



WAVECON TELECOM ANALYSIS

Revolutionizing Communication with 5G: Unlocking Boundless Horizons

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Agenda

- ▶ Introduction
- ▶ Key Metrics and KPIs
- ▶ Impact of 5G on Revenue
- ▶ Underperforming KPI after the 5G launch
- ▶ 5G impact on plan performance
- ▶ Decisions on Plan Continuation or Discontinuation
- ▶ Next Steps

About Wavecon

- ▶ Wavecon Telecom is one of the leading telecommunication providers in India.
- ▶ Wavecon operates in major cities such as Delhi, Mumbai, Kolkata, Bangalore, and Chennai.
- ▶ The company launched its 5G services in June 2022.
- ▶ The goal of this analysis is to assess the impact of 5G on revenue, identify the key metrics and KPIs driving performance, and evaluate the effectiveness of the new 5G plans.

Key Metrics and KPIs



₹ 31.9bn

Revenue

Revenue:

Shows the total income generated.



₹ 200.7

ARPU

ARPU:

Average Revenue Per User, indicates the amount of revenue generated by each user.



161.7M

TAU

TAU:

Total Active Users, indicates the count of users actively utilizing the service.



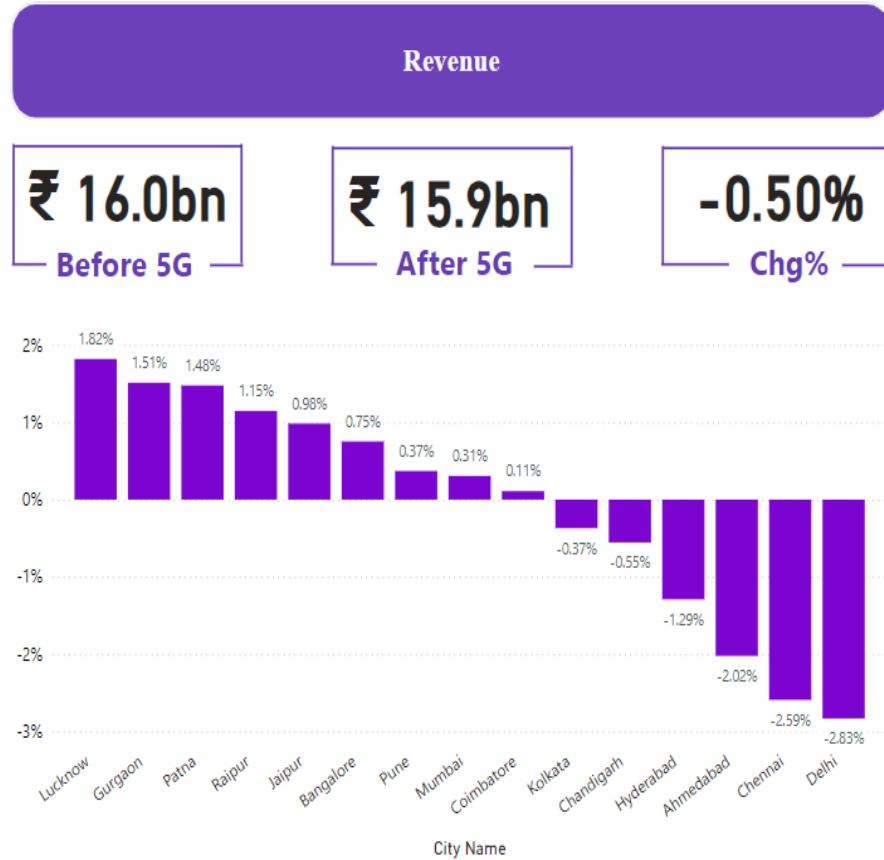
12.6M

TUsU

TUsU:

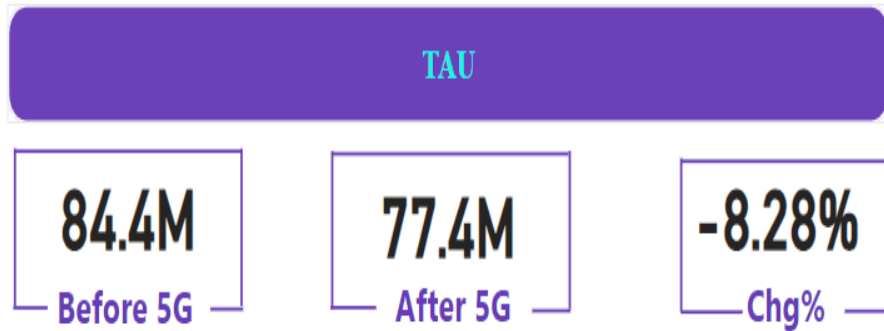
Total Unsubscribed Users, indicates the number of users who have discontinued their subscription or stopped using the service.

Impact of 5G Launch on Revenue

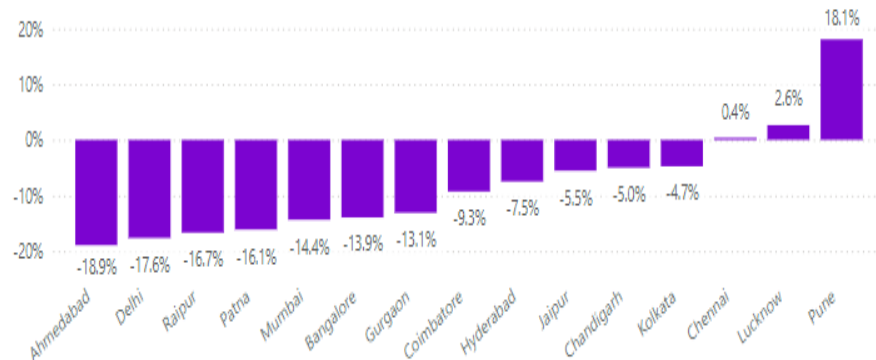


- ▶ The revenue has dropped by 0.5% with the introduction of 5G.
- ▶ The most significant declines were observed in Delhi (-2.83%) and Chennai (-2.59%).
- ▶ Conversely, most significant increases were observed in Lucknow (1.82%) and Gurgaon (1.51%).

Underperforming KPI after the 5G launch



Chg% by City Name





- ▶ The Total Active Users (TAU) KPI has underperformed post the launch of 5G, dropping from **84.4 million** active users to **77.4 million**, representing a decrease of **-8.28%**.
- ▶ Ahmedabad, Delhi, and Raipur are the cities with the lowest performance, experiencing declines of **-18.9%**, **-17.6%**, and **-16.7%** in active users, respectively.

5G impact on plan performance

Plan	Plan Description
P1	Smart Recharge Pack (2 GB / Day Combo For 3 months)
P2	Super Saviour Pack (1.5 GB / Day Combo For 56 days)
P3	Elite saver Pack (1 GB/ Day) Valid: 28 Days
P4	Mini Data Saver Pack (500 MB/ Day) Valid: 20 Days
P5	Rs. 99 Full Talktime Combo Pack
P6	Xstream Mobile Data Pack: 15GB Data 28 days
P7	25 GB Combo 3G / 4G Data Pack
P8	Daily Saviour (1 GB / Day) validity: 1 Day
P9	Combo TopUp: 14.95 Talktime and 300 MB data
P10	Big Combo Pack (6 GB / Day) validity: 3 Days
P11	Ultra Fast Mega Pack (3GB / Day Combo For 80 days)
P12	Ultra Duo Data Pack (1.8GB / Day Combo For 55 days)
P13	Mini Ultra Saver Pack (750 MB/Day for 28 Days)


Best Performing Plans Post 5G Launch


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

<p>p11</p> 	Ultra Fast Mega Pack (3GB / Day Combo For 80 days)	1.9bn	NA	1.9bn
		Total Revenue	Revenue - Before 5G	Revenue - After 5G

- ▶ P11 is the top-performing plan after 5G Launch generating **1.9 billion**.
- ▶ P1 ranks as the 2nd top-performing plans after 5G Launch with an increase of **600 million** increase.

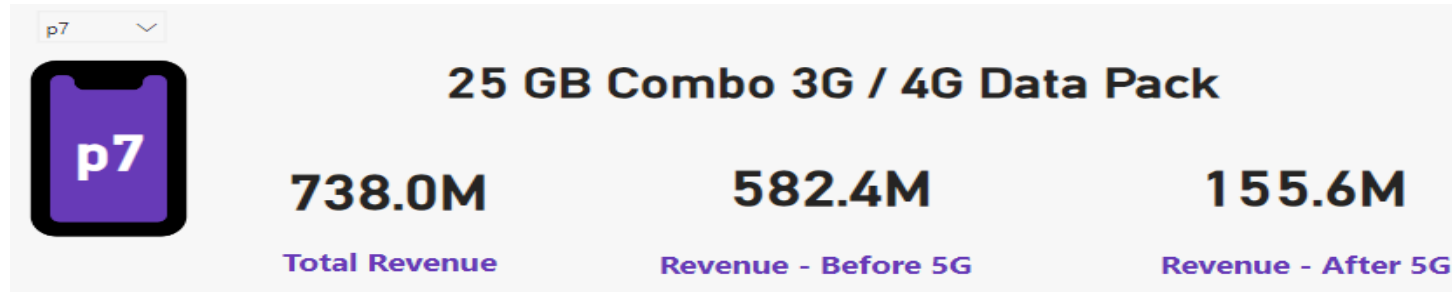
Least Performing Plans Post 5G Launch

p5	Rs. 99 Full Talktime Combo Pack		
	1.7bn	1.0bn	651.5M
	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 is the lowest-performing plan, experiencing a decrease of 348.5 million after the 5G launch.
- ▶ P6 follows as the next lowest-performing plan, with a decline of 254.5 million.




Evaluating Plans Affected by the 5G Launch: To Continue or Discontinue?



- ▶ **P7** is the plan most adversely impacted by the 5G launch, experiencing a decline of **426.8 million**.
- ▶ **Reason:** This plan is the 25GB Combo 3G/4G Data Pack. As the industry transitions to 5G, it is evident that this plan is experiencing a substantial decline in usage.

Recommendation: As this plan has experienced a substantial decline, I advise WaveCon Telecom to discontinue it and focus on creating other plans that align with 5G data packs and current user demands. This shift is likely to lead to better customer satisfaction and revenue growth.

Plans Discontinued After the 5G Launch: Reasons and Insights

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

Plans Discontinued After the 5G Launch: Reasons and Insights

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

- ▶ Plans **P8,P9** and **P10** have been discontinued after the 5G launch.
- ▶ The primary reason for this may be that they were data saviour and combo plans.
- ▶ The other reason might be that these plans generated less revenue compared to other plans.

Next Steps

Enhance Awareness of 5G Offerings:

Run promotional campaigns to educate customers about the benefits of 5G and highlight its unique features.

Target Underperforming Cities:

Focus on enhancing market presence in low-performing cities with customized marketing strategies.

Customer Feedback and Customer Support:

Regularly collect and analyze customer feedback to better understand their concerns and preferences and provide the customer support to address issues promptly and effectively.

Introduce Affordable Prices:

Offer competitive pricing for data saver and combo packs to attract budget-conscious customers.

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Thank You