



# WAVECON TELECOM ANALYSIS

## IMPACT OF 5G LAUNCH IN INDIA

SAYAN MAITRA

5G



# Power BI Dashboard



# Wavecon Telecom Analysis



₹ 31.9bn

Revenue

₹ 200.7

ARPU

161.7M

TAU

12.6M

TUsU

₹ 4.0bn  
MA

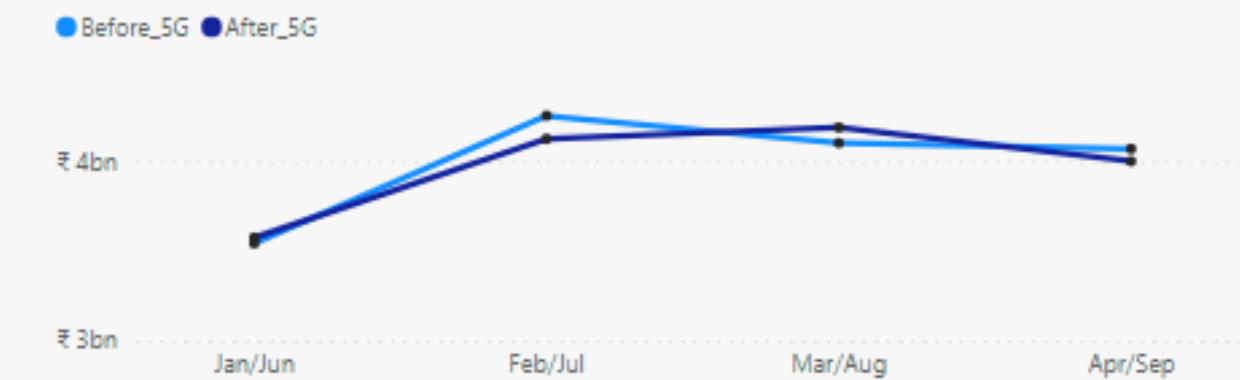
₹ 16.0bn  
Before 5G

₹ 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%
Total	₹ 31,874M	₹ 15,977M	₹ 15,897M	-0.50%

## Monthly Trend



## City Chg%



ARPU - Average Revenue Per User, TAU - Total Active Users, TUsU - Total unsubscribed Users, MA - Monthly Average

Month

All

before/after\_5g

All

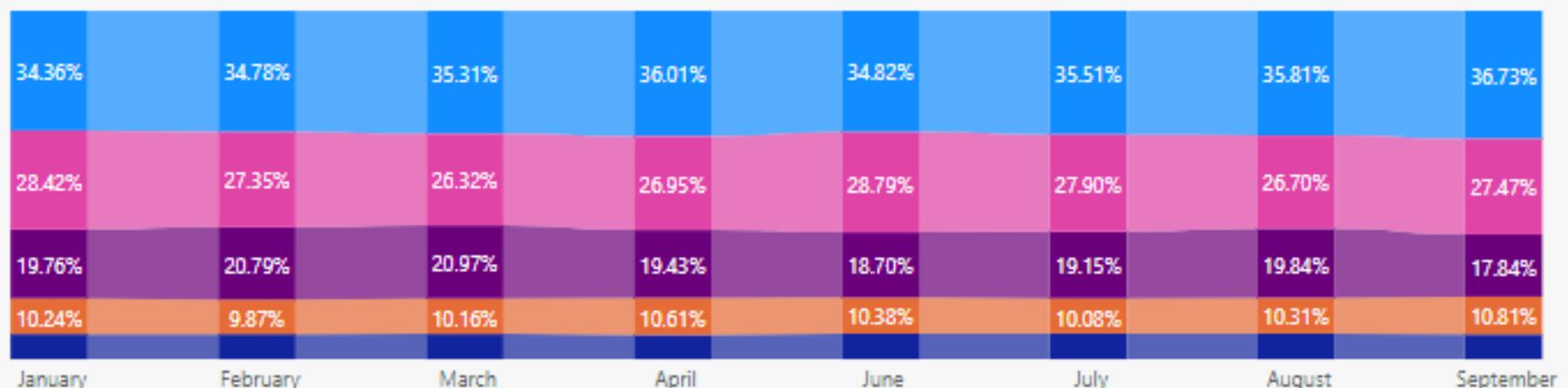
city\_name

All

**Value****%**

## Market Share

● PIO\_Ms ● Others\_Ms ● Dadafone\_Ms ● WaveCon\_Ms ● Britel\_Ms

**Revenue****AU****Usub****ARPU**

## Top 5 Cities



₹ 0      ₹ 100      ₹ 200

## Bottom 5 Cities



₹ 0      ₹ 100      ₹ 200

before/after\_5g ▾ city\_name ▾  
All ▾ All ▾

p2 ▾



## 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

### Monthly Revenue

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

Top  Bottom

### Cities



## Overview Of Company

WaveCon Telecom, a leading telecommunications company in India, operates nationwide, serving diverse cities. WaveCon marked a significant milestone with the launch of 5G technology in June 2022.



## Today's Agenda

Exploring the 5G Impact at WaveCon: Analyzing Revenue, Plan Performance, Market Share, Future Roadmap.

○ ○ ○ ○

## IMPACT OF THE 5G LAUNCH ON REVENUE

### Market Impact Post 5G Introduction:

- After the introduction of 5G technology, there was a slight decline in revenue, registering a **0.5%** decrease equivalent to **Rs 100 million**.

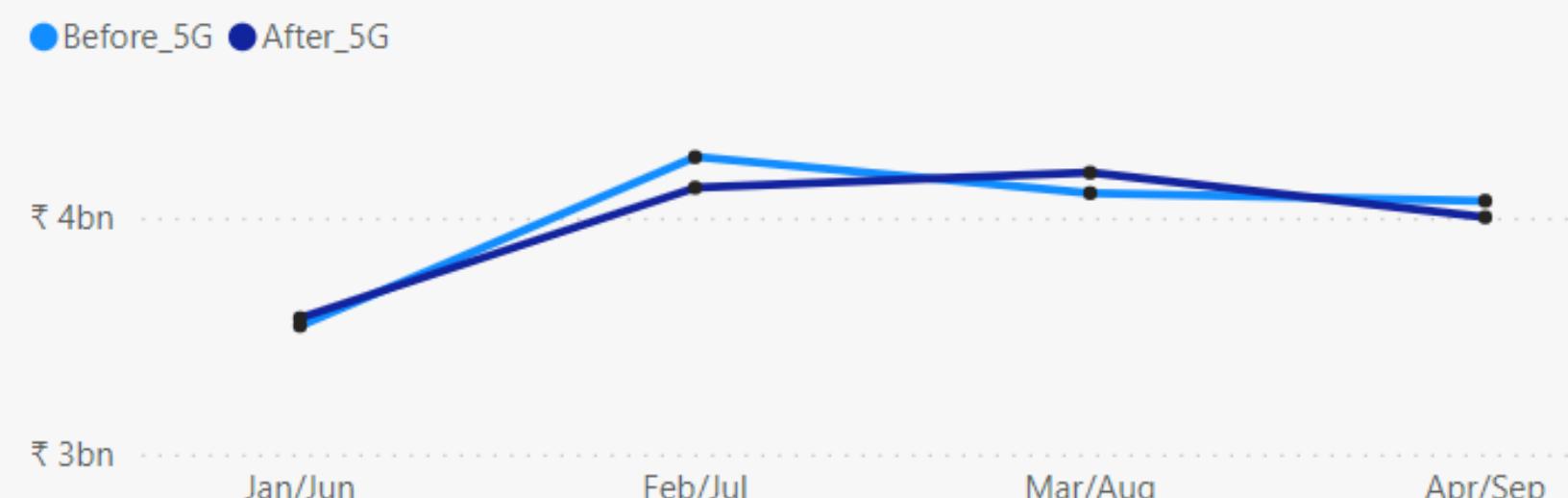
### City-wise Impacts:

- The implementation of 5G technology has affected **40%** of operational cities, with **6 out of 15** cities experiencing a negative impact on revenue.
- Notable cities such as **Delhi and Chennai** have observed significant effects, contributing to the overall decrease.
- Conversely, cities like **Gurgoan and Lucknow** have shown a positive impact on revenue post-5G launch.

○ ○ ○ ○

City Name	Total Revenue	Before_5G	After_5G	Chg%
Mumbai	₹ 4,896M	₹ 2,444M	₹ 2,452M	0.31%
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Chandigarh	₹ 612M	₹ 307M	₹ 305M	-0.55%
Gurgaon	₹ 547M	₹ 271M	₹ 275M	1.51%
Raipur	₹ 315M	₹ 157M	₹ 159M	1.15%
<b>Total</b>	<b>₹ 31,874M</b>	<b>₹ 15,977M</b>	<b>₹ 15,897M</b>	<b>-0.50%</b>

### Monthly Trend



# POST-5G LAUNCH ANALYSIS: IDENTIFYING UNDERPERFORMING KEY PERFORMANCE INDICATORS (KPIS)

## TAU - Total Active Users

 **161.7M**

**20.2M**  
MA

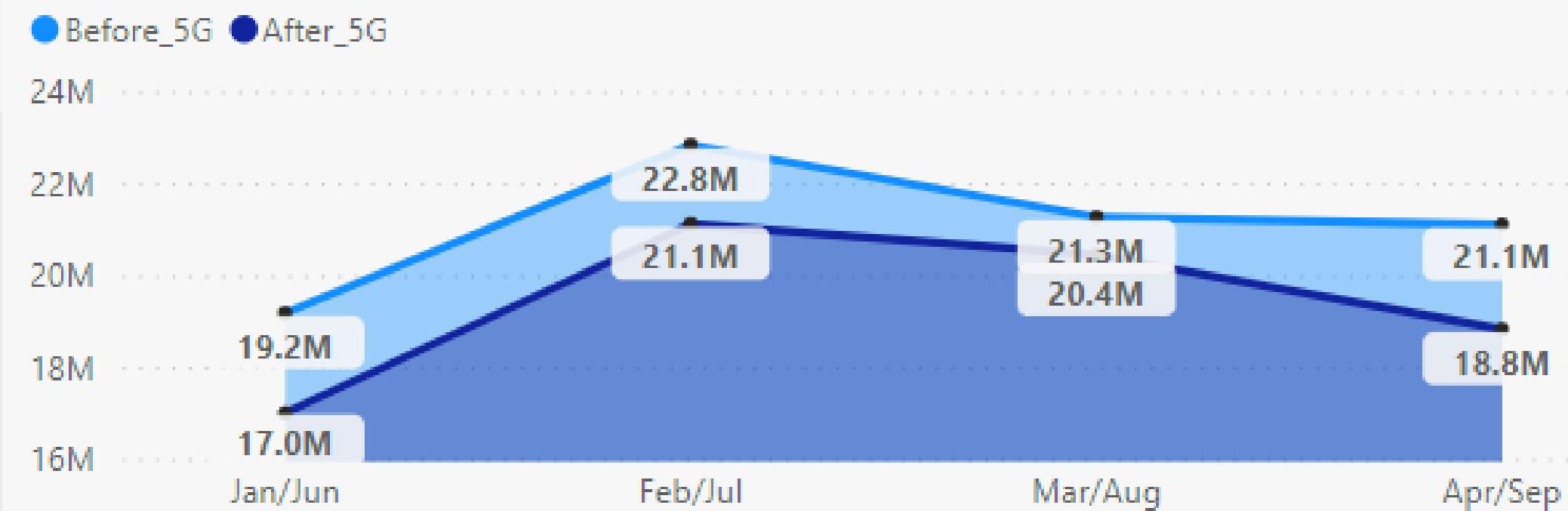
**84.4M**  
Before 5G

**77.4M**  
After 5G

**-8.28%**  
Chg%

- Post 5G implementation, there has been an **8.28%** decline in active users, as reflected in the Key Performance Indicator (KPI) data.

## Monthly Trend



# POST-5G LAUNCH ANALYSIS: IDENTIFYING UNDERPERFORMING KEY PERFORMANCE INDICATORS (KPIS)



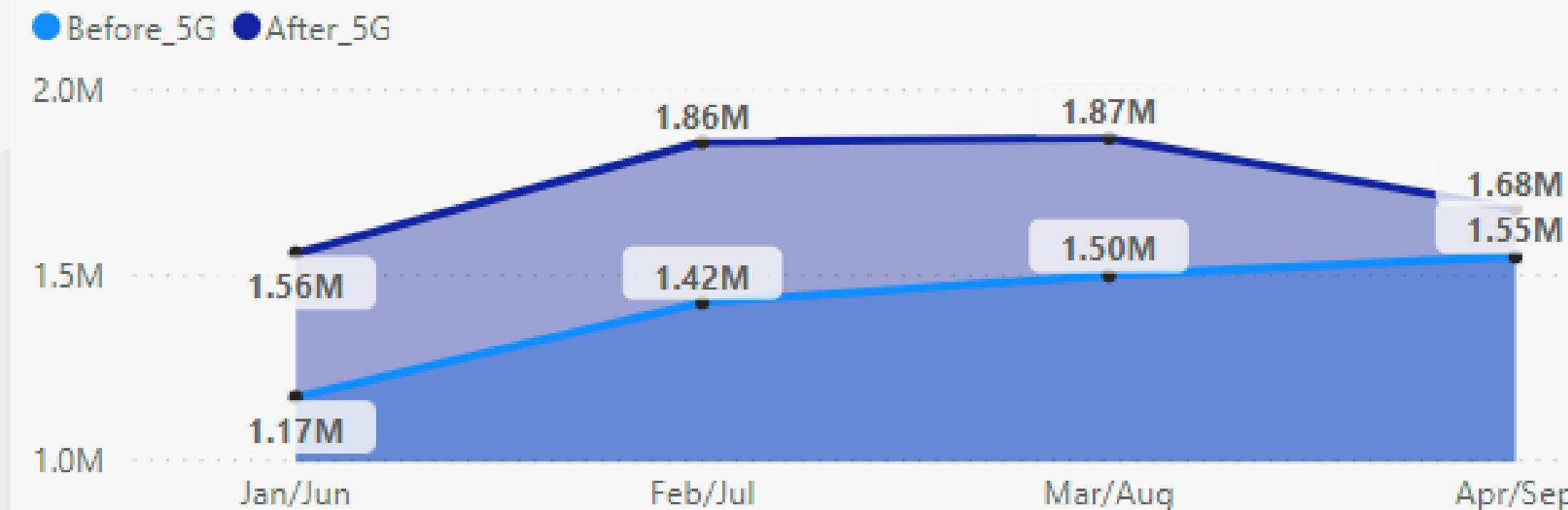
## TUsU - Total unsubscribed Users

UNSUB  
12.6M

1.6M MA  
5.6M Before 5G  
7.0M After 5G  
23.50% Chg%

- The number of users who chose to discontinue participation increased by **23.5%**, escalating from **5.6 million** to **7.4 million**.

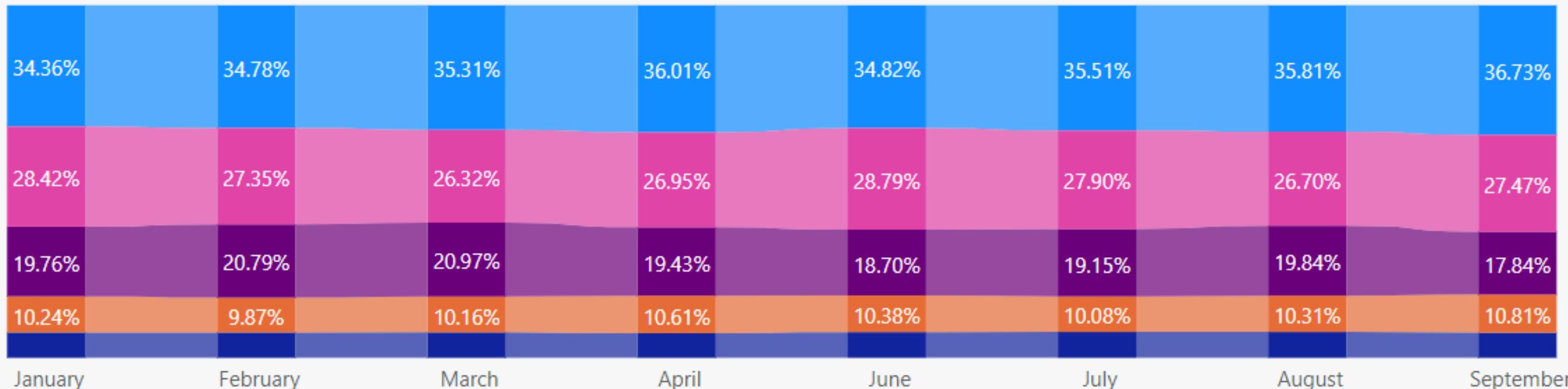
### Monthly Trend



# POST-5G LAUNCH ANALYSIS: MARKET SHARE

## Market Share

● PIO\_Ms ● Others\_Ms ● Dadafone\_Ms ● WaveCon\_Ms ● Britel\_Ms



- The market share has diminished, sliding from 19.43% to 17.84%.

- Market share of Wavecon is at 3rd position before and after the 5G launch.

- The ribbon chart visually portrays this reduction, indicating a decrease in the market share.



## **ANALYZING POST-5G LAUNCH: PERFORMANCE EVALUATION OF PLANS**

# Revenue Champions: Unveiling Plans Powering Post-5G Prosperity

- Post-5G launch, Plan P1 excelled, boasting a **33%** revenue surge, outperforming all other plans.
  - After the 5G launch, both Plan P2 and P3 have maintained consistent revenue levels, showing no significant changes.

 p1	Smart Recharge Pack (2 GB / Day Combo For 3 months)	4.2bn	1.8bn	2.4bn
	Total Revenue	Revenue - Before 5G	Revenue - After 5G	
 p2	Super Saviour Pack (1.5 GB / Day Combo For 56 days)	3.0bn	1.5bn	1.5bn
	Total Revenue	Revenue - Before 5G	Revenue - After 5G	
 p3	Elite saver Pack (1 GB/ Day) Valid: 28 Days	2.6bn	1.3bn	1.3bn
	Total Revenue	Revenue - Before 5G	Revenue - After 5G	
				• •
				• •
				• •



## Profitability Puzzles: Decoding Plans Impacting Revenue Negatively

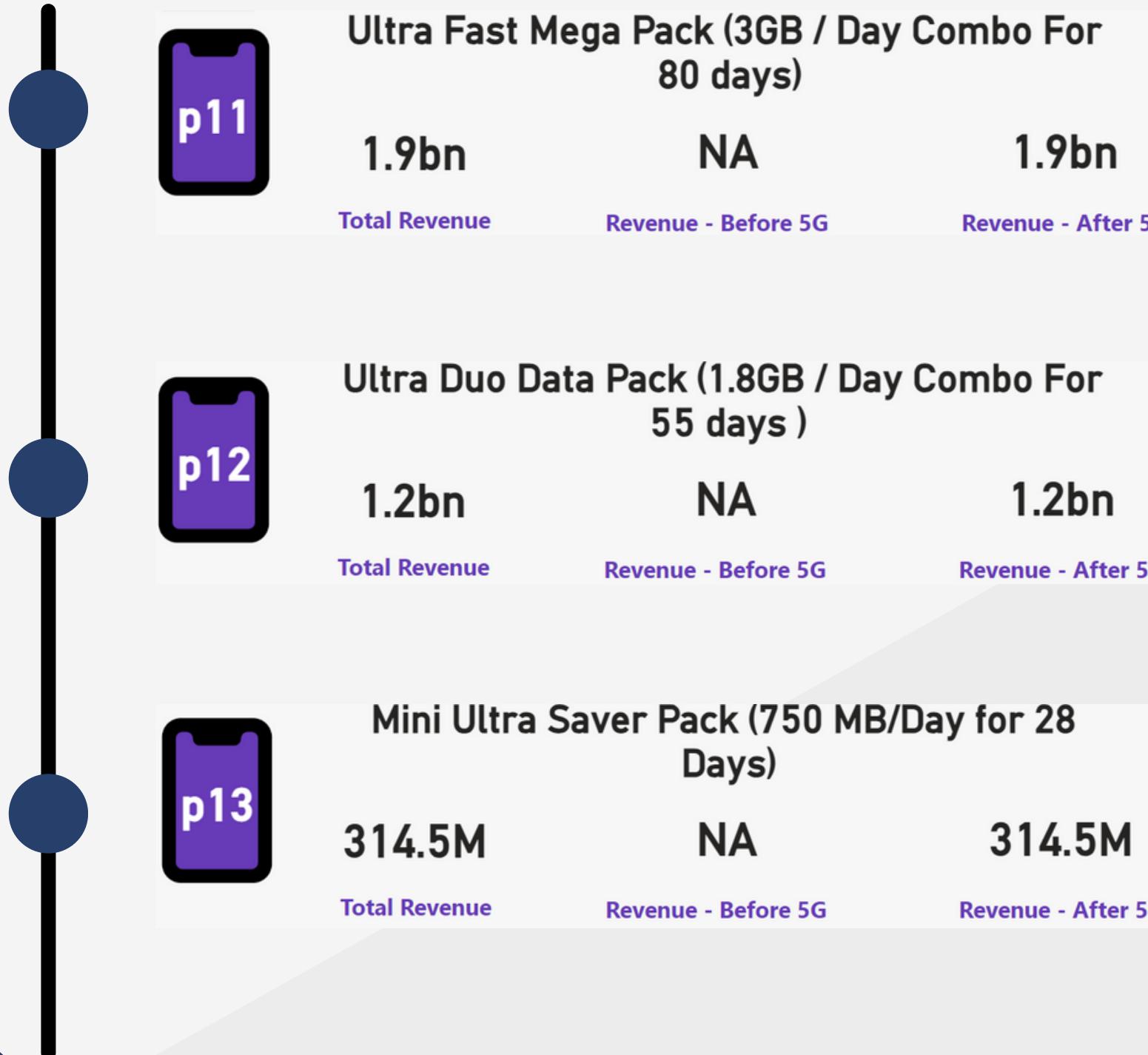
- P4: Experienced a decline in revenue post-5G launch. Revenue decreased by **20%** post-5G.

	Mini Data Saver Pack (500 MB/ Day) Valid: 20 Days	2.0bn	1.1bn	876.8M
	Total Revenue	Revenue - Before 5G	Revenue - After 5G	
	Rs. 99 Full Talktime Combo Pack	1.7bn	1.0bn	651.5M
	Total Revenue	Revenue - Before 5G	Revenue - After 5G	
	Xstream Mobile Data Pack: 15GB Data   28 days	1.2bn	749.1M	494.6M
	Total Revenue	Revenue - Before 5G	Revenue - After 5G	
	25 GB Combo 3G / 4G Data Pack	738.0M	582.4M	155.6M
	Total Revenue	Revenue - Before 5G	Revenue - After 5G	

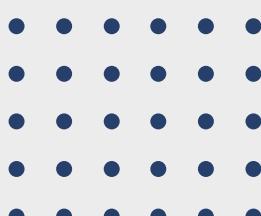
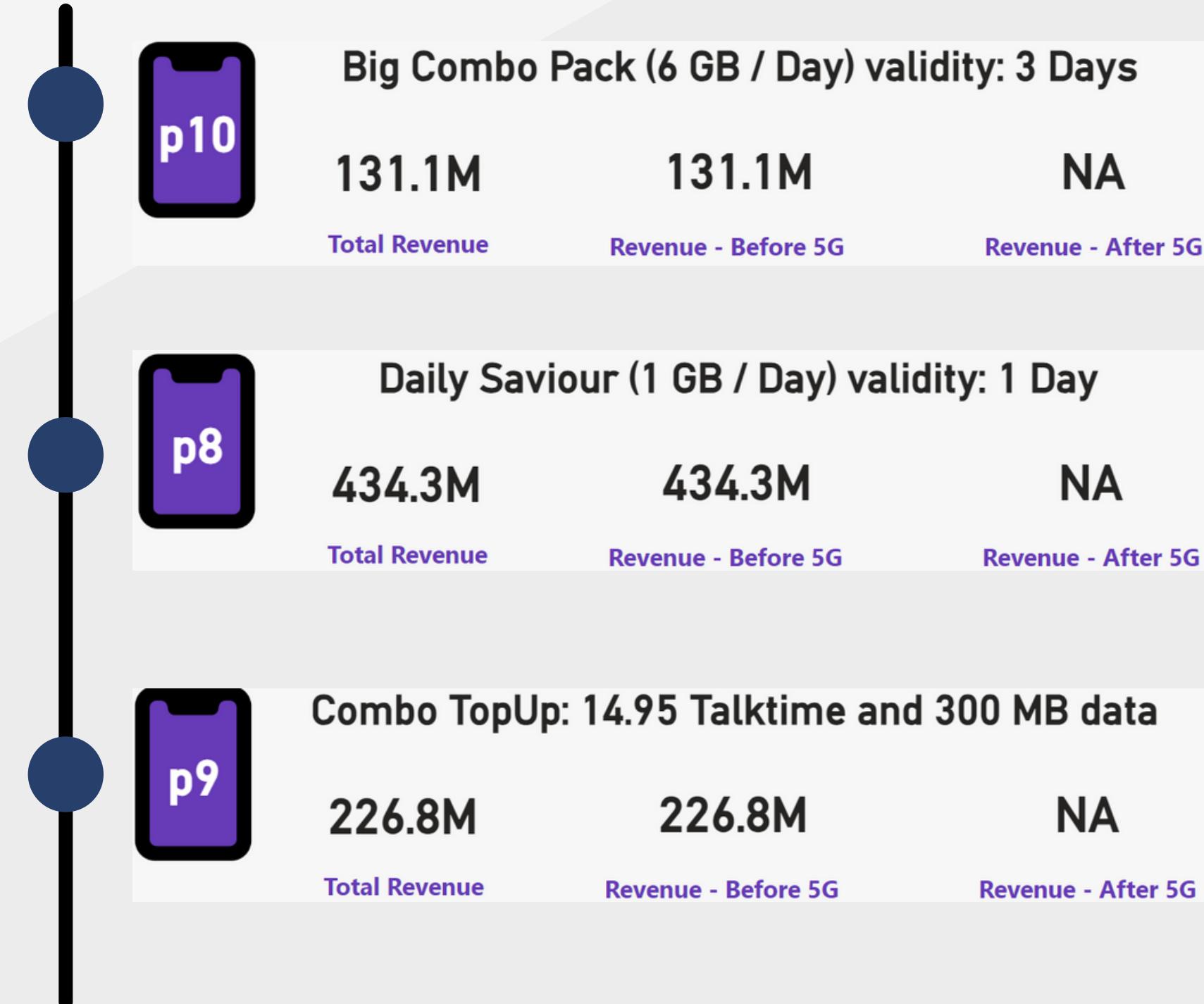


# ANALYZING POST-5G LAUNCH: PERFORMANCE EVALUATION OF PLANS

## New Plans Unveiled Post-5G Launch



## Discontinued Plans



## ADDRESSING REVENUE CHALLENGES AND INNOVATING FOR FUTURE GROWTH

Review P4, P6 and P7: Identify challenges, adjust pricing, revise features, or launch new plans to align with customer needs

Explore New Plan Opportunities: Align with evolving consumer preferences and 5G demands through market research.

### Monthly Revenue

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Customer Engagement: Enhance communication, educate customers on plan benefits, and gather feedback for data-driven adjustments

Competitive Landscape: Stay informed on competitor offerings and market trends to ensure plans remain competitive.



# THANK YOU

