



Codebasics Internship



By: AtliQ Technologies

WAVECON

# Wavecon

## Dashboard Analysis

By: Mohd Sofiyan





# INTRODUCTION

Welcome to Wavecon, a leading player in the telecommunications industry known for its stellar service.

We're thrilled to announce the launch of our highly anticipated 5G service, marking a significant milestone in our product lineup.

As we delve into this exciting chapter, we're keen to swiftly evaluate the success of the 5G rollout, with a focus on metrics like customer acquisition and service speed.

Additionally, we're eager to track the performance of our different 5G plans since their introduction.



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# OBJECTIVES

- 1. TOP PERFORMANCE CITIES
- 2. BOTTOM PERFORMANCE CITIES
- 3. MARKET SHARE

- |                             |                                   |
|-----------------------------|-----------------------------------|
| 1. REVENUE                  | 2. ARPU<br>AVERAGE REVENUE / USER |
| 3. TAU<br>TOTAL ACTIVE USER | 4. TUsU<br>TOTAL UNSUBSCRIBE USER |

KPI  
PERFORMANCE

## Wavecon Market Insights Dashboard App

- 1. TOP PERFORMING PLAN AFTER 5G.
- 2. TOP PERFORMING CITIES
- 3. LEAST PERFORMING PLANS

SUBSCRIPTION  
PLAN INSIGHTS



# MARKET

## Revenue By Cities

As we can see the revenue has decreased but not significantly and the city is like Mumbai, Delhi, and Kolkata they are showing progress interesting fact if we see the cities like Lucknow, Patna, and Raipur which all growing cities we can see the revenue has increased soon in those cities after 5G

and the cities which are the tech cities like Pune, Mumbai, and Bangalore they have also shown a prominent growth in their avenue so there the impact after the 5 launch is positive.

## Tech Cities

## Revenue Trend

And if you see the revenue by month, we can see later revenue for greasing from Jan to Feb then it will become a plateau got a plateau and but the difference between before and after 5G revenue has been same and they are not a big changes that's a positive sign because the 5G benefit is after one and now people are understanding that and they are going for 5G scheme as well as 5G cell Phones.



# OVERVIEW OF REVENUE KPI



## Revenue

Wavecon has achieved a substantial revenue figure of 31.9 billion, which underscores the company's robust financial performance and market presence.





# OVERVIEW OF ARPU KPI



ARPU(Average Revenue Per User)

The ARPU stands at 200.7, indicating the average income Wavecon generates per user.





# OVERVIEW OF TAU KPI



TAU(Total Active Users)

With 161.7 million active users, Wavecon demonstrates a strong customer base.





# OVERVIEW OF TUsU KPI



TUsU(Total Unsubscribed Users)

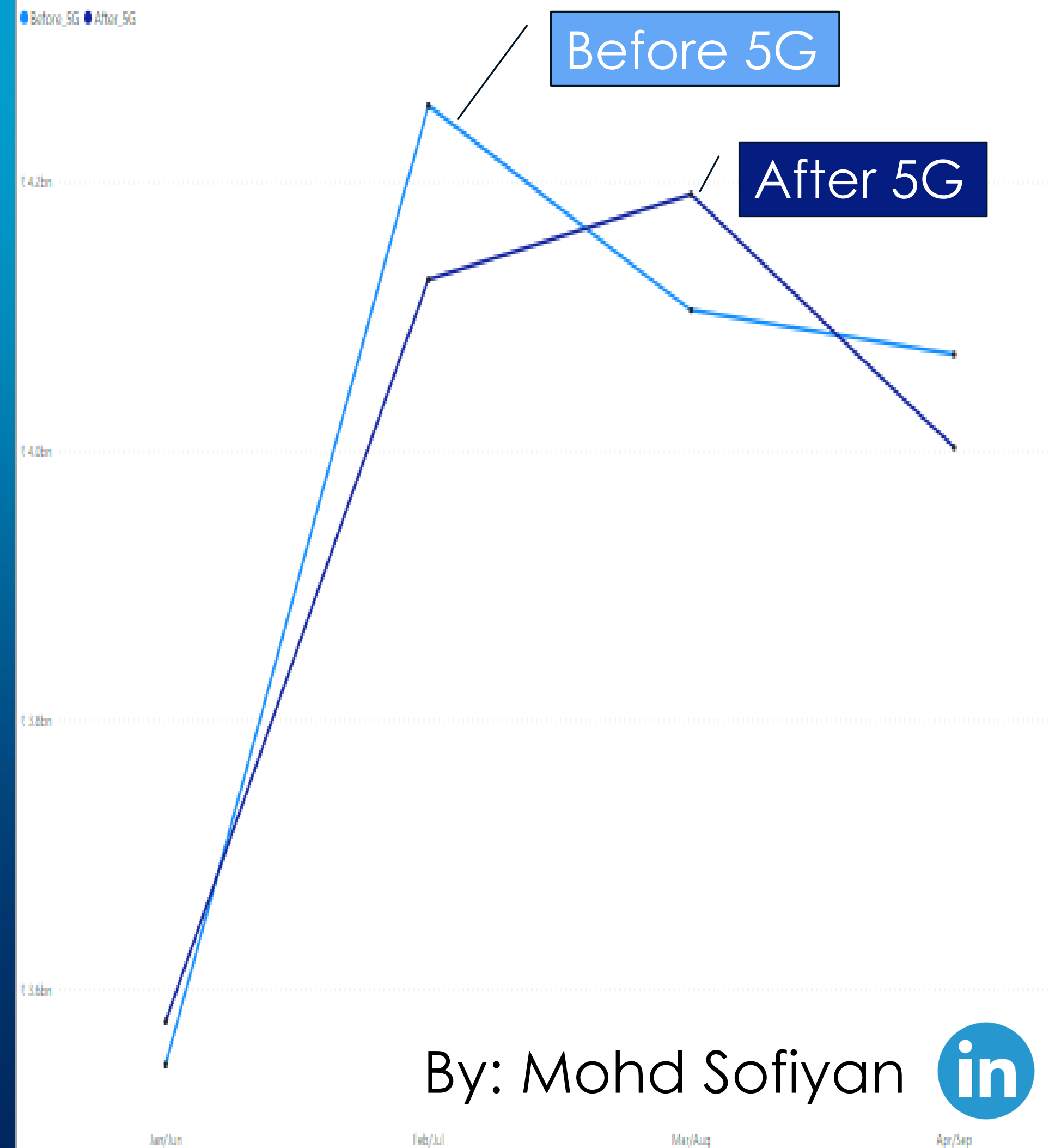
The total unsubscribed users count at 12.6 million offers a glimpse into customer churn.





# REVENUE INSIGHTS

- The total revenue after the 5G launch is reported as 15.9bn compared to 16.0bn before 5G, indicating a slight decrease of 0.50%.
- Apr/Sep accounted for 27.46% of Before 5G Launch.
- Cities like Mumbai and Jaipur have shown an increase in revenue post-5G, with changes of +0.31% and +0.98% respectively.
- This could imply that customers are gradually transitioning to 5G or that the impact of 5G has not yet fully materialized in the revenue numbers.

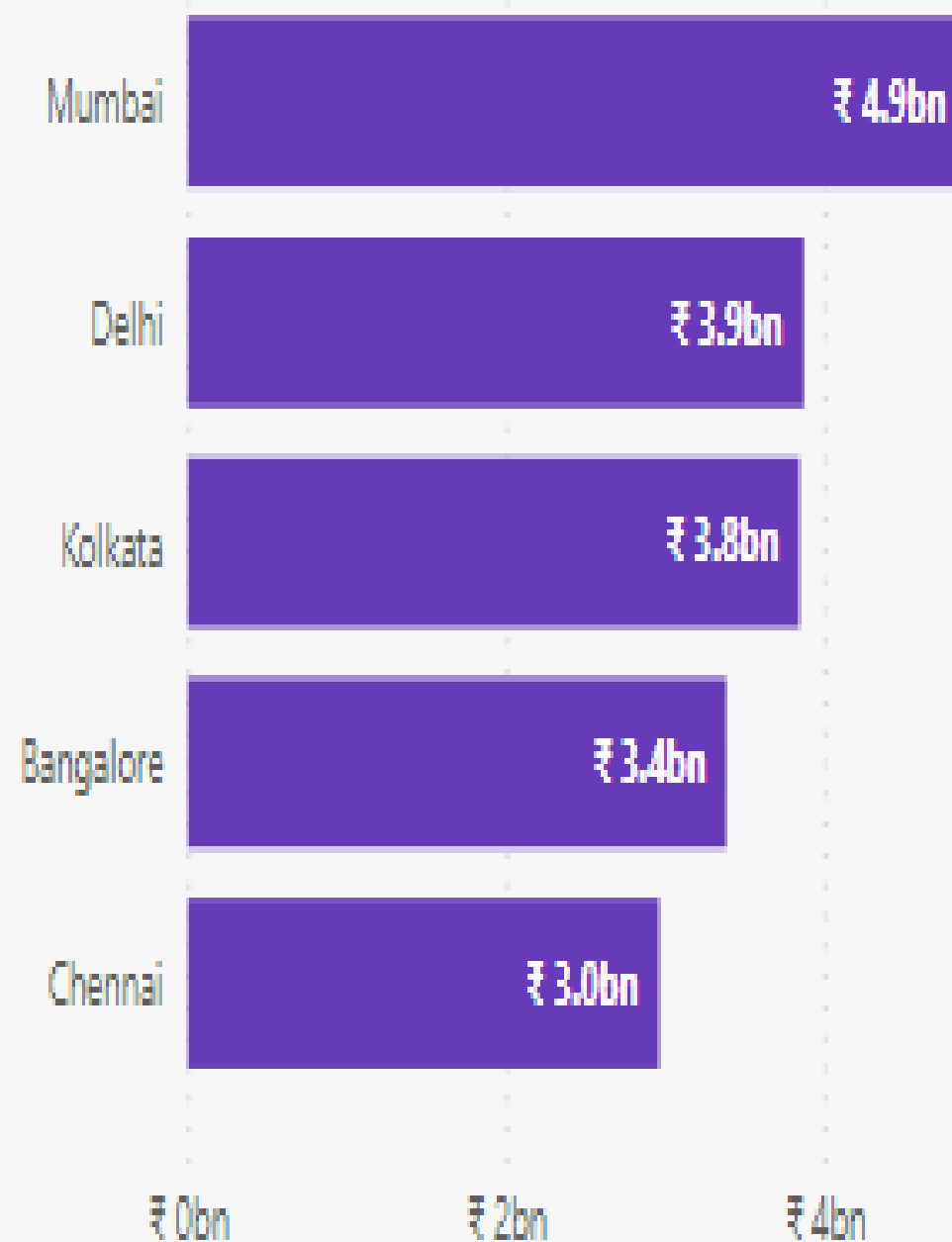


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## Top 5 Cities

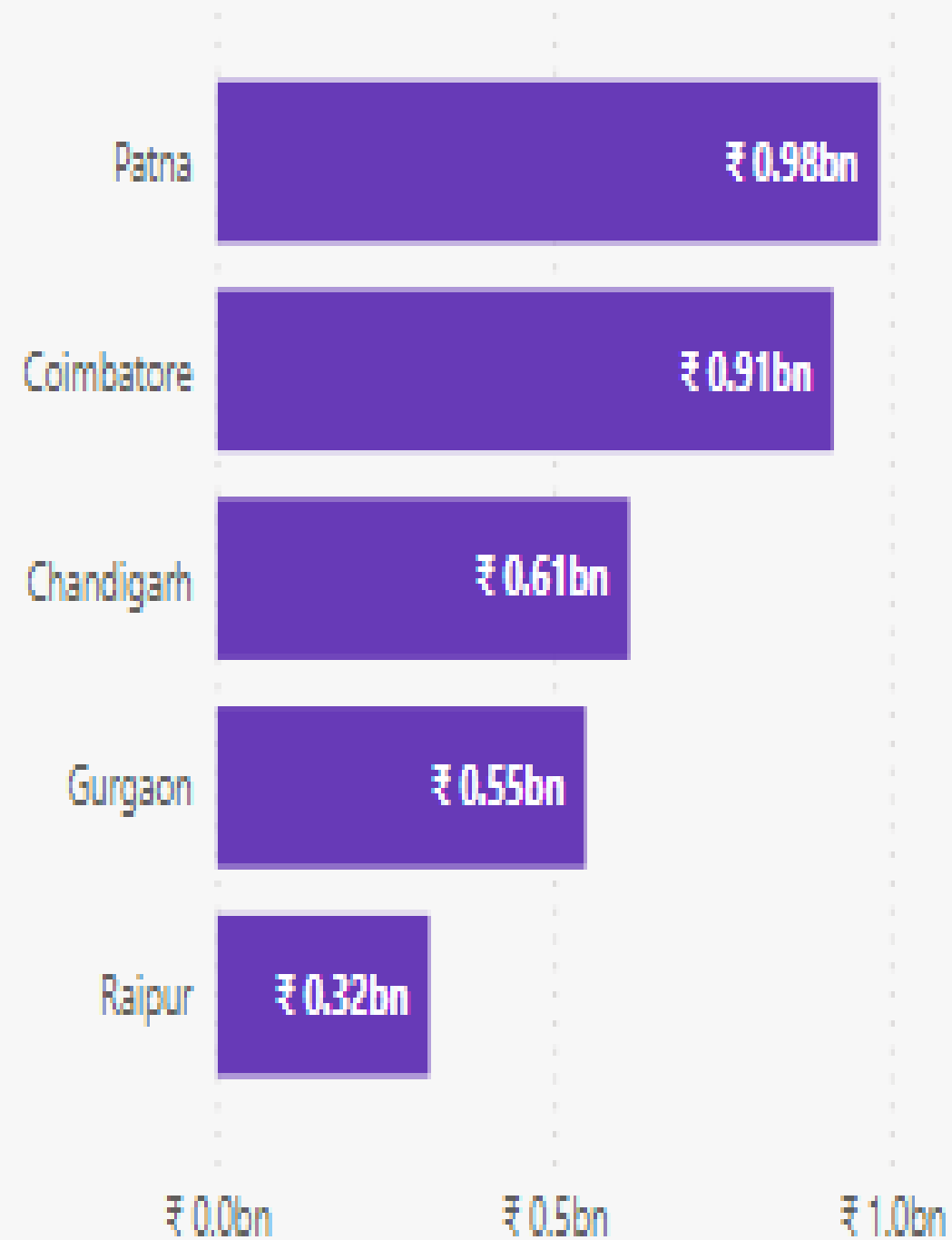


## TOP 5 CITIES BY REVENUE

- Mumbai, Delhi, Kolkata, Bangalore, and Chennai are the top five cities generating the highest revenue.
- This indicates a strong market presence and suggests these cities have effectively adapted to or embraced the 5G launch.



## Bottom 5 Cities



## BOTTOM 5 CITIES BY REVENUE

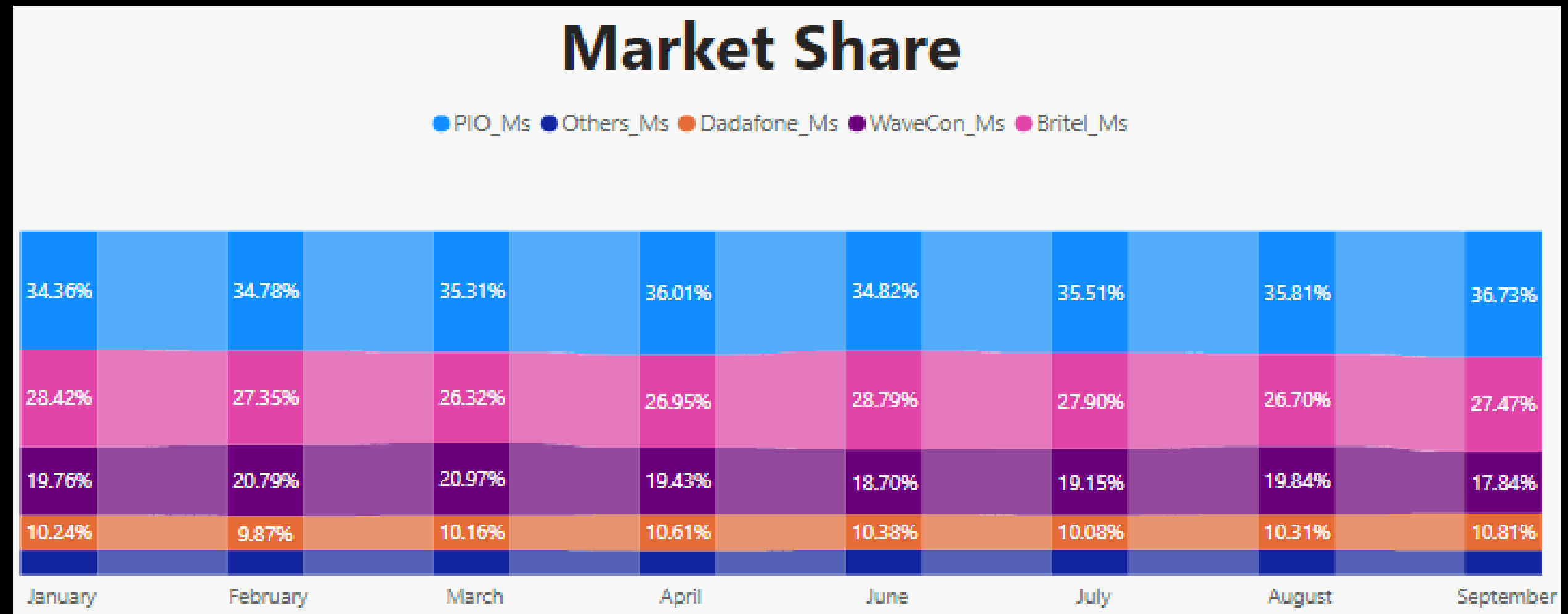
- Pune, Coimbatore, Chandigarh, Gurgaon, and Raipur show the lowest revenue figures among the listed cities.
- Targeted strategies such as localized marketing campaigns or special promotions could be beneficial in these areas to boost revenue.



# INSIGHTS

- Wavecon's market share shows a slight decline from earlier months to September.
- Starting strong at 10.24% in January, there is a peak around June at 10.31%, followed by a decrease to 10.18% in September.
- This suggests that Wavecon might be facing increased competition or losing ground to other providers.
- After the 5G Launch, the market share declined to 18.70% in June from 20.97% in March and further declined to 17.84% in September.

## MARKET SHARE



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# SUBSCRIPTION PLANS

plan	January	February	March	April
p1	₹ 396M	₹ 503M	₹ 466M	₹ 448M
p2	₹ 326M	₹ 409M	₹ 386M	₹ 368M
p3	₹ 296M	₹ 349M	₹ 353M	₹ 321M
p4	₹ 243M	₹ 280M	₹ 274M	₹ 278M
p5	₹ 216M	₹ 285M	₹ 258M	₹ 246M
p6	₹ 167M	₹ 197M	₹ 199M	₹ 187M
p7	₹ 123M	₹ 158M	₹ 156M	₹ 146M
p8	₹ 94M	₹ 120M	₹ 111M	₹ 110M
p9	₹ 52M	₹ 59M	₹ 57M	₹ 58M
p10	₹ 23M	₹ 37M	₹ 34M	₹ 38M

## WELL PERFORMING PLANS

- Plan p1 (Smart Recharge Pack): The revenue increased from 1.8bn to 2.4bn post-5G.
- Plan p2 (Super Savior Pack): The revenue stayed consistent at 1.5bn post-5G.
- Plan p3 (Elite Saver Pack): The revenue remained stable at 1.3bn post-5G.
- Plans p1, p2, and p3 appear to be well-positioned to leverage the benefits of 5G, and efforts should be focused on promoting these plans.



## SUBSCRIPTION PLANS

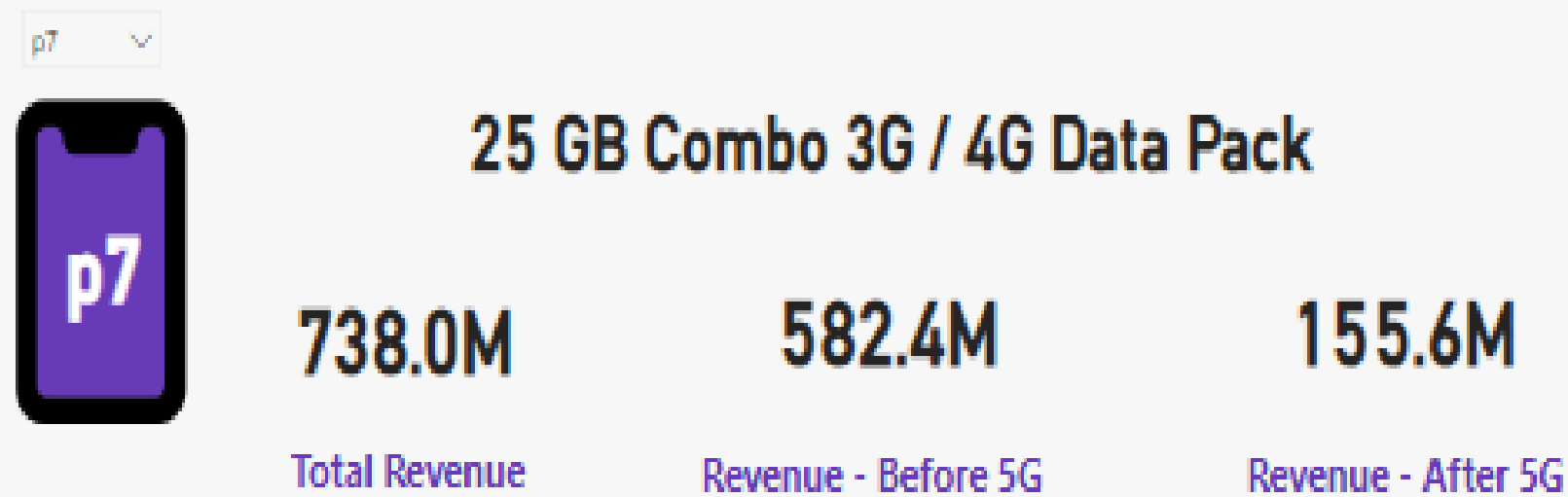
June	July	August	September
₹ 536M	₹ 628M	₹ 620M	₹ 603M
₹ 340M	₹ 388M	₹ 392M	₹ 368M
₹ 304M	₹ 341M	₹ 335M	₹ 317M
₹ 200M	₹ 237M	₹ 229M	₹ 212M
₹ 144M	₹ 172M	₹ 179M	₹ 157M
₹ 109M	₹ 135M	₹ 126M	₹ 125M
₹ 33M	₹ 35M	₹ 45M	₹ 43M
₹ 414M	₹ 486M	₹ 478M	₹ 482M
₹ 255M	₹ 300M	₹ 306M	₹ 300M
₹ 72M	₹ 82M	₹ 82M	₹ 79M

## POOR PERFORMANCE PLANS

- Plan p4 (Mini Data Saver Pack): The revenue dropped from 1.1bn to 876.8M post-5G.
- Plan p5 (Rs. 99 Full Talk-time Combo Pack): There was a significant revenue decline from 1.0bn to 651.5M post-5G.
- Plan p6 (X-stream Mobile Data Pack): The revenue decreased from 749.1M to 494.6M post-5G.
- Plan - p7 experienced a major decrease in revenue, dropping from 146M to 43M.
- The company discontinued plans p8,p9,p10 with the introduction of new plans p11, p12 and p13.

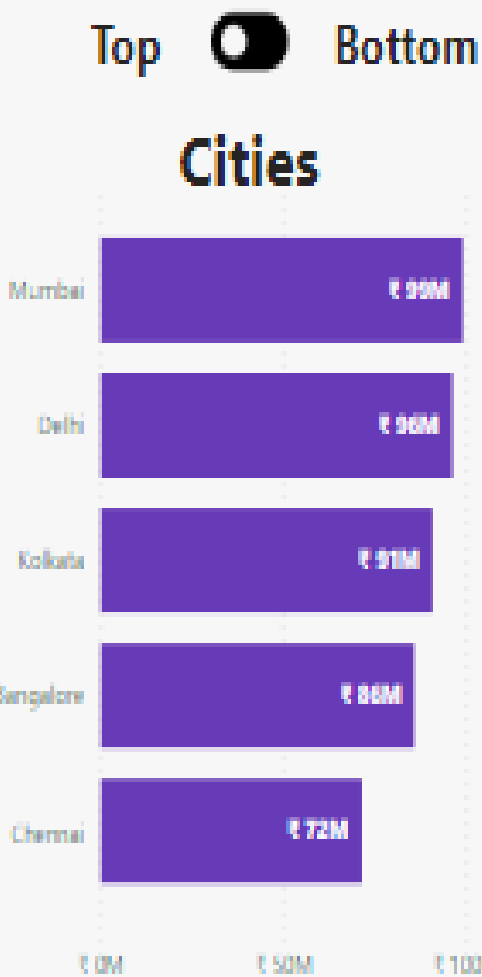


WHICH PLAN IS UNDER PERFORMING AFTER 5G LAUNCH



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
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p13					₹ 72M	₹ 82M	₹ 82M	₹ 79M



25GB COMBO 3G/4G DATA PACK (PLAN P7)

- There is a substantial decrease in total revenue from 738.0M before 5G to 155.6M after 5G.
- The monthly revenues post-5G launch are significantly lower compared to the months leading up to the launch, suggesting a correlation between the introduction of 5G and the plan's declining sales.
- Mumbai contributes an additional 99M, making it the top city for this plan, followed by Delhi at 96M, and Kolkata at 91M.
- Bottom cities like Chennai show contributions as low as 72M.
- This geographical revenue distribution can inform targeted marketing strategies.

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# CONCLUSION

In conclusion, the Wavecon Dashboard Analysis offers valuable insights into performance optimization. By leveraging KPIs, data visualization, optimization strategies, and user experience enhancements, organizations can elevate their decision-making capabilities and drive sustainable growth.

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# THANKS!

Do you have any questions?

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## Wavecon

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