

Wavecon Telecom Analysis

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The text "5G" is rendered in large, white, 3D block letters with blue shadows. It sits on a white, multi-tiered rectangular pedestal. To the right of the pedestal, there are three concentric white arcs of varying radii, suggesting a signal or wave pattern. The background is a light blue gradient with some abstract white shapes on the left.

This presentation is part of Data Analytics internship by Codebasics prepared solely for learning purpose.

ABOUT



- Wavecon Telecom is a key player in the telecommunications industry.
- Wavecon Telecom has been actively expanding its 5G services, focusing on delivering high-speed, reliable connectivity through innovative infrastructure solutions.



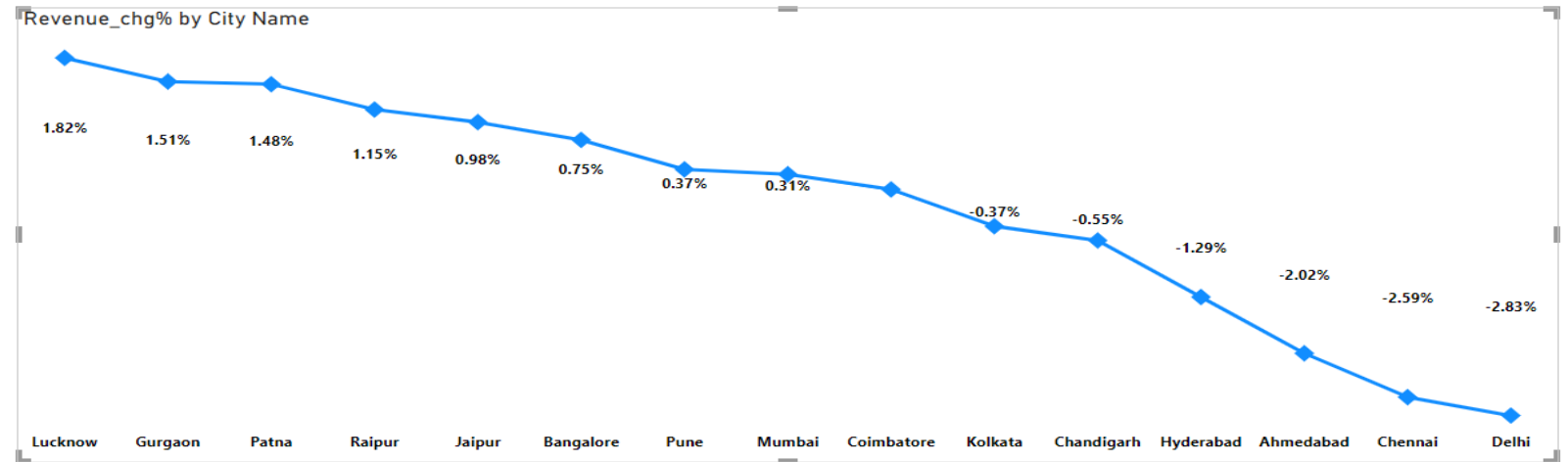
OBJECTIVE

This analysis offers valuable insights into the telecom sector's growth and challenges, helping us make informed decisions for the following questions.

- 01 What is the impact of the 5G launch on our revenue?
- 02 Which KPI is underperforming after the 5G launch?
- 03 After the 5G launch, which plans are performing well in terms of revenue? Which plans are not performing well?
- 04 Is there any plan affected largely by the 5G launch? Should we continue or discontinue that plan?
- 05 Is there any plan that is discontinued after the 5G launch? What is the reason for it?

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

The impact of 5G on revenue varies across different cities. For e.g. Lucknow showing a highest growth of 1.82% while Delhi reflecting a lowest of -2.83%.

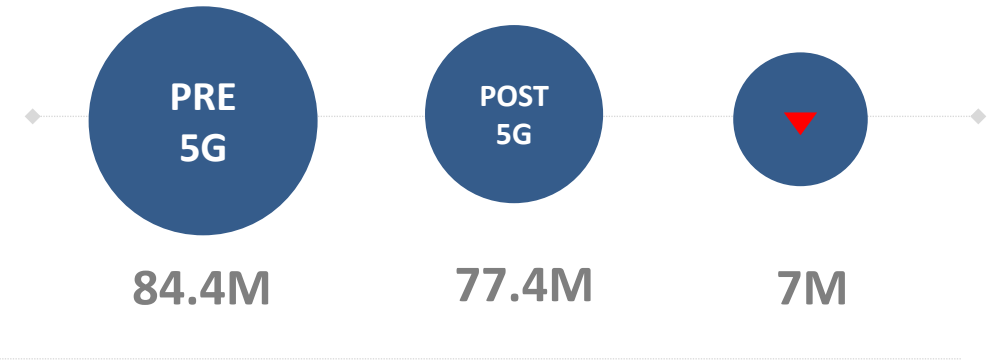


New 5G plans such as P11 & P12, have performed well, contributing significantly to the revenue increase.

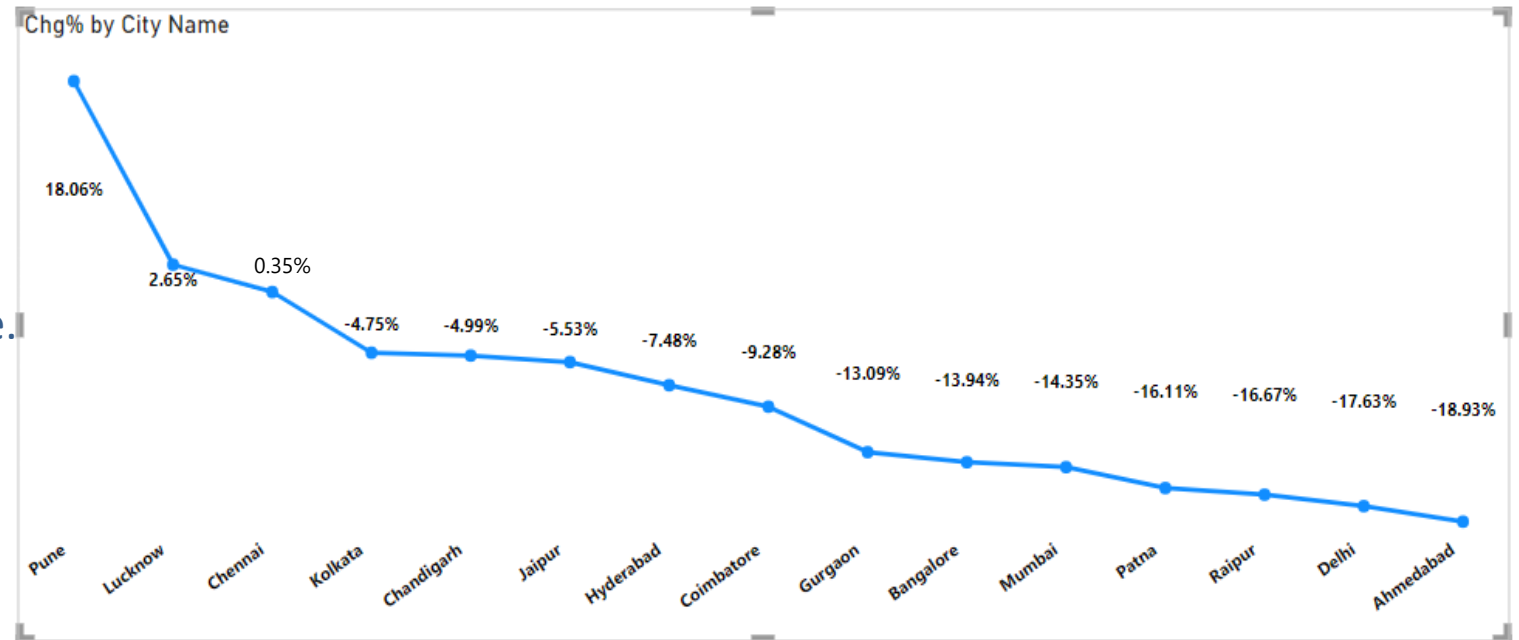
plan	June	July	August	September
p11	₹ 414M	₹ 486M	₹ 478M	₹ 482M
p12	₹ 255M	₹ 300M	₹ 306M	₹ 300M

Which KPI is underperforming after the 5G launch?

After the launch of 5G, Wavecon Telecom's total active users decreased from 84.4 million to 77.4 million, reflecting an 8.29% decline.



Only Pune, Lucknow and Chennai have positive change, rest all others are in negative.



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

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

➤ **Plans Performing Well:**

1. Plan p1: Consistently high revenue across all months, peaking at ₹628M in July.
2. Plan p2: Strong performance with revenue peaking at ₹392M in August.
3. Plan p3: Steady growth, with a peak revenue of ₹353M in March.
4. Plan p11: High revenue, peaking at ₹486M in July.
5. Plan p12: Consistent performance, with revenue peaking at ₹306M in August.

➤ **Plans Not Performing Well:**

1. Plan p13: Consistently low revenue, not exceeding ₹82M in any month.
2. Plan p7: Low performance, with decline in revenue post 5G.

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

➤ Plan p5

- Peaked in February but saw a decline in the following months, with the lowest revenue in June.
- **Continue with Modifications:** If adjustments can be made to improve its appeal, it might be beneficial to continue this plan.

➤ Plan p7

- Peaked in February and March but experienced a significant drop from May onwards.
- **Consider Discontinuation:** If substantial improvements cannot be made, it may be more effective to discontinue this plan and focus on better-performing ones.

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

Older plans like **P8, P9, and P10** were discontinued due to underperformance post-5G launch.



Strategic Recommendations



Upgrade 5G Network

Enhance network quality to meet evolving demands and ensure seamless connectivity.

Revise Pricing Strategies

Tailor pricing strategies and introduce appealing 5G plans to attract and retain customers.

Customer-Centric Approach

Implement a robust feedback mechanism to gather customer insights and preferences. Use this data to refine and improve service offerings.

Government Collaboration

Collaborate with government agencies to support infrastructure development and regulatory compliance.

Continuous Innovation

Invest in research and development to stay ahead of technological advancements and introduce innovative services

Enhanced Support

Strengthen customer support services to address issues promptly and improve overall customer experience

THANK YOU

5G

