

V Mobile Campaign Performance

R97,5K

Sum of total_revenue

359

Sum of qualifying_subscribers

89,5%

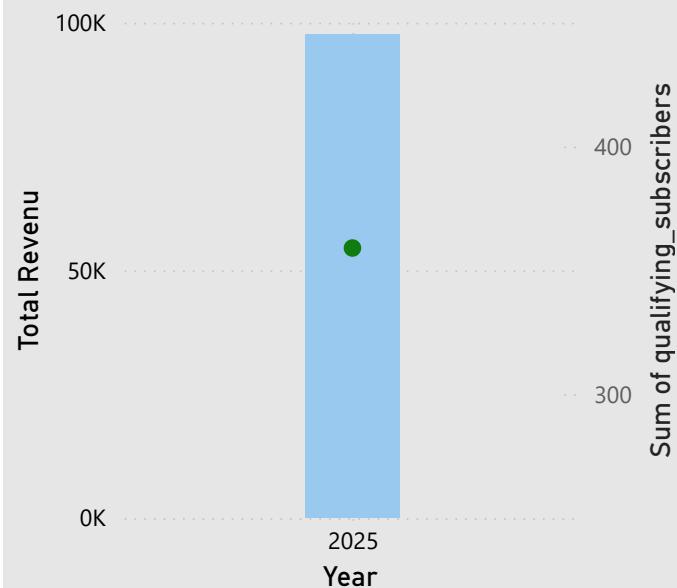
Qualification Rate.

R271,6

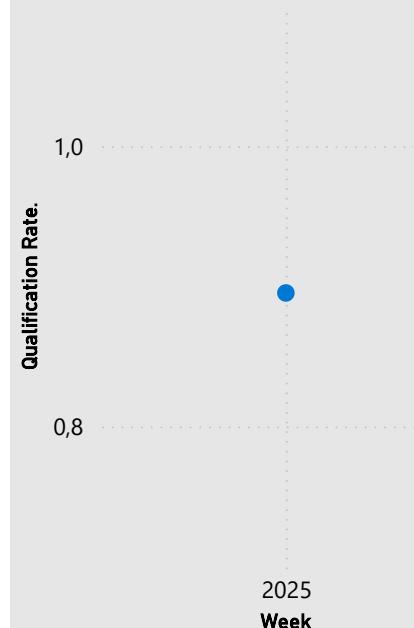
Sum of avg_qualifier_revenue

Weekly Trend - Revenue & Subscribers

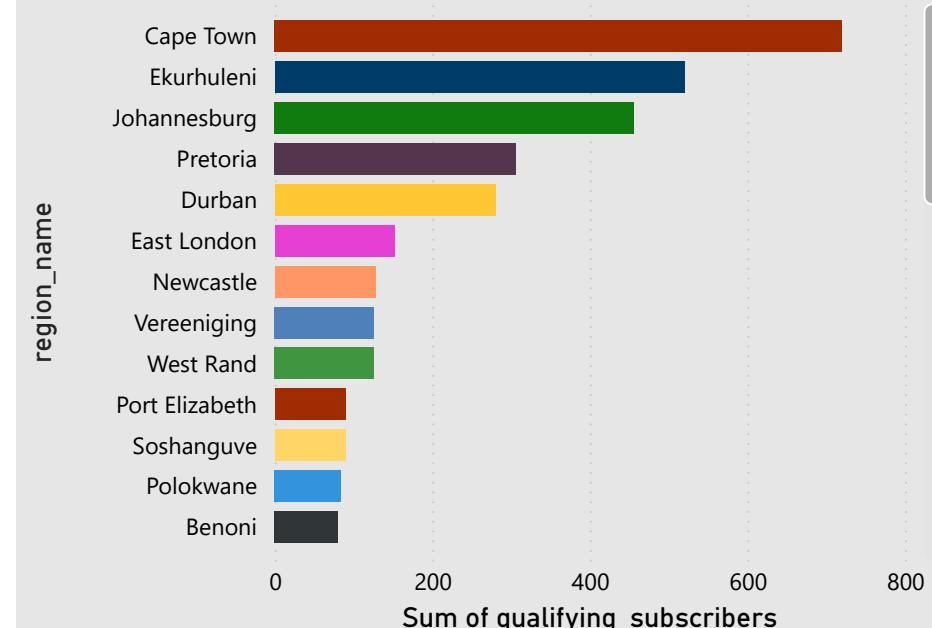
● Sum of total_revenue ● Sum of qualifying_subscribers



Qualification Rate. by Week



Top Regions by Qualified Subscribers



The Geographic Story (Where are the most valuable subscribers)?

36

Regions with Qualifiers

89,5%

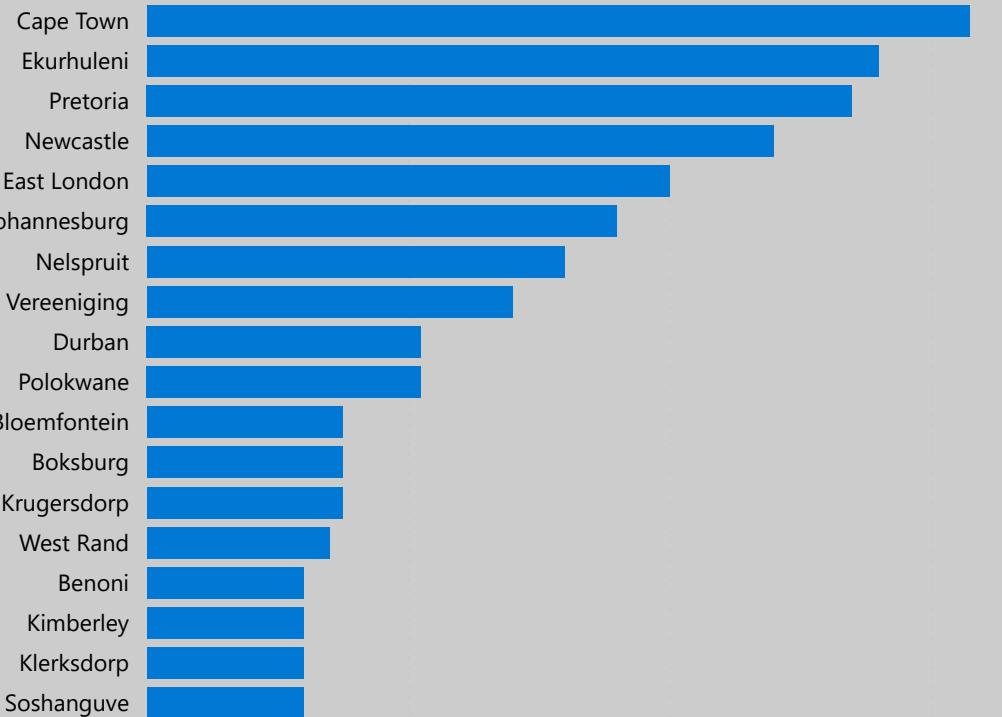
Qualification Rate.

401

Total Master Subscribers

Top Performing Regions By Revenue

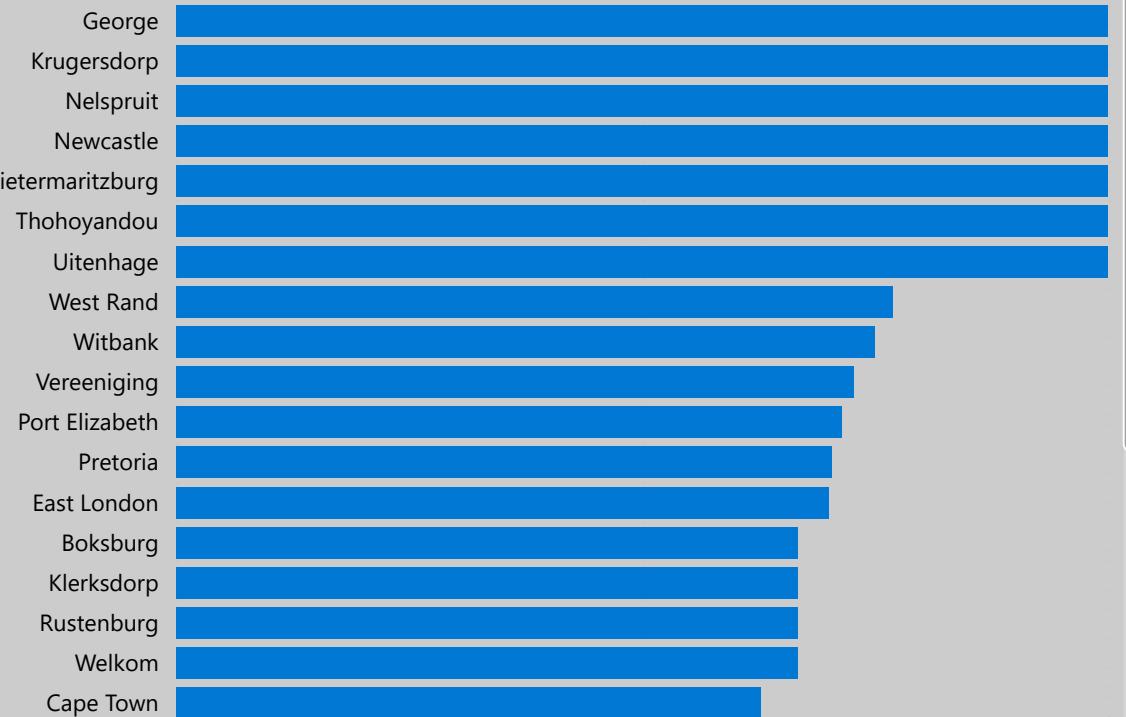
Region Name



Total revenue

Regional Qualification Rates

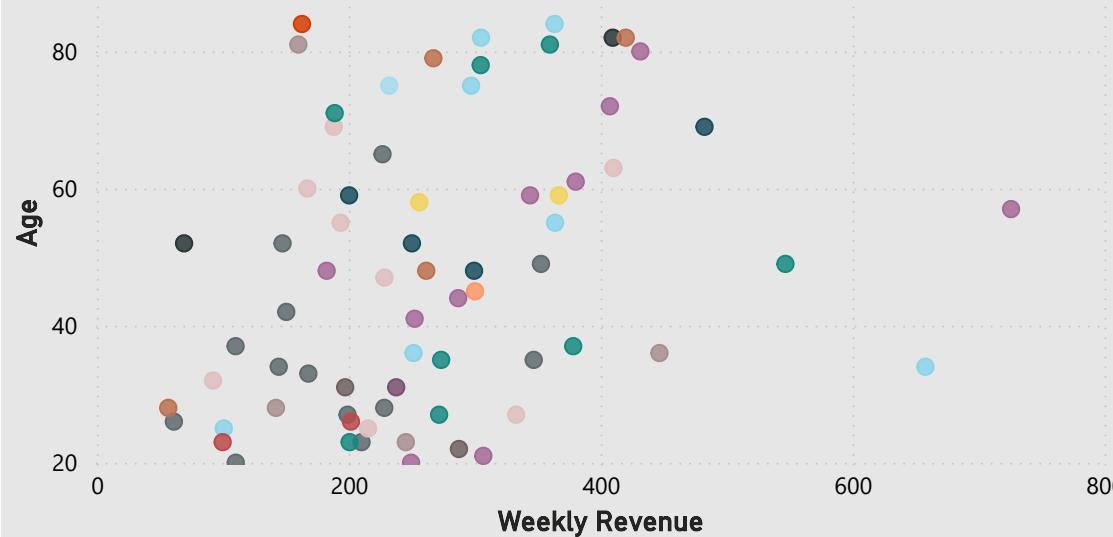
Region Name



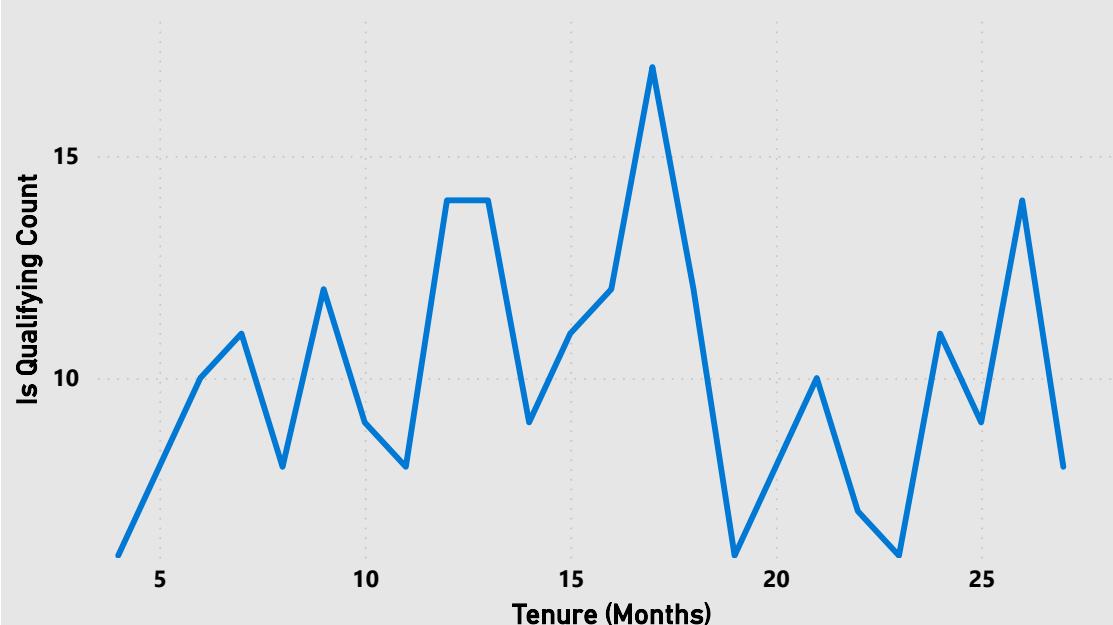
Regional Qualification Rate

Demographic Insights

region ● Benoni ● Bloemfontein ● Boksburg ● Cape Town ● Durban ● East London

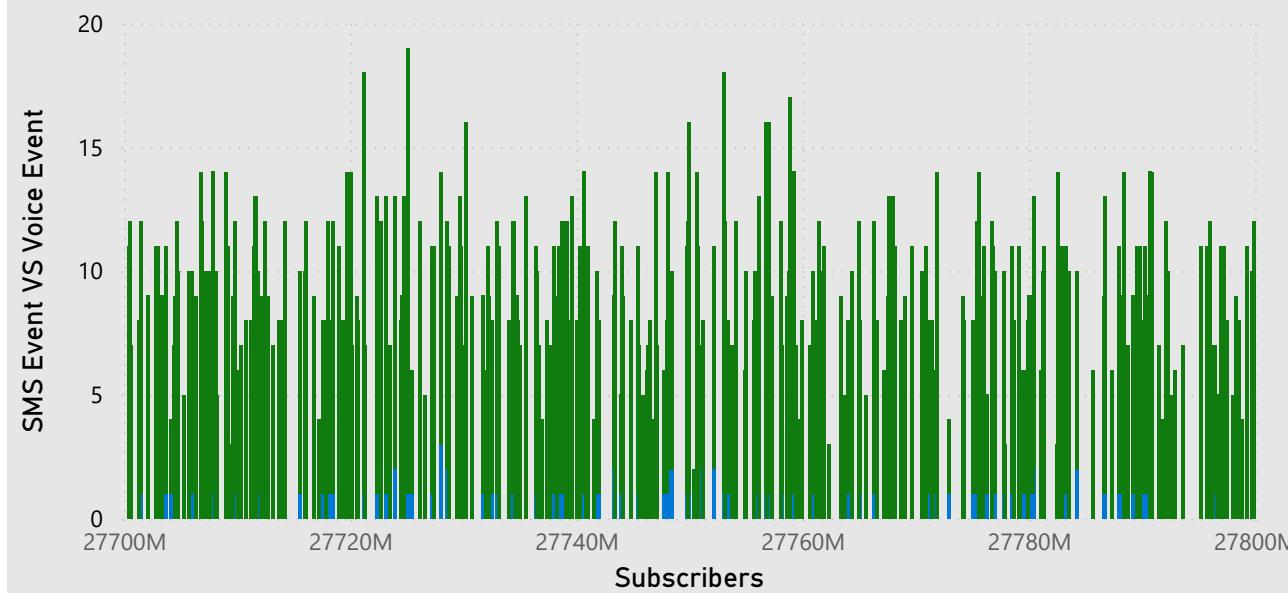


Qualification by Tenure

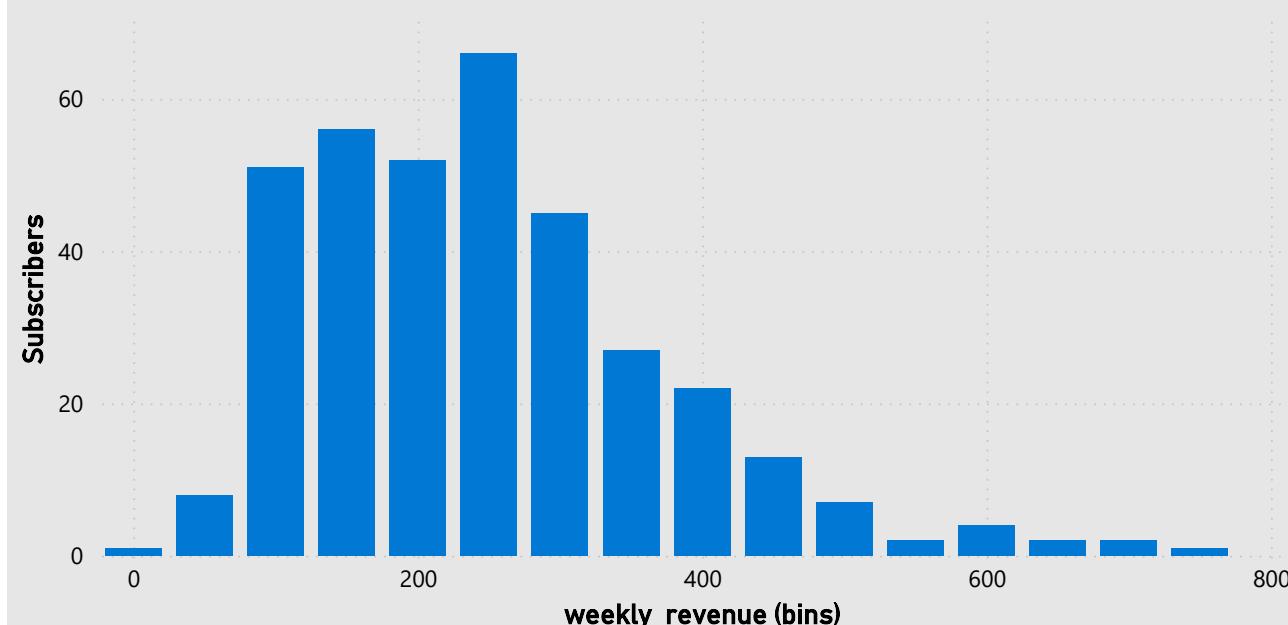


Usage Composition

● Sum of sms_events ● Sum of voice_events



Revenue Distribution Amongst Subscribers



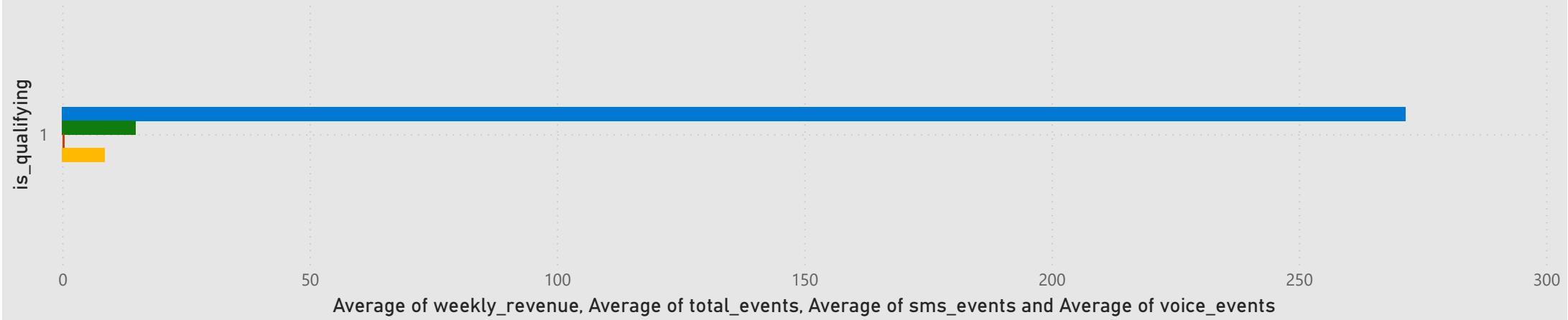
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Quick measure

Marketing Action Plan

Behavior Patterns of Qualifiers

● Average of weekly_revenue ● Average of total_events ● Average of sms_events ● Average of voice_events



High Potential Segments

region ● Benoni ● Bloemfo... ● Boksburg ● Cape To... ● Durban ● East Lon... ● Ekurhul... ● George ● Johanne... ● Kaapstad ● Kimberley ● Klerksd... ● Krugers... ● Middelb... ● Nelspruit ● Newcastle

