (1.5 GB / Day Combo For 56 days)
Ultra Duo Data Pack (1.8GB / Day Combo For 55 days)
Ultra Fast Mega Pack (3GB / Day Combo For 80 days)
Xstream Mobile Data Pack: 15GB Data 28 days

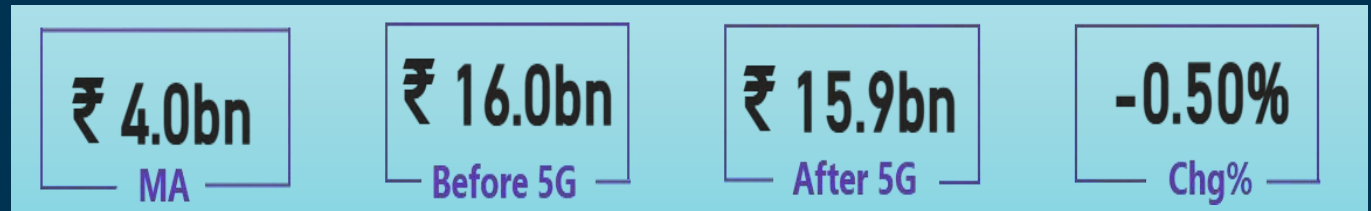
Overview of the Dashboard



Filters

Revenue Impact Of 5G Launch

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



INSIGHTS

- ❖ Total revenue decreased from ₹16.0 billion to ₹15.9 billion after the launch of 5G.
- ❖ This represents an overall revenue decline of 0.50% due to the introduction of 5G.
- ❖ Among all cities, **Delhi** faced the most significant impact, with a revenue decline of 2.83%, making it the hardest-hit city post-launch.

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%

Underperforming KPI After 5G Launch

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

Total Active Users



161.7 M



20.2M

MA

84.4M

Before 5G

77.4M

After 5G

-8.28%

Chg%

Total Unsubscribed Users



12.6 M



1.6M

MA

5.6M

Before 5G

7.0M

After 5G

23.50%

Chg%


INSIGHTS

- ❖ The underperforming KPI are Total Active Users (TAU) and Total Unsubscribed Users (TUsU).
- ❖ TAU declined by 8.28%, from 84.4 million to 77.4 million, reflecting a drop in user engagement and retention.
- ❖ TUsU increased by 23.50%, equating to approximately 1.4 million users cancelling their subscriptions after 5G rollout. This signals customer dissatisfaction and directly impacts revenue streams.


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

Not Performing Well

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

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

p5

p5

Rs. 99 Full Talktime Combo Pack

1.7bn

1.0bn

651.5M

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

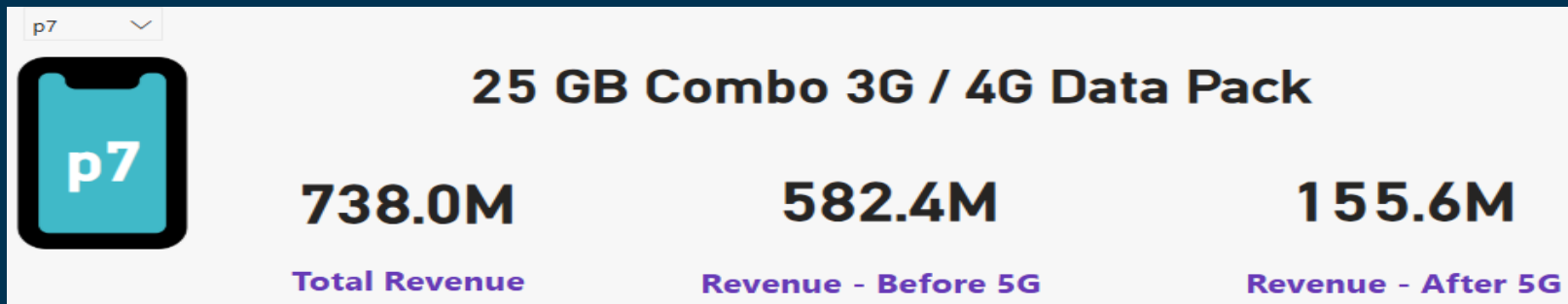
Revenue - After 5G

INSIGHTS

- ❖ After the 5G launch, **Plan P1** emerged as a top performer, with revenue **increasing** by **33.33%** compared to pre-5G levels.
- ❖ On the other hand, **Plans P4, P5, P6, and P7** showed significant revenue **declines** of **20.29%, 34.85%, 33.97%, and 73.28%**, respectively, resulting in an **average decline** of **40.60%**, highlighting a sharp decrease in their post-5G performance.

Underperforming Plans Post 5G Launch

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





INSIGHTS


- ❖ The introduction of 5G has resulted in a significant revenue **decline** of **73.28%** for Plan P7, making it the most **unfavourably** impacted plan.
- ❖ Revenue for Plan P7 decreased from **582.4 million** to **155.6 million**, indicating a substantial shift in customer preferences towards 5G plans.
- ❖ This decline suggests that **Plan P7 is no longer aligned with market** demands in the evolving 5G landscape.
- ❖ It is recommended that WaveCon consider **discontinuing** Plan P7 to **optimize profitability** and allocate resources toward more competitive and future-focused offerings.

Plans Discontinued After 5G Launch

5. 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

INSIGHTS

- ❖ Plans 8, 9, and 10 were discontinued as their **data limits** were insufficient to support the needs of 5G users.
- ❖ These plans demonstrated low adoption rates and contributed **minimally to revenue generation**.
- ❖ The decision to **discontinue** these plans was a **strategic measure** aimed at minimizing financial losses.

Recommendations And Strategic Actions

- ❖ **Amplify High-Performing Plans:** Channel marketing efforts toward plans like Plan P1, which have driven substantial revenue growth post-5G rollout, to maximize impact.
- ❖ **Eliminate Low-Performing Plans:** Phase out plans such as Plan P7 and similar low-revenue options to streamline offerings and enhance profitability.
- ❖ **Enhance Data Limits:** Redesign discontinued and underperforming plans with upgraded data limits to meet the evolving demands of 5G users.
- ❖ **Strengthen Customer Retention:** Tackle the rise in user churn by improving customer support services and introducing more attractive, competitive data plans.
- ❖ **Unlock Growth Potential in Key Cities:** Focus on cities like Pune, Lucknow, and Chennai, leveraging their positive active user growth since the 5G launch to drive expansion.



Thank You