Wavecon Telecom Analysis (Impact of 5G launch)

Insight & Revenue Analysis

Presented by Swagata Chandra

CONTENT

About Wavecon

➢ **Wavecon** is one of India's leading telecom providers, recognized for its innovative solutions and strong commitment to customer satisfaction. The company offers a wide range of plans tailored to meet various user needs, from affordable options to premium packages that include high-speed data and additional features.

➢ Despite the buzz surrounding 5G, on **June 1, 2022**, Wavecon introduced its **5G services**, delivering faster, more stable internet connectivity to its customers.

➢ Wavecon continues to navigate ongoing issues and obstacles in the ever-evolving telecom sector.

Objective

➢ We have developed an interactive dashboard to help Wavecon evaluate its performance following the 5G rollout. This presentation highlights key findings such as the **impact on revenue, the effectiveness of various plans, and strategic recommendations for future growth**.

Key business questions shared by our client

- Revenue impact of the 5G launch.

- Underperforming KPIs after the 5G launch.

- Top performing Plans & underperforming plans after the 5G launch.

- Affected plans after the 5G launch.

- Discontinued plans after the 5G launch, and the reason for it.
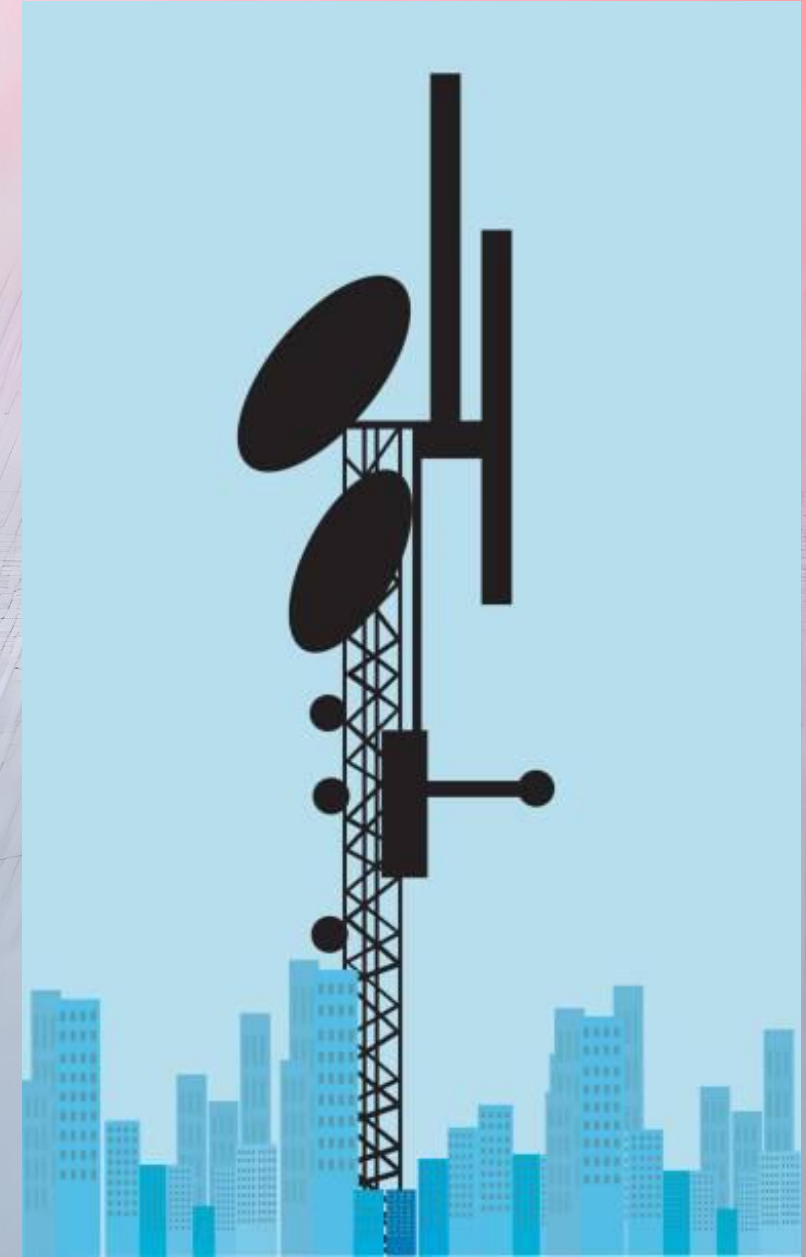
Key Performance Indicators (KPIs)

Before 5G Launch

🛍 ₹ 16.0bn	👤 ₹ 190.2	👤 84.4M	UNSUB 5.6M
Revenue	ARPU	TAU	TUsU
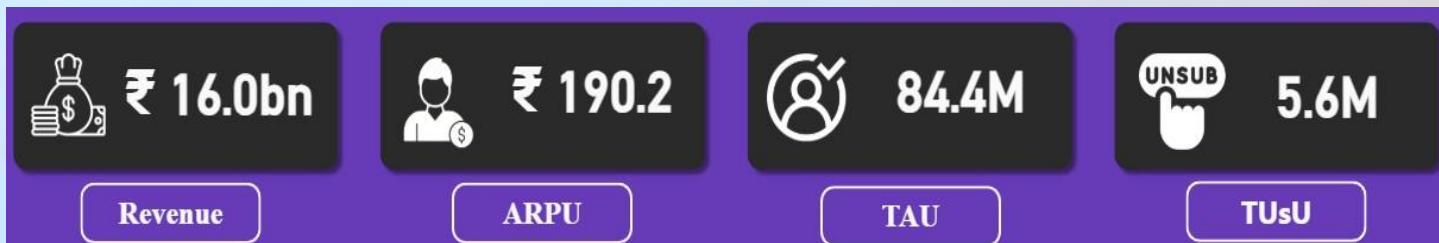
➢ **Total Revenue: ₹ 16.0 billion rupees**

➢ **ARPU (Average Revenue Per User) : ₹ 190.2**

➢ **TAU (Total Active Users): 84.4 million**

➢ **TUsU (Total unsubscribed Users): 5.6 million**

After 5G Launch

🛍 ₹ 15.9bn	👤 ₹ 211.3	👤 77.4M	UNSUB 7.0M
Revenue	ARPU	TAU	TUsU

➢ **Total Revenue: ₹ 15.9 billion**

➢ **ARPU (Average Revenue Per User) : ₹ 211.3**

➢ **TAU (Total Active Users): 77.4 million**

➢ **TUsU (Total unsubscribed Users): 7.0 million**

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

Overall Revenue Impact Analysis

₹ 4.0bn	₹ 16.0bn	₹ 15.9bn	-0.50%
MA	Before 5G	After 5G	Chg%

Impact of the 5G launch on Revenue by city

City Name	Total Revenue	Before_5G	After_5G	Chg%
Lucknow	₹ 660M	₹ 648M	₹ 660M	1.82%
Gurgaon	₹ 275M	₹ 271M	₹ 275M	1.51%
Patna	₹ 495M	₹ 487M	₹ 495M	1.48%
Raipur	₹ 159M	₹ 157M	₹ 159M	1.15%
Jaipur	₹ 708M	₹ 701M	₹ 708M	0.98%
Bangalore	₹ 1,699M	₹ 1,687M	₹ 1,699M	0.75%
Pune	₹ 1,301M	₹ 1,296M	₹ 1,301M	0.37%
Mumbai	₹ 2,452M	₹ 2,444M	₹ 2,452M	0.31%
Coimbatore	₹ 457M	₹ 457M	₹ 457M	0.11%
Kolkata	₹ 1,918M	₹ 1,926M	₹ 1,918M	-0.37%
Chandigarh	₹ 305M	₹ 307M	₹ 305M	-0.55%
Hyderabad	₹ 1,171M	₹ 1,186M	₹ 1,171M	-1.29%
Ahmedabad	₹ 926M	₹ 945M	₹ 926M	-2.02%
Chennai	₹ 1,462M	₹ 1,501M	₹ 1,462M	-2.59%
Delhi	₹ 1,908M	₹ 1,964M	₹ 1,908M	-2.83%
Total	**₹ 15,897M**	**₹ 15,977M**	**₹ 15,897M**	**-0.50%**

Insight:

- Despite the 5G rollout, revenue remained largely stable, showing only a **minor decline of 0.5%.**

- The small drop in revenue after the 5G launch suggests some early issues with customer adoption. To address this, the company should prioritize enhanced customer service, more strategic pricing, and targeting rapidly growing cities.

- **Lucknow** recorded the **highest revenue growth** post-5G launch, with an **increase of 1.82%.**

- **Delhi** experienced the **sharpest decline**, showing a **negative revenue growth of -2.83%.**
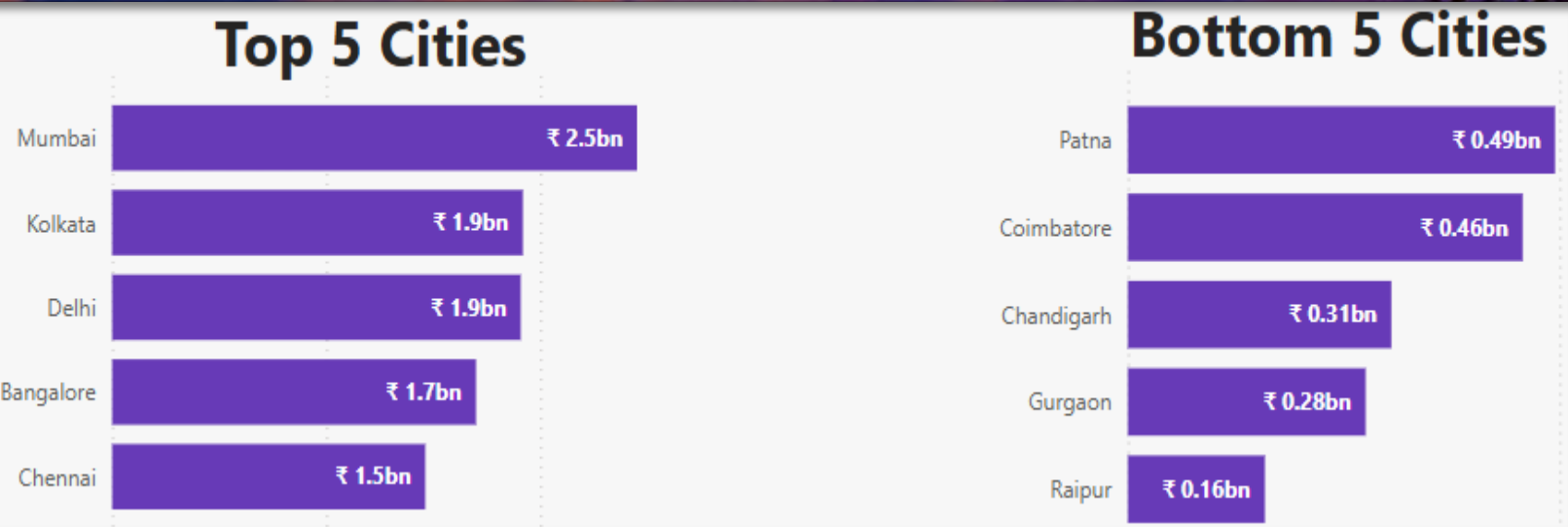
Impact on revenue before 5G launch by city:
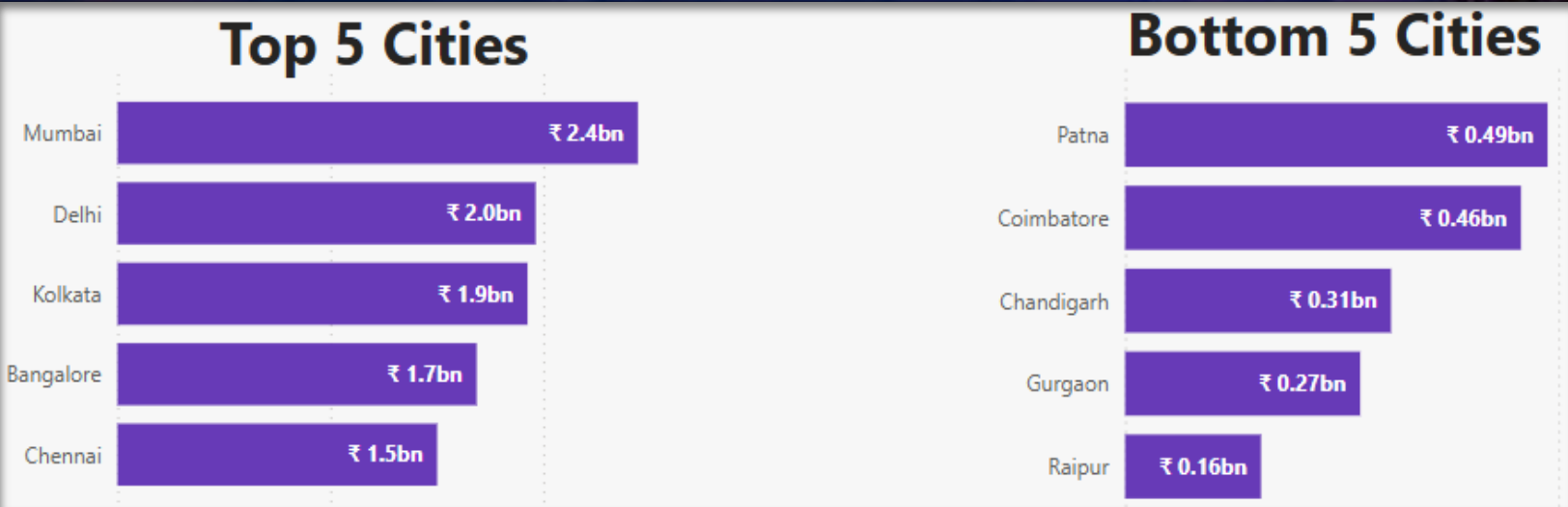
Top 5 Cities

City	Revenue
Mumbai	₹ 2.4bn
Delhi	₹ 2.0bn
Kolkata	₹ 1.9bn
Bangalore	₹ 1.7bn
Chennai	₹ 1.5bn

Bottom 5 Cities

City	Revenue
Patna	₹ 0.49bn
Coimbatore	₹ 0.46bn
Chandigarh	₹ 0.31bn
Gurgaon	₹ 0.27bn
Raipur	₹ 0.16bn

Insight:

- Both before & after the 5G launch, Mumbai recorded the highest revenue, while Raipur had the lowest.
- Following the 5G launch, Delhi's revenue saw a slight decline.

Impact on revenue after 5G launch by city:

Top 5 Cities

City	Revenue
Mumbai	₹ 2.5bn
Kolkata	₹ 1.9bn
Delhi	₹ 1.9bn
Bangalore	₹ 1.7bn
Chennai	₹ 1.5bn

Bottom 5 Cities

City	Revenue
Patna	₹ 0.49bn
Coimbatore	₹ 0.46bn
Chandigarh	₹ 0.31bn
Gurgaon	₹ 0.28bn
Raipur	₹ 0.16bn

Impact on revenue before and after 5G launch by city:

Revenue analysis by city

● Revenue_Before_5G ● Revenue_After_5G

Mumbai: ₹ 2,452M / ₹ 2,444M
Delhi: ₹ 1,908M / ₹ 1,964M
Kolkata: ₹ 1,918M / ₹ 1,926M
Bangalore: ₹ 1,699M / ₹ 1,687M
Chennai: ₹ 1,462M / ₹ 1,501M
Pune: ₹ 1,301M / ₹ 1,296M
Hyderabad: ₹ 1,171M / ₹ 1,186M
Ahmedabad: ₹ 926M / ₹ 945M
Jaipur: ₹ 708M / ₹ 701M
Lucknow: ₹ 660M / ₹ 648M
Patna: ₹ 495M / ₹ 487M
Coimbatore: ₹ 457M / ₹ 457M
Chandigarh: ₹ 305M / ₹ 307M
Gurgaon: ₹ 275M / ₹ 271M
Raipur

Insight:

- Both before & after the 5G launch, Mumbai recorded the highest revenue, while Raipur had the lowest.

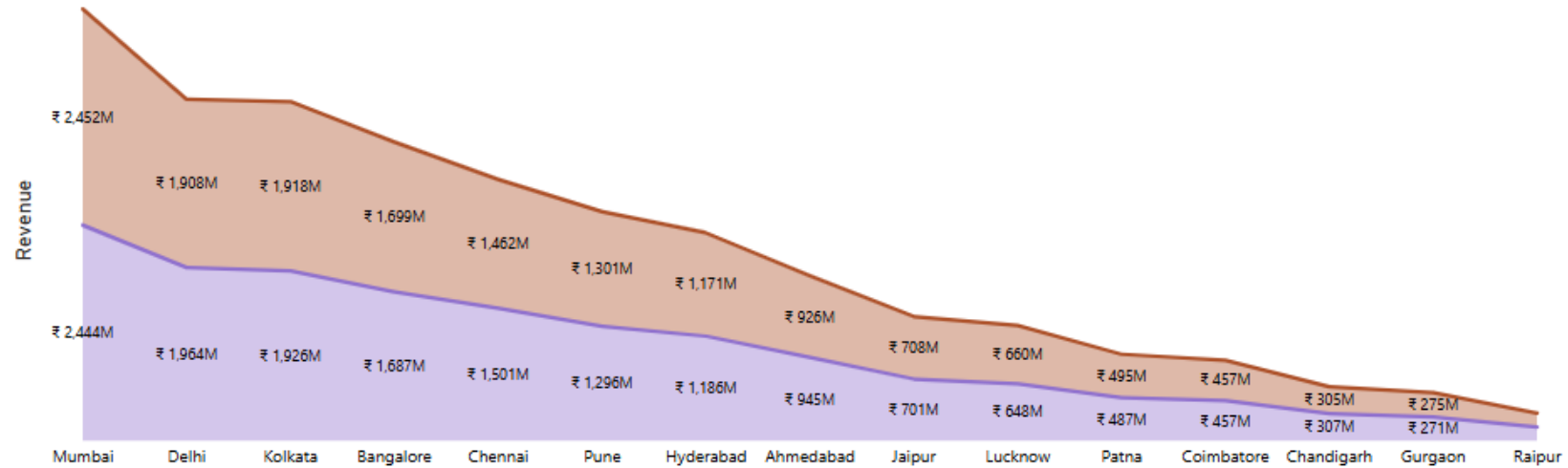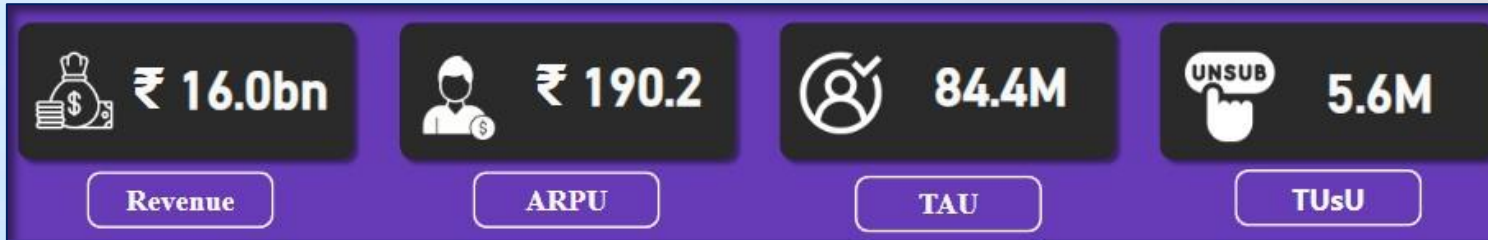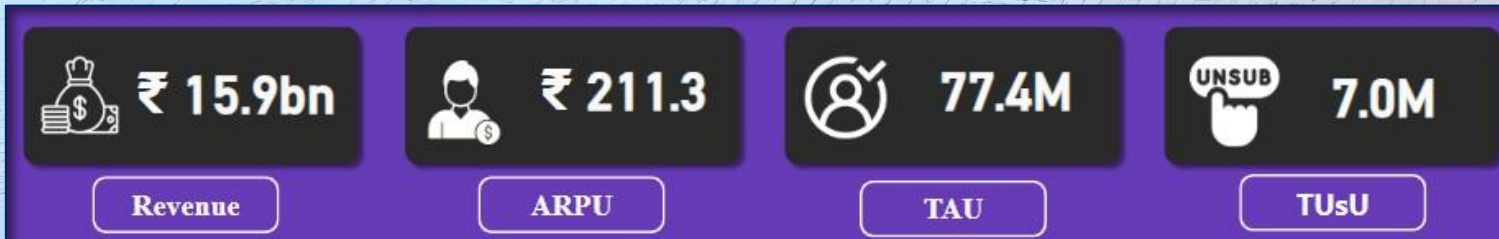- Following the 5G launch, Delhi's revenue saw a slight decline.

2. Which KPI is underperforming after the 5G launch?

KPIs before 5G launch

💰 ₹ 16.0bn	🧑 ₹ 190.2	👤 84.4M	UNSUB 5.6M
Revenue	**ARPU**	**TAU**	**TUsU**

KPIs after 5G launch

💰 ₹ 15.9bn	🧑 ₹ 211.3	👤 77.4M	UNSUB 7.0M
Revenue	**ARPU**	**TAU**	**TUsU**

➤ **KPIs before 5G launch:**

- Total Revenue: ₹ 16.0 billion
- ARPU (Average Revenue Per User): ₹ 190.2
- TAU (Total Active Users): 84.4 million
- TUsU (Total Unsubscribed Users): 5.6 million

➤ **KPIs after 5G launch:**

- Total Revenue: ₹ 15.9 billion
- ARPU (Average Revenue Per User): ₹ 211.3
- TAU (Total Active Users): 77.4 million
- TUsU (Total Unsubscribed Users): 7.0 million

📉 Underperforming KPIs:

- **Total Revenue:** Dropped slightly from ₹16 billion to ₹15.9 billion.

- **Total Active Users (TAU):** Declined from 84.4 million to 77.4 million.

- **Total Unsubscribed Users (TUsU):** Increased from 5.6 million to 7.0 million.

3.1. After the 5G launch, which plans are performing well in terms of revenue?

Plans are performing well in terms of revenue after 5G launch

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

p11 — Ultra Fast Mega Pack (3GB / Day Combo For 80 days)

1.9bn	NA	1.9bn
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

p12 — Ultra Duo Data Pack (1.8GB / Day Combo For 55 days)

1.2bn	NA	1.2bn
Total Revenue	Revenue - Before 5G	Revenue - After 5G

p13 — Mini Ultra Saver Pack (750 MB/Day for 28 Days)

314.5M	NA	314.5M
Total Revenue	Revenue - Before 5G	Revenue - After 5G

Key Observations:

➤ **New 5G Plans (p11, p12, p13):**
- Plans **p11, p12, and p13** have generated significant monthly revenue within three months.

➤ **Old Plans (p1- p3) After 5G:**
- Plan **p1 experienced remarkable success**, generating **2.4 billion in revenue post-5G launch**, a significant increase compared to its pre-5G performance.

- Plans **p2 and p3** have consistently delivered strong performance, both before and after the 5G rollout.

3.2. After the 5G launch, which plans are not performing well?

Plans are not performing well in terms of revenue after 5G launch

p4 — Mini Data Saver Pack (500 MB/ Day) Valid: 20 Days

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

p5 — Rs. 99 Full Talktime Combo Pack

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

p6 — Xstream Mobile Data Pack: 15GB Data | 28 days

Total Revenue	Revenue - Before 5G	Revenue - After 5G
1.2bn	749.1M	494.6M

p7 — 25 GB Combo 3G / 4G Data Pack

Total Revenue	Revenue - Before 5G	Revenue - After 5G
738.0M	582.4M	155.6M

p8 — Daily Saviour (1 GB / Day) validity: 1 Day

Total Revenue	Revenue - Before 5G	Revenue - After 5G
434.3M	434.3M	NA

p9 — Combo TopUp: 14.95 Talktime and 300 MB data

Total Revenue	Revenue - Before 5G	Revenue - After 5G
226.8M	226.8M	NA

p10 — Big Combo Pack (6 GB / Day) validity: 3 Days

Total Revenue	Revenue - Before 5G	Revenue - After 5G
131.1M	131.1M	NA

Key Observations:

➢ **Old Plans (p4- p10) After 5G:**
- The revenue generated from plans **p4, p5, p6 and p7** showed a noticeable **decline after the introduction of 5G**. These plans likely lost customer appeal in the 5G era due to outdated features, uncompetitive pricing, or more attractive 5G alternatives.

- Plans **p8, p9, and p10 were discontinued** following the **5G rollout**. The discontinuation of plans p8, p9, and p10 was likely due to shifting customer preferences and the introduction of superior 5G plans with better features, speed, and pricing.

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

Before 5G launch

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

After 5G launch

plan	June	July	August	September
p1	₹ 536M	₹ 628M	₹ 620M	₹ 603M
p2	₹ 340M	₹ 388M	₹ 392M	₹ 368M
p3	₹ 304M	₹ 341M	₹ 335M	₹ 317M
p4	₹ 200M	₹ 237M	₹ 229M	₹ 212M
p5	₹ 144M	₹ 172M	₹ 179M	₹ 157M
p6	₹ 109M	₹ 135M	₹ 126M	₹ 125M
p7	₹ 33M	₹ 35M	₹ 45M	₹ 43M
p11	₹ 414M	₹ 486M	₹ 478M	₹ 482M
p12	₹ 255M	₹ 300M	₹ 306M	₹ 300M
p13	₹ 72M	₹ 82M	₹ 82M	₹ 79M

Key Observations:

Plans Recommended for Continuation:
Plan P1 (+33.33%), Plan P11 (New), and Plan P12 (New). These plans show strong performance and robust revenue generation, indicating a good fit with market demand.

Plans Recommended for Discontinuation:
Plan P5 (-34.85%), Plan P6 (-34.00%), and Plan P7 (-73.30%). The steep revenue declines suggest these plans are underperforming and failing to meet customer expectations.

Plans Recommended for Reassessment:
Plan P4 (-20.11%) and Plan P13 (New)
With mixed results, these plans may benefit from strategic adjustments or deeper analysis to determine their future viability.

The Following Plan is affected mostly after 5G launch

p7

25 GB Combo 3G / 4G Data Pack

738.0M	582.4M	155.6M
Total Revenue	Revenue - Before 5G	Revenue - After 5G

Plan P7 recorded the **lowest revenue** among all the plans.

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

The Following Plans are discontinued after 5G launch

p8

Daily Saviour (1 GB / Day) validity: 1 Day

434.3M	434.3M	NA
Total Revenue	**Revenue - Before 5G**	**Revenue - After 5G**

Plan P8 was likely phased out due to its **short validity period and minimal revenue generation**, indicating low customer engagement or a misalignment with user needs.

p9

Combo TopUp: 14.95 Talktime and 300 MB data

226.8M	226.8M	NA
Total Revenue	**Revenue - Before 5G**	**Revenue - After 5G**

Plan P9 may have lost its appeal in the 5G era, as users **now expect higher data limits**, making its limited offering less attractive.

p10

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

131.1M	131.1M	NA
Total Revenue	**Revenue - Before 5G**	**Revenue - After 5G**

Like Plan P8, **Plan P10's limited usage range** and **short validity** probably led to its discontinuation.

Dashboard Overview

TELECOMMUNICATION

Wavecon Telecom Analysis

before/after_5g
All

₹ 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%
Raipur	₹ 315M	₹ 157M	₹ 159M	1.15%
Total	₹ 31,874M	₹ 15,977M	₹ 15,897M	-0.50%

Monthly Trend
● Before_5G ● After_5G

₹ 4bn
₹ 3bn
Jan/Jun Feb/Jul Mar/Aug Apr/Sep

City Chg%
Delhi Kolkata Mumbai Jaipur Patna
Chennai Ahmedabad Hyderabad Chandigarh Coimbatore Pune Bangalore Lucknow Gurgaon
-3% -2% -1% 0% 1% 2%

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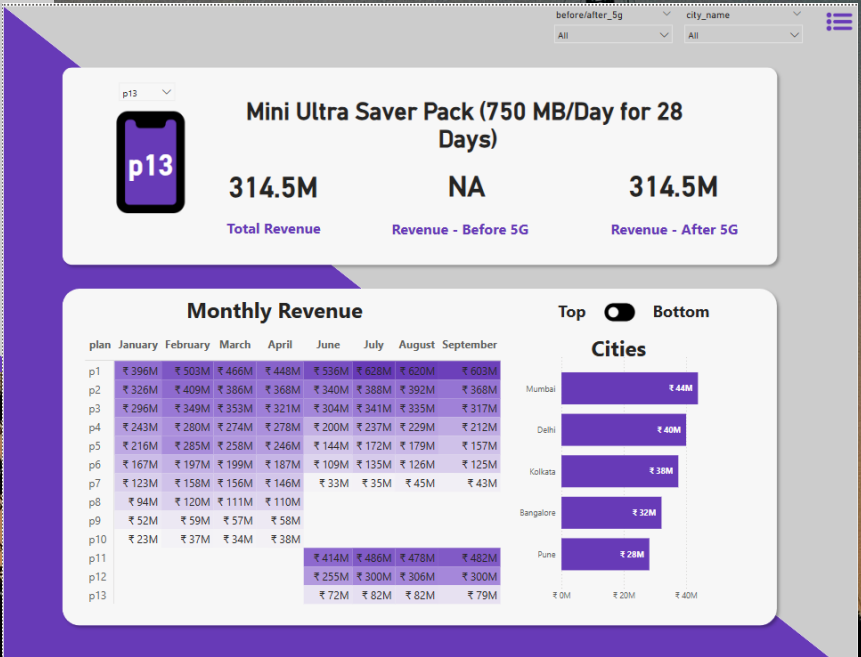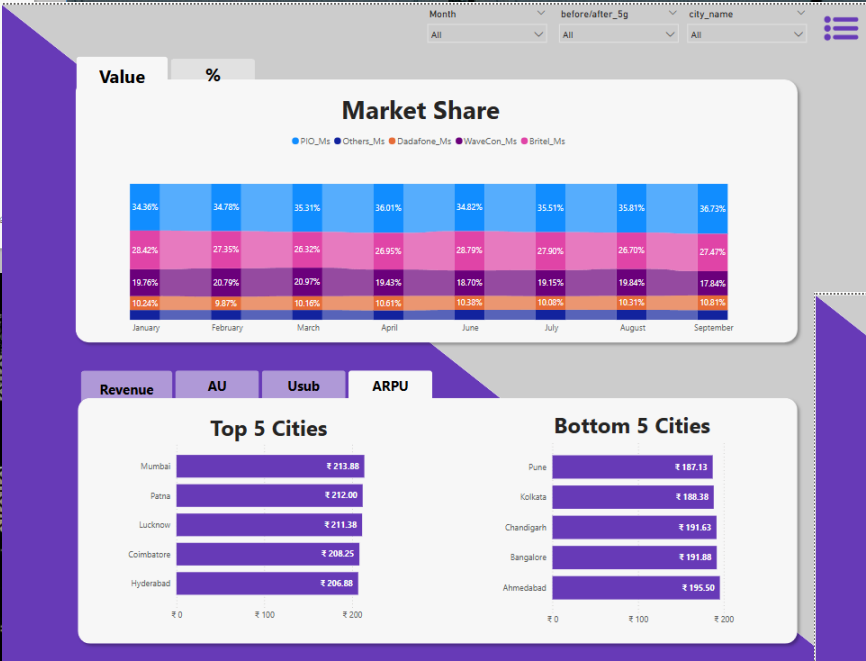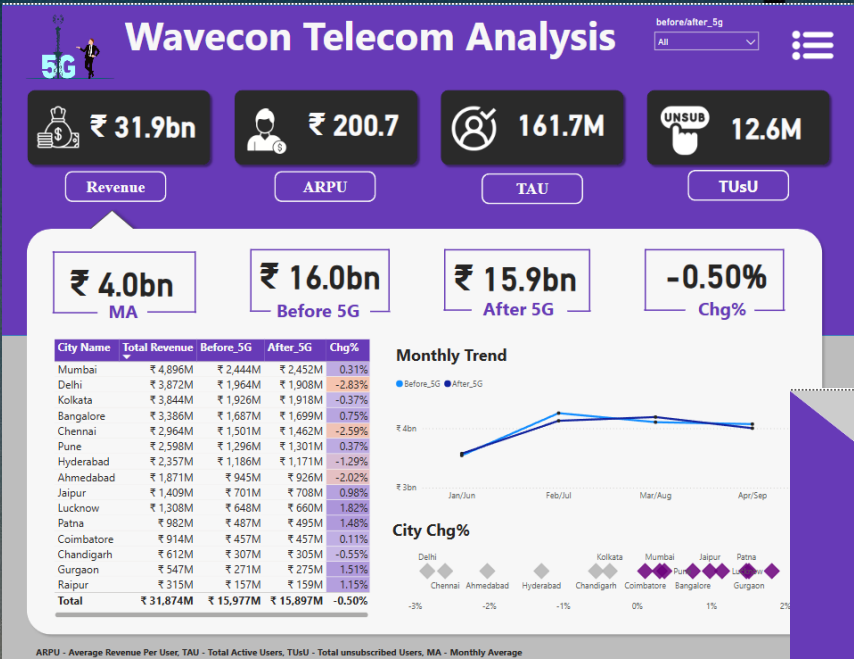

Month: All
before/after_5g: All
city_name: All

Value | **%**

Market Share
● PIO_Ms ● Others_Ms ● Dadafone_Ms ● WaveCon_Ms ● Britel_Ms

	January	February	March	April	June	July	August	September
	34.36%	34.78%	35.31%	36.01%	34.82%	35.51%	35.81%	36.73%
	28.42%	27.35%	26.32%	26.95%	28.79%	27.90%	26.70%	27.47%
	19.76%	20.79%	20.97%	19.43%	18.70%	19.15%	19.84%	17.84%
	10.24%	9.87%	10.16%	10.61%	10.38%	10.08%	10.31%	10.81%

Revenue | AU | Usub | **ARPU**

Top 5 Cities
Mumbai	₹ 213.88
Patna	₹ 212.00
Lucknow	₹ 211.38
Coimbatore	₹ 208.25
Hyderabad	₹ 206.88

₹ 0 ₹ 100 ₹ 200

Bottom 5 Cities
Pune	₹ 187.13
Kolkata	₹ 188.38
Chandigarh	₹ 191.63
Bangalore	₹ 191.88
Ahmedabad	₹ 195.50

₹ 0 ₹ 100 ₹ 200

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before/after_5g: All
city_name: All

p13

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

314.5M	NA	314.5M
Total Revenue	**Revenue - Before 5G**	**Revenue - After 5G**

Monthly Revenue
Top ⚪ Bottom

plan	January	February	March	April	June	July	August	September
p1	₹ 396M	₹ 503M	₹ 466M	₹ 448M	₹ 536M	₹ 628M	₹ 620M	₹ 603M
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p12					₹ 255M	₹ 300M	₹ 306M	₹ 300M
p13					₹ 72M	₹ 82M	₹ 82M	₹ 79M

Cities
Mumbai	₹ 44M
Delhi	₹ 40M
Kolkata	₹ 38M
Bangalore	₹ 32M
Pune	₹ 28M

₹ 0M ₹ 20M ₹ 40M

Recommendations Based on 5G Market Needs:

Strengthen Network Quality:
Invest in improving 5G speed and reliability, and launch new compatible devices and services to meet user expectations.

Expand Coverage Area:
Extend 5G reach by investing in infrastructure to ensure broader and more consistent connectivity across regions.

Offer Competitive and Clear Pricing:
Introduce simple, affordable, and transparent pricing plans to attract new users and retain existing ones.

Enhance Customer Service:
Provide fast and effective support, address customer issues promptly, and actively collect feedback for service improvement.

Promote and Improve Best-Performing Plans:
Focus on high-performing plans and continuously enhance them using key performance indicators (KPIs).

Launch Innovative Features:
Introduce new, user-friendly features and services that differentiate the brand from competitors and add value to customers.
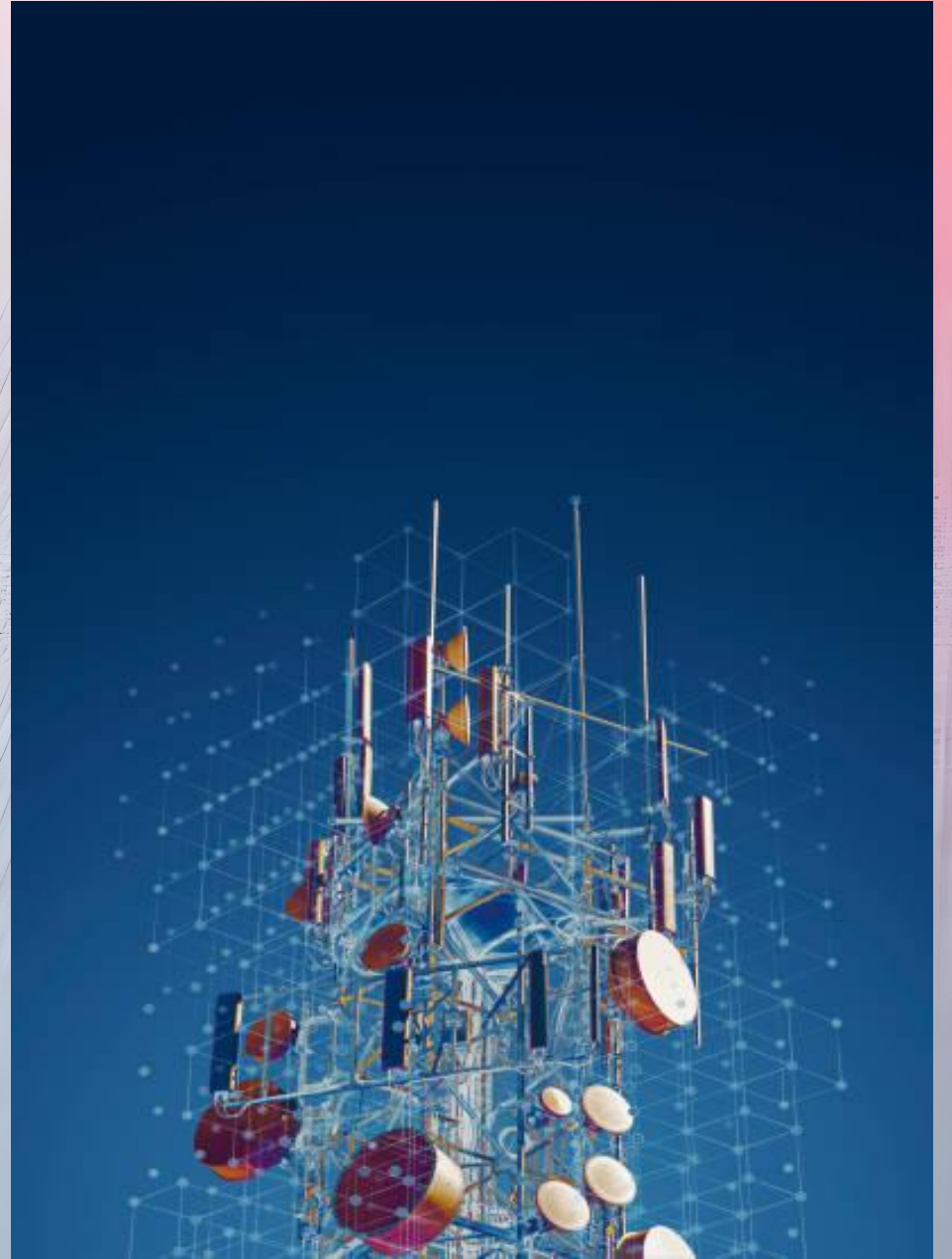
Accelerate Digital Transformation:
Improve online platforms for sales, support, and customer engagement to make services more accessible and convenient.

Dashboard Resources Utilized

Image courtesy:

➢ Photo by Unsplash

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Thank you for your attention