

Wavecon Telecom Analysis



Agenda

- Exploring the 5G impact On Wavecon
- Analyzing Revenue
- Plan Performance
- Market Share
- Summary



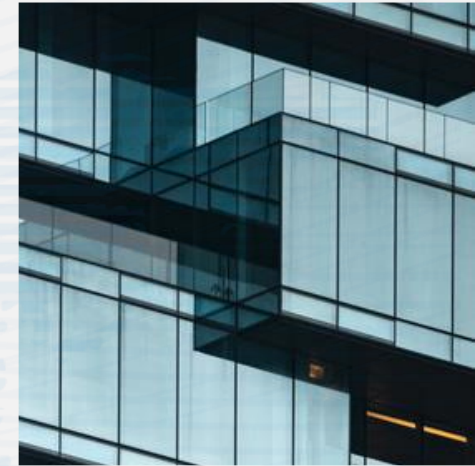
About Company

WaveCon Telecom, an Indian telecommunications provider, introduced 5G technology in May 2022.

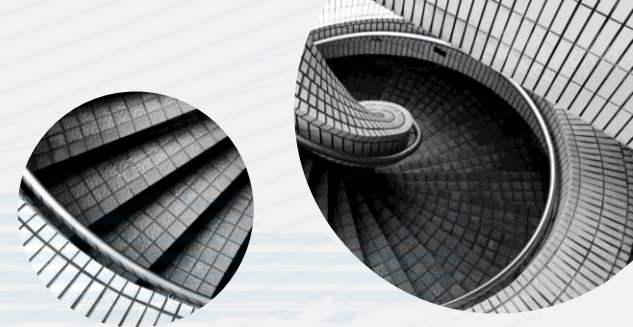
Following the launch, the company observed a decline in active users and revenue growth.

The management has tasked the analytical team with generating a comprehensive KPI comparison report for the pre-5G launch period (January-April 2022) and the post-5G launch period (June-September 2022).

This analysis aims to uncover insights into the impact of the 5G rollout on user engagement and financial performance.



Key Metrics



KPI

Ju Aug Sep

Wavecon Telecom's financial robustness is unveiled through crucial revenue KPIs, providing a snapshot of total income generated from diverse services.

This insight guides strategic decisions for continued success in the dynamic telecom industry.

ARPU

Oct Nov Dec

ARPU, Average Revenue Per User, is a key financial metric in telecom, measuring the average income generated from each customer.

A higher ARPU signifies increased revenue potential, emphasizing the importance of customer value in sustaining financial health in the telecom industry.

TAU

Jan Feb

Total Active Users (TAU) is a fundamental metric in telecom, representing the overall number of users actively engaged with our services.

By tracking TAU, we gain valuable insights into the extent of our user base, facilitating strategic decisions to enhance service offerings and optimize customer experiences.

TuSu

Apr May Jun

TuSu (Total Unsubscribed Users), is indicating the total count of users who have chosen to

unsubscribe from our services. Analyzing TuSu helps us understand user attrition trends, enabling strategic adjustments to enhance retention efforts and maintain a strong position in the dynamic telecom market.

1. 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%
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%

- ✓ Based on the visualization, it is evident that there has been a 0.50% decline in revenue following the launch of 5G.
- ✓ Even with the introduction of 5G, Tier 1 cities have consistently maintained their position, contributing 80% of the revenue and showcasing their lasting influence on the financial dynamic.
- ✓ Delhi and Chennai have experienced notable impacts, contributing to the overall decline on revenue post5G launch.
- ✓ Cities like Gurgaon and Lucknow have shown a positive impact on revenue post5G launch.

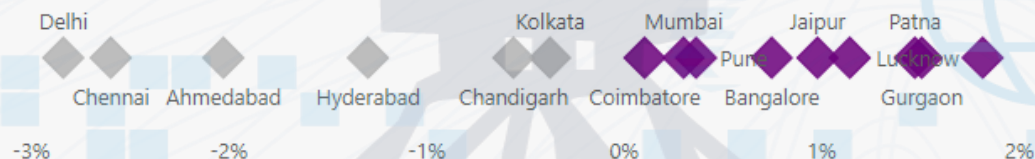
1. Impact of the 5G launch on our revenue

Monthly Trend

● Before_5G ● After_5G



City Chg%

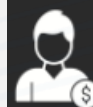


- ❑ The trend for both 4G and 5G follows a similar pattern, with 4G peaking in February and 5G reaching its peak in August.
- ❑ Lucknow has the highest positive revenue change, showing an increase of 1.82%, while Delhi has the least change, indicating a decline of -2.82%.



2. Identifying Underperforming Key Performance Indicators (KPIS)

I. ARPU (Average Revenue Per User)



₹ 200.7

₹ 190.2

Before 5G

₹ 211.3

After 5G

11.05%

Chg%

City Name	ARPU	Before_5G	After_5G	Chg%
Raipur	₹ 204.75	₹ 184.25	₹ 225.25	22.25%
Ahmedabad	₹ 195.50	₹ 176.25	₹ 214.75	21.84%
Patna	₹ 212.00	₹ 192.50	₹ 231.50	20.26%
Bangalore	₹ 191.88	₹ 174.75	₹ 209.00	19.60%
Delhi	₹ 198.00	₹ 181.50	₹ 214.50	18.18%
Mumbai	₹ 213.88	₹ 196.75	₹ 231.00	17.41%
Gurgaon	₹ 199.00	₹ 183.50	₹ 214.50	16.89%
Hyderabad	₹ 206.88	₹ 196.50	₹ 217.25	10.56%
Chandigarh	₹ 191.63	₹ 182.50	₹ 200.75	10.00%
Coimbatore	₹ 208.25	₹ 200.00	₹ 216.50	8.25%
Lucknow	₹ 211.38	₹ 203.25	₹ 219.50	8.00%
Jaipur	₹ 202.13	₹ 195.00	₹ 209.25	7.31%
Kolkata	₹ 188.38	₹ 183.75	₹ 193.00	5.03%
Chennai	₹ 200.38	₹ 203.00	₹ 197.75	-2.59%
Pune	₹ 187.13	₹ 200.00	₹ 174.25	-12.88%
Total	₹ 200.74	₹ 190.23	₹ 211.25	11.05%

- ✓ Post the 5G launch, there's an 11.05% ARPU boost, indicating increased per-user earnings, possibly due to improved services and expanded offerings linked with the new technology.
- ✓ ARPU decline in Pune and Chennai underscores the need for focused efforts to understand and address challenges impacting revenue per user in these specific regions.

I. TAU (Total Active Users)



161.7M

20.2M

MA

84.4M

Before 5G

77.4M

After 5G

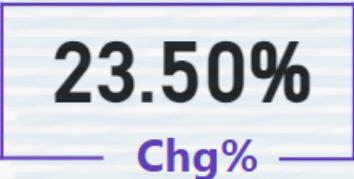
-8.28%

Chg%

City Name	Total_Users	Before_5G	After_5G	Chg%
Ahmedabad	10M	5M	4M	-18.93%
Delhi	20M	11M	9M	-17.63%
Raipur	2M	1M	1M	-16.67%
Patna	5M	3M	2M	-16.11%
Mumbai	23M	13M	11M	-14.35%
Bangalore	18M	10M	8M	-13.94%
Gurgaon	3M	1M	1M	-13.09%
Coimbatore	4M	2M	2M	-9.28%
Hyderabad	12M	6M	6M	-7.48%
Jaipur	7M	4M	3M	-5.53%
Chandigarh	3M	2M	2M	-4.99%
Kolkata	20M	10M	10M	-4.75%
Chennai	15M	7M	7M	0.35%
Lucknow	6M	3M	3M	2.65%
Pune	14M	6M	8M	18.06%
Total	162M	84M	77M	-8.28%

- ✓ Post the implementation of 5G, the KPI data reveals an 8.28% reduction in active users.
- ✓ Among the Tier 1 cities, Pune stands out with an 18.06% change in Total Active Users (TAU) during the transition to 5G.
- ✓ Ahmedabad, in contrast, recorded a substantial decrease with a change of -18.93%.
- ✓ The TAU differences across cities suggest diverse user adoption, influenced by local preferences, telecom effectiveness, and various factors, providing insights for strategic optimization.

II. TUSu (Total Unsubscribed Users)



City Name	Total_Users	Before_5G	After_5G	Chg%
Lucknow	478K	172K	306K	77.91%
Pune	1108K	434K	674K	55.30%
Jaipur	563K	223K	340K	52.47%
Chandigarh	253K	103K	150K	45.63%
Hyderabad	919K	386K	533K	38.08%
Chennai	1225K	517K	708K	36.94%
Kolkata	1579K	693K	886K	27.85%
Coimbatore	351K	155K	196K	26.45%
Bangalore	1260K	571K	689K	20.67%
Delhi	1668K	770K	898K	16.62%
Ahmedabad	718K	332K	386K	16.27%
Gurgaon	193K	91K	102K	12.09%
Patna	360K	171K	189K	10.53%
Raipur	120K	57K	63K	10.53%
Mumbai	1795K	958K	837K	-12.63%
Total	12590K	5633K	6957K	23.50%

- ✓ The Total Unsubscribe Users (TUSu) metric holds significant importance in assessing user engagement and satisfaction with a service.
- ✓ After the introduction of 5G technology, there has been a noticeable change of approximately 23.50% in the TUSu metric.
- ✓ Lucknow, Pune, and Jaipur have witnessed a drastic change TUSu rates, surpassing 50%, highlights the importance of taking specific actions to keep users interested and satisfied in these cities.



3. Wavecon User Plans Analysis

Wavecon User Plans

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)





Smart Recharge Pack (2 GB / Day Combo For 3 months)

4.2bn

Total Revenue

1.8bn

Revenue - Before 5G

2.4bn

Revenue - After 5G

- ❖ Plan 1 stands out significantly, contributing 22% to the total revenue generated by these plans.



Super Saviour Pack (1.5 GB / Day Combo For 56 days)

3.0bn

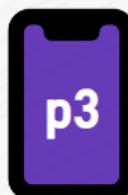
Total Revenue

1.5bn

Revenue - Before 5G

1.5bn

Revenue - After 5G



Elite saver Pack (1 GB/ Day) Valid: 28 Days

2.6bn

Total Revenue

1.3bn

Revenue - Before 5G

1.3bn

Revenue - After 5G

- ❖ Following the 5G launch, both Plan P2 and P3 have demonstrated stability by maintaining consistent revenue levels, with no notable changes observed.



Mini Data Saver Pack (500 MB/ Day) Valid: 20 Days

2.0bn	1.1bn	876.8M
Total Revenue	Revenue - Before 5G	Revenue - After 5G

- ❖ Post-5G launch, there was a revenue decline of approximately 20%, highlighting a decrease from the previous revenue level.



Rs. 99 Full Talktime Combo Pack

1.7bn	1.0bn	651.5M
Total Revenue	Revenue - Before 5G	Revenue - After 5G

- ❖ Plan 5, focusing on full talktime offerings, witnessed a substantial revenue decrease of approximately 34.85%.



Xstream Mobile Data Pack: 15GB Data | 28 days

1.2bn

Total Revenue

749.1M

Revenue - Before 5G

494.6M

Revenue - After 5G



25 GB Combo 3G / 4G Data Pack

738.0M

Total Revenue

582.4M

Revenue - Before 5G

155.6M

Revenue - After 5G

- ❖ Both Plan 6 and Plan 7 have encountered a drop in revenue, prompting the need for a closer examination of their performance and the implementation of strategic measures to address the revenue decline effectively.
- ❖ Plan 7 has dropped by over 70%, signaling a significant performance shift that may not be suitable for the 5G era.

Discontinued Plans



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 8, 9, and 10 have been discontinued due to lower revenue generation and limited validity, enabling the introduction of more relevant and robust offers in response to user demands.

New Plans Post 5G Launch



Ultra Fast Mega Pack (3GB / Day Combo For 80 days)

1.9bn

Total Revenue

NA

Revenue - Before 5G

1.9bn

Revenue - After 5G



Ultra Duo Data Pack (1.8GB / Day Combo For 55 days)

1.2bn

Total Revenue

NA

Revenue - Before 5G

1.2bn

Revenue - After 5G



Mini Ultra Saver Pack (750 MB/Day for 28 Days)

314.5M

Total Revenue

NA

Revenue - Before 5G

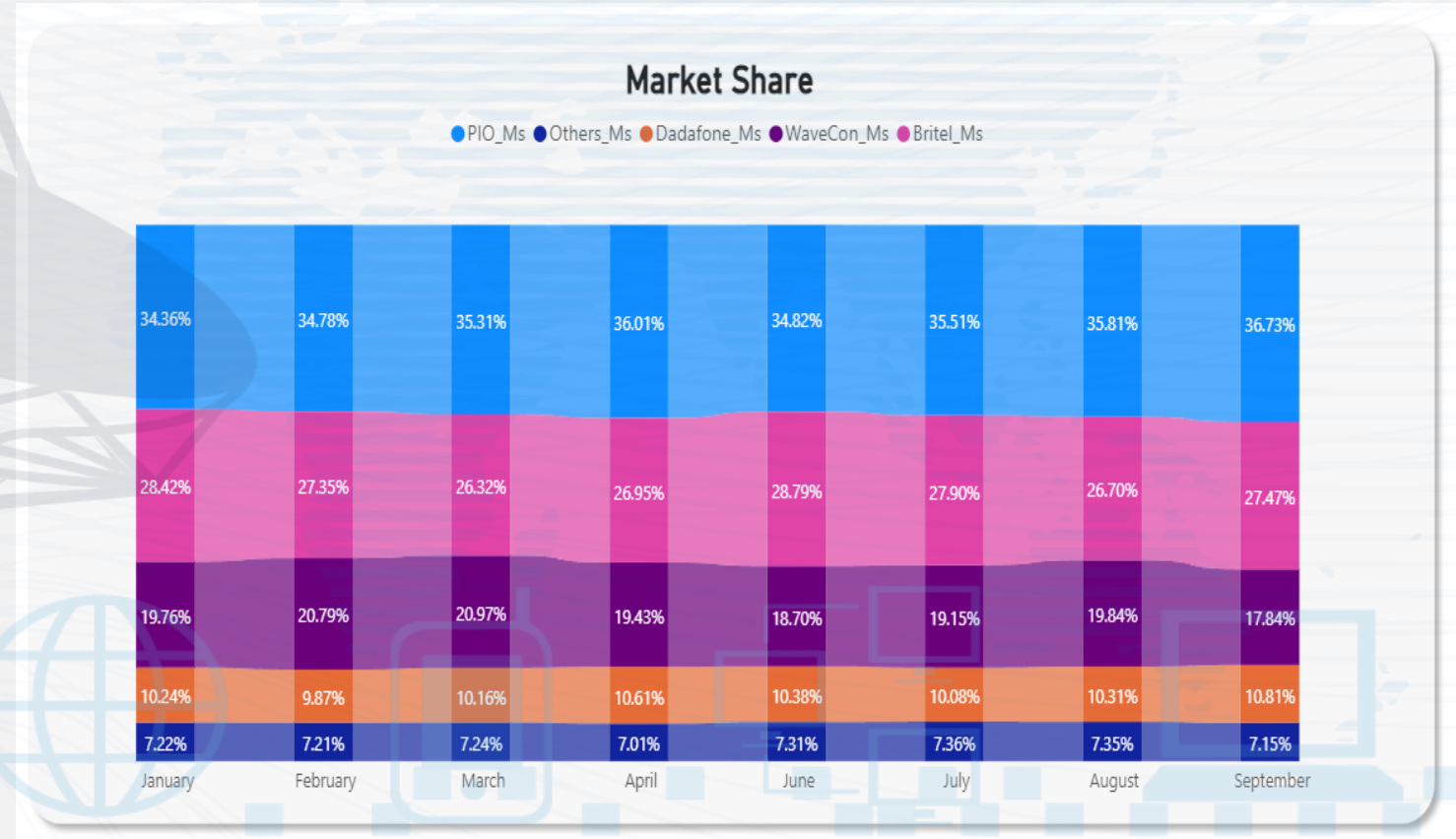
314.5M

Revenue - After 5G

❖ Plans 11, 12 & 13 are specific 5G plans that started in June 2022 and generated steady revenue.

Market Share

- ❑ WaveCon secures the third spot in terms of market share.
- ❑ Before the 5G era, WaveCon maintained an average market share of 20%, which subsequently decreased to 18% after the launch of 5G.



Summary



Plans, such as P7, that are not aligned with 5G technology should be **phased out**.



Enhance sales seamlessly through straightforward **seasonal promotions** that captivate customers.



Conducting a thorough **analysis of 5G impact in different cities** is crucial to grasp the varying effects on connectivity and potential business opportunities.



Stay informed on **competitor offerings and market trends** to ensure plans remain competitive.



Gathering customer feedback to better understand customer needs, enhance service offerings and stay ahead in the competitive landscape.



To **improve market share**, innovate product offerings, leverage digital marketing for broader reach and invest in innovative marketing strategies



Thank
YOU

-Pooja P. Poundkar