MTN Customer Segment Overview Dashboard

K-Means Segmentation of 40,000 Subscribers Based on Usage & Behavior

Dark | Light

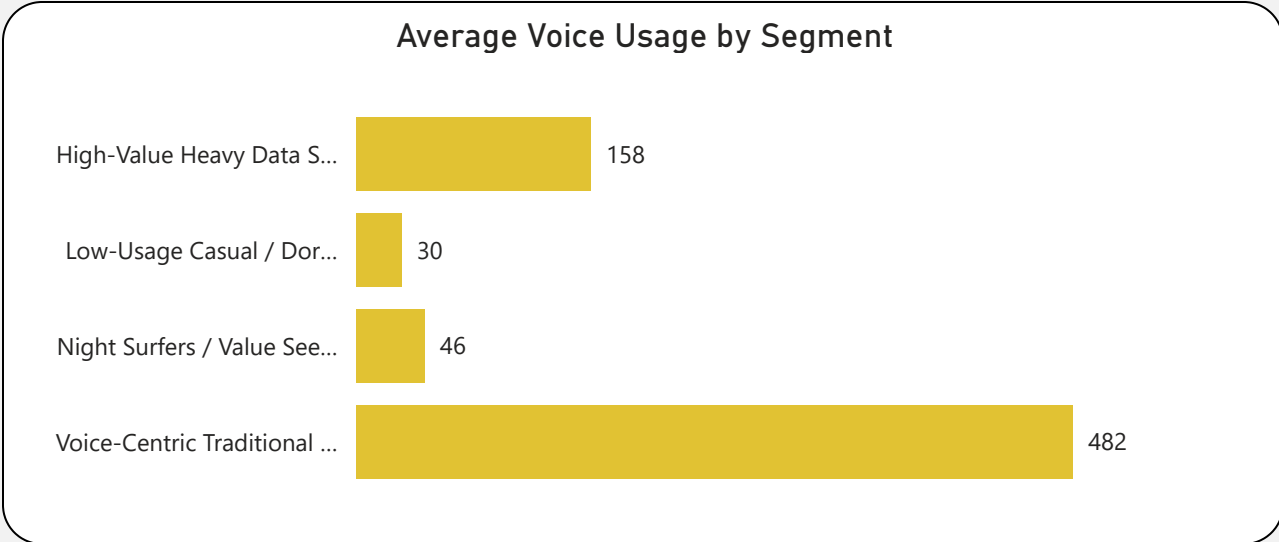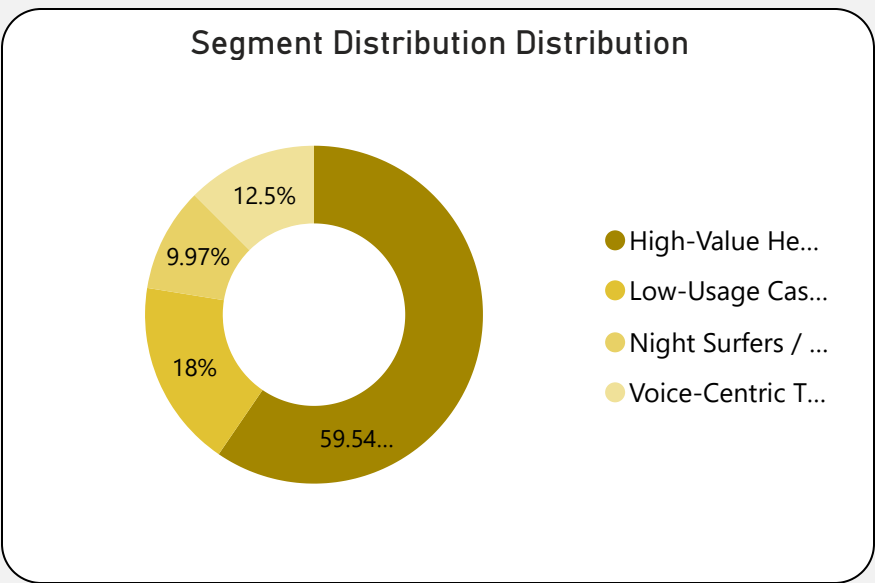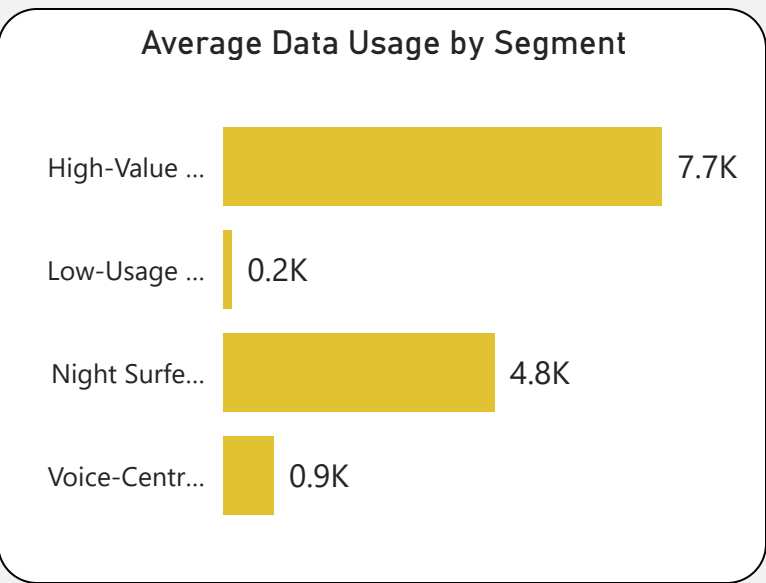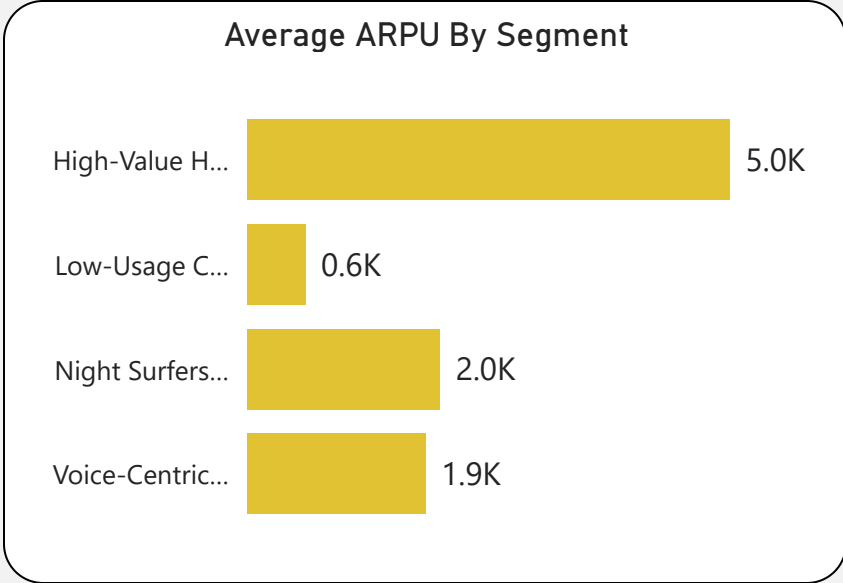| Total Subscribers	Avg ARPU (NGN)	Highest ARPU (Segment)	Highest Usage (Segment)
40K	3.53K	High-Value Heavy Data Streamers	High-Value Heavy Data Streamers

Average ARPU By Segment

- High-Value H... — 5.0K
- Low-Usage C... — 0.6K
- Night Surfers... — 2.0K
- Voice-Centric... — 1.9K

Average Data Usage by Segment

- High-Value ... — 7.7K
- Low-Usage ... — 0.2K
- Night Surfe... — 4.8K
- Voice-Centr... — 0.9K

Segment Distribution Distribution

- 12.5%
- 9.97%
- 18%
- 59.54...

Legend:
- High-Value He...
- Low-Usage Cas...
- Night Surfers / ...
- Voice-Centric T...

Average Voice Usage by Segment

- High-Value Heavy Data S... — 158
- Low-Usage Casual / Dor... — 30
- Night Surfers / Value See... — 46
- Voice-Centric Traditional ... — 482

Cluster 0 — High-Value Heavy Data Streamers
- Very high data usage, high spending
- Heavy peak-time streaming
- Priority for 4G/5G upgrades

Cluster 1 — Low-Usage Casual Users
- Low activity across all metrics
- Low recharge frequency
- Churn-prone, reactivation needed

Cluster 2 — Night Surfers / Value Seekers
- High data usage at night