

Wavecon Telecom Data Analysis

Impact of 5G Launch

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introduction



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



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



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



Is there any plan that is discontinued after the 5G launch? What is the reason for it?



Recommendations

Introduction

Wavecon, a premier telecom provider in India, launched its 5G services in May 2022 across major cities, alongside other telecom providers. This analysis evaluates the performance of Wavecon's 5G rollout in 15 key urban centers, aiming to uncover insights into the impact of 5G on revenue, plan performance, and key performance indicators (KPIs). By examining these factors, we can better understand the success of Wavecon's 5G services and their influence on the telecom market and customer experience.

- Introduce in May 2022
- Rollout covered major cities across India.
- Analyze the impact on revenue, plan performance, and KPIs.
- Identification of revenue growth trends in key cities.
- Analysis of customer uptake of new 5G plans.
- Key improvements in network performance and customer experience.
- Network coverage and quality metrics.

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

Revenue Before & After 5G Launch



₹ 16.0bn
Before 5G

The infographic consists of two stacked rectangular boxes. The top box is light blue and contains the text '₹ 16.0bn' in large, bold, black font, with 'Before 5G' in a smaller, bold, blue font below it. The bottom box is light orange and contains the text '₹ 15.9bn' in large, bold, black font, with 'After 5G' in a smaller, bold, orange font below it. Both boxes have a thin black border.

₹ 15.9bn
After 5G

- ❖ Before the 5G launch, revenue was \$16 billion.
- ❖ Post-launch, revenue dipped slightly to \$15.9 billion.
- ❖ Investigate factors driving this revenue shift.
- ❖ Identify market conditions and customer behavior affecting revenue.
- ❖ Uncover strategies for revenue optimization in the 5G landscape.
- ❖ Develop approaches to leverage 5G for business growth.
- ❖ Enhance customer experience and service offerings to boost revenue.

Which KPI is underperforming after the 5G launch?

1 Unsubscribe User Before & After 5G Launch

Unsubscribe users Before 5G

6M

Unsubscribe users After 5G

7M

Total number of unsubscribed users increased from 5.6million (6M Approx) to 7 million.

2 Active User Before & After 5G Launch

Active Users Before 5G

84M

Active Users After 5G

77M

The active user base decreased from 84.4 million to 77.4 million

3 Revenue Trends before & After 5G Launch

Revenue Before 5G

₹ 16bn

Revenue After 5G

₹ 16bn

Total revenue experienced a slight decrease from \$16 billion to \$15.9 billion.

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

Good Performing Plans after 5G Launch

- Plans 1, 2, and 11 capitalized on the 5G rollout, experiencing impressive revenue growth and solidifying their positions as top performers.
- While Plans 1, 2, and 11 thrived, Plans 5, 6, and 7 require further analysis to understand their revenue decline post-5G launch. This will help optimize their offerings for the new 5G landscape.

Bad Performing Plans after 5G Launch

- Plans 5, 6, and 7 saw a decline in revenue following the 5G launch. This highlights a need to analyze their offerings to ensure they remain competitive in the new 5G environment.
- pen_spark

Revenue Trends before & After 5G Launch

plan	January	February	March	April	June	July	August	September
p1	₹ 396M	₹ 503M	₹ 466M	₹ 448M	₹ 536M	₹ 628M	₹ 600M	₹ 603M
p2	₹ 326M	₹ 409M	₹ 386M	₹ 368M	₹ 340M	₹ 388M	₹ 392M	₹ 366M
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

Is there any plan affected largely by the 5G launch?

Should we continue or discontinue that plan?

Positive Impact

- ❖ P 1 - Smart Recharge Pack (2 GB / Day Combo For 3 months). **Revenue before - 1.8 bn, Revenue after - 2.4 bn**
- ❖ P 11 - Ultra Fast Mega Pack (3GB / Day Combo For 80 days) **Revenue - 1.9 bn**
- ❖ P 12 - Ultra Duo Data Pack (1.8GB / Day Combo For 55 days) **Rev - 1.2 bn**

P11 and P12 plans are launched during the 5G launch means they are new plans but they are performing well after being launched)

Negative Impact

- ❖ Except for the above plans, all plans have faced a slight decrease in revenue but plan P7 faced a high decrease in revenue.
- ❖ P 7- 25 GB Combo 3G / 4G Data Pack, Revenue before - 582.4 M & Revenue after is 155.6 M

p7	₹ 123M	₹ 158M	₹ 156M	₹ 146M	₹ 33M	₹ 35M	₹ 45M	₹ 43M
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Is there any plan that is discontinued after the 5G launch? What is the reason for it?

3 plans which are discontinued after the 5G launch

P 8 – Daily Saviour (1 GB / Day) validity: 1 Day

Reason- A 1GB data plan with a 1-day validity period is insufficient in terms of both data and duration. With the rise of 5G technology, data consumption has increased significantly due to faster speeds, making such limited plans impractical. Consequently, there is a growing demand for plans offering more data and longer validity periods.

P9 – Combo TopUp: 14.95 Talktime and 300 MB data

Reason- After the introduction of 5G, consumer preferences shifted away from plans that offered limited talk time and minimal data. As I have discussed above data consumption has increased significantly due to faster speeds of 5G, so minimal data with limited talk time is not worth it anymore as Wavecon already offering P5.

P10 – Big Combo Pack (6 GB / Day) validity: 3 Days

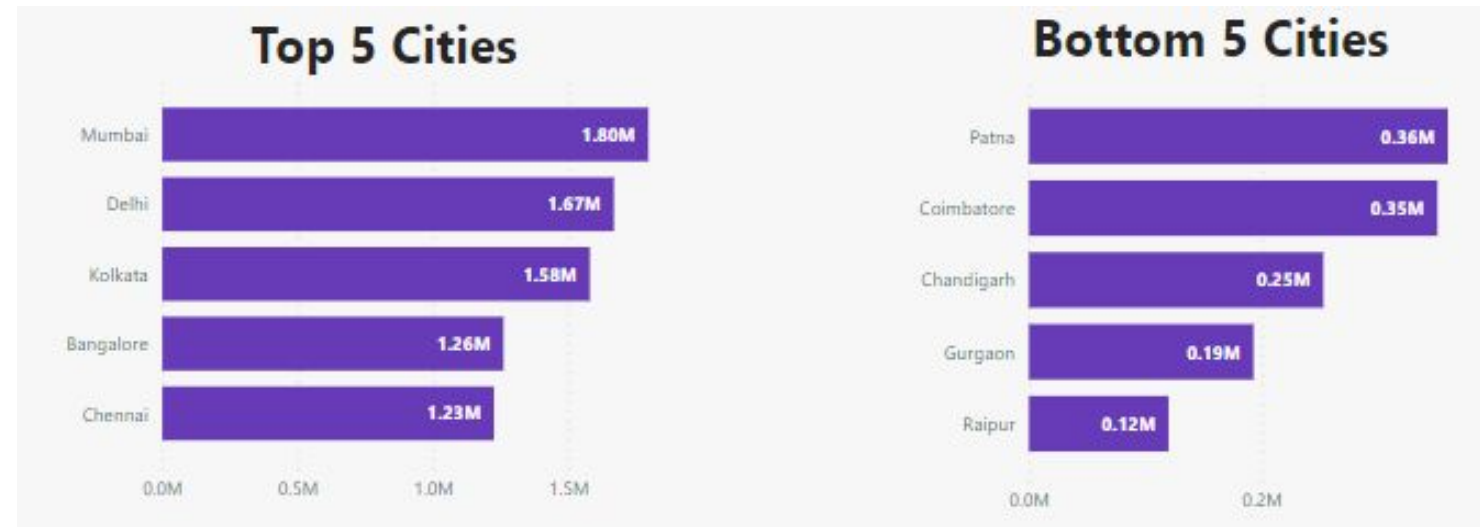
Reason- While Plan 10 offered a significant amount of data, its short validity period of only 3 days made it less appealing to consumers, maybe this could be the reason that Wavecon discontinued this plan.

Top & Bottom 5 Cities by different aspect

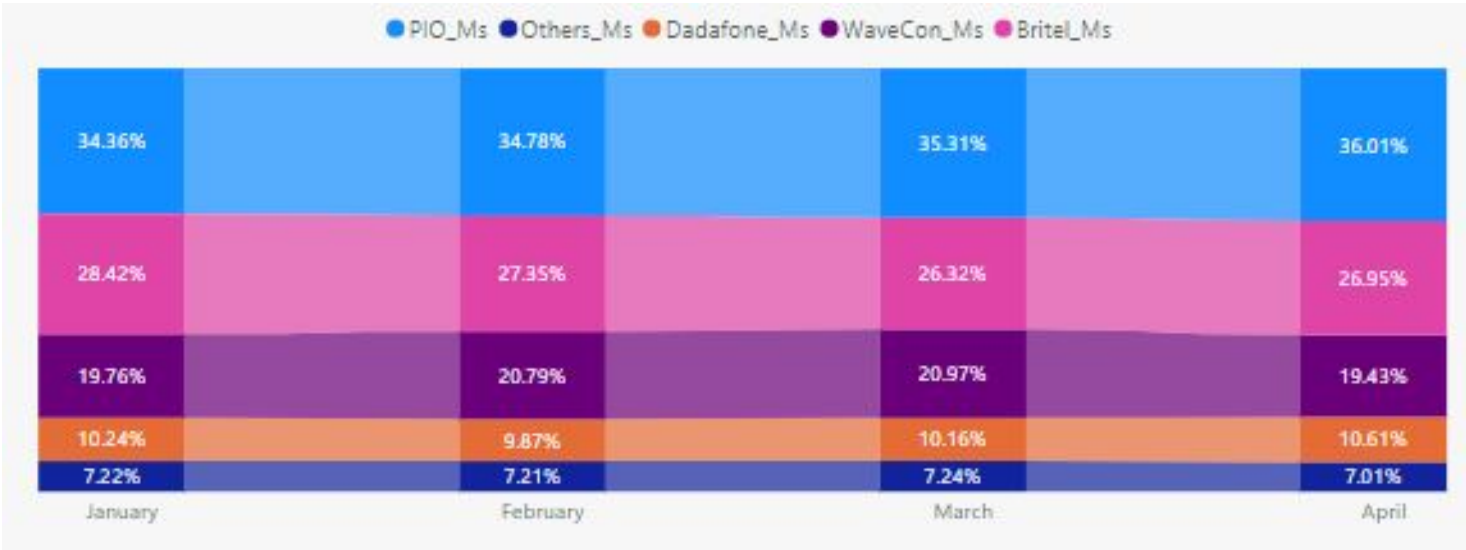


Top 5 & Bottom 5
Cities according to
Revenue

Top 5 & Bottom 5 Cities
according to
Unsubscriber

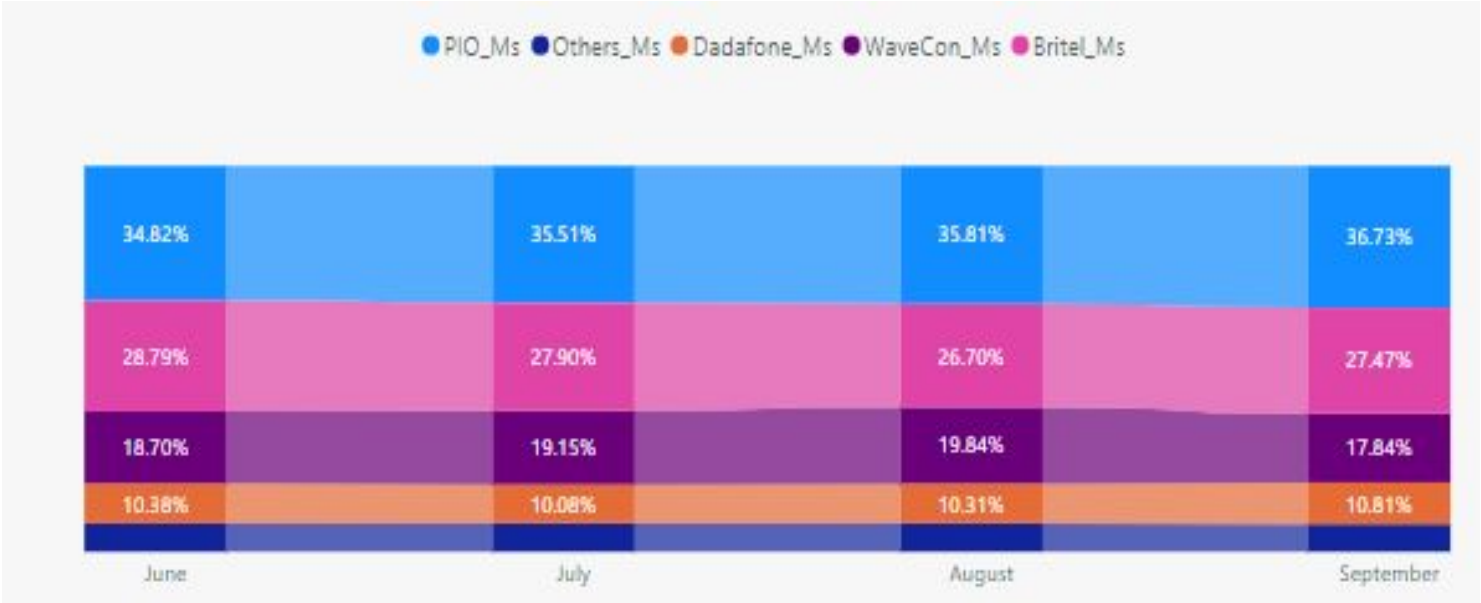


Market Share of Different company Before & After 5G Launch

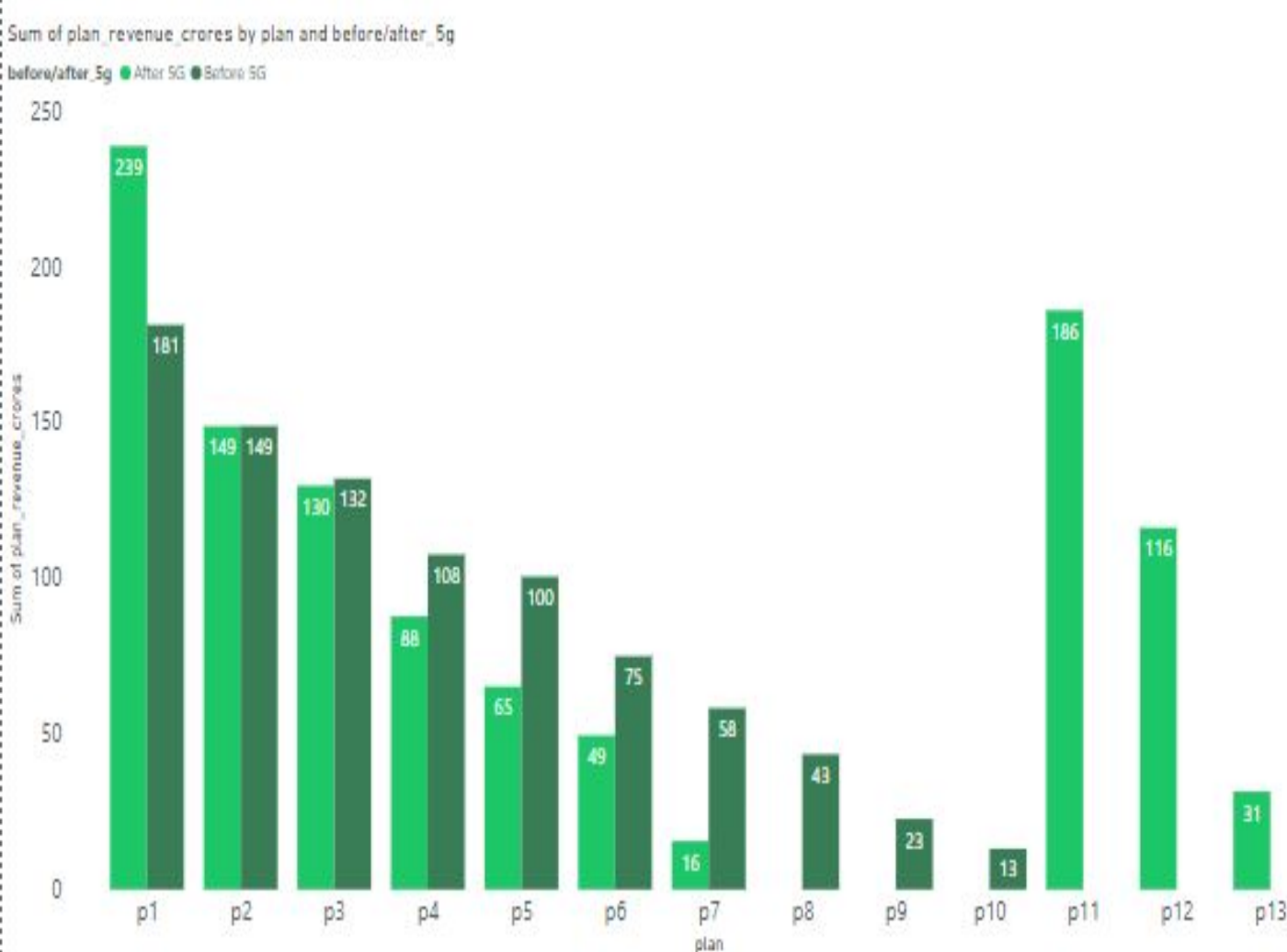


Market Share
Before 5G Launch

Market Share After 5G
Launch



Revenue by Plan Performance



- ❖ Following the 5G launch, P1, P11, and P12 have emerged as top performers in revenue.
- ❖ Plan P7 has witnessed a substantial decline in revenue.
- ❖ Plans P4, P5, and P6 have shown marginal decreases in revenue post-5G launch.

Revenue Comparison

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%

Cities wise revenue Comparison for Wavecon Before and After the 5G launch,

With this Table we observe that in some cities like Delhi (-2.83%), Kolkata (-0.37%), Chennai (-2.59%) any other also, have change in revenue (Loss) after 5G launch

Recommendation

- ❖ **Educational Campaigns on 5G Benefits:** Inform customers about the advantages of 5G to drive adoption and revenue growth.
- ❖ **Upgrade Plan P7 to Meet 5G Demands:** Enhance Plan P7 with increased data and additional perks to align with 5G requirements.
- ❖ **Enhanced Service for User Retention:** Provide personalized deals and proactive support to retain customers.
- ❖ **Seasonal Offers:** Enjoy festival discounts and special promotions on our top plans.
- ❖ **Additional Data or Extended Validity:** Customize existing plans with an extra 10GB of data or extended validity.

Thank You!

