

RENEWALS & REVENUE DASHBOARD

ROMA Dashboard

₦480.5M

Total_Successfull_MTD_Renewals



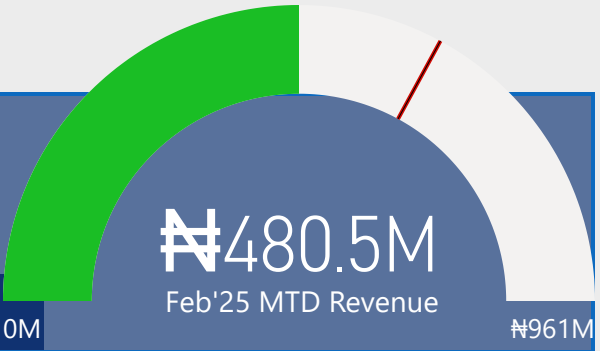
₦19.7bn ▲ 1734.0%

HTD Successfull Revenue



22,896

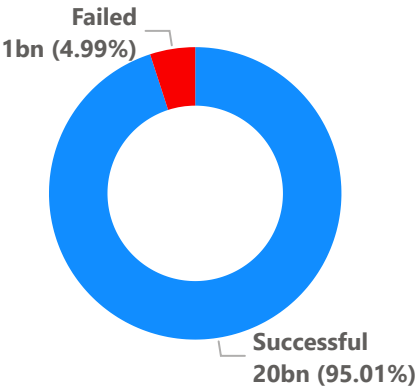
ARPU Revenue



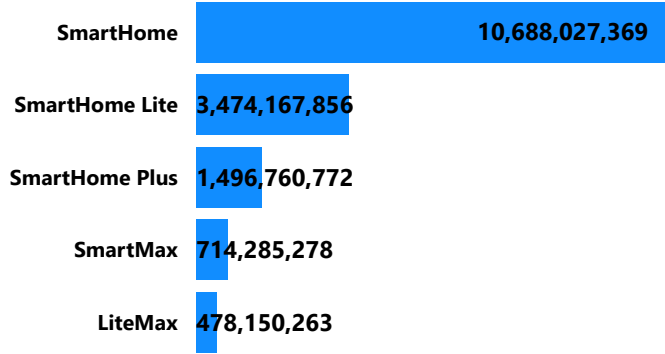
Calendar Year

Revenue Transaction Status - MTD

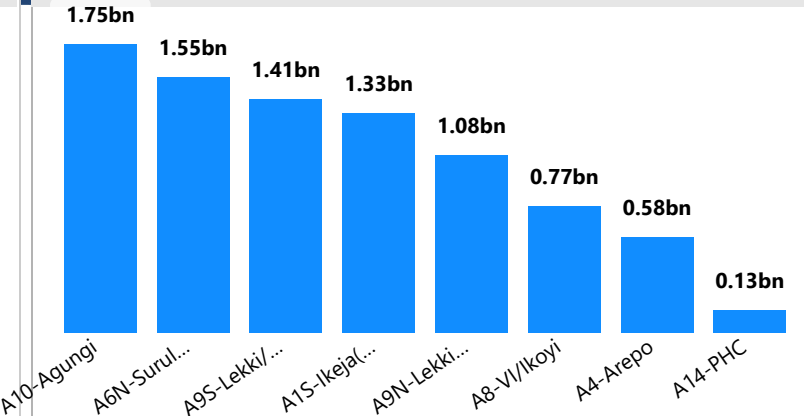
- ☐ 2020
- ☐ 2021
- ☐ 2022
- ☐ 2023
- ☐ 2024
- ☐ 2025



Top 5 Revenue by Service Plans



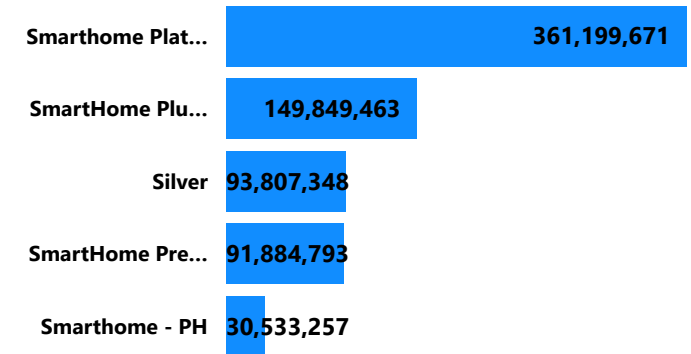
Revenue by Service Area



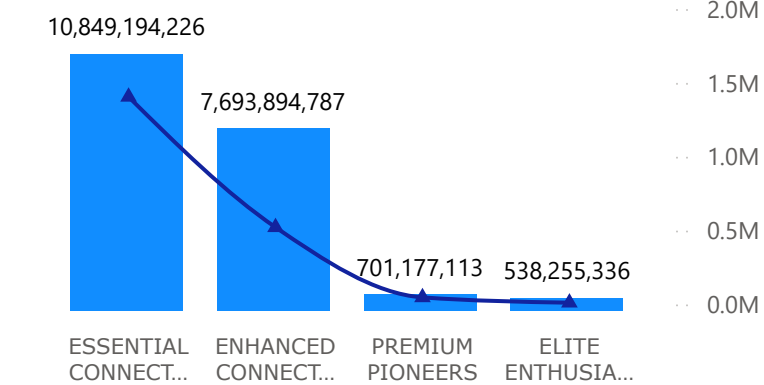
Sales Revenue by Segment - YoY Trend

Segment	YTD Rev	PYTD Rev	%YoY	Trer
ELITE ENTHUSIASTS	₦158.0M	₦31M	62910.4%	▲
ENHANCED CONNECTORS	₦1,971.9M	₦420M	4596.6%	▲
ESSENTIAL CONNECTORS	₦2,488.1M	₦562M	3410.6%	▲
PREMIUM PIONEERS	₦218.3M	₦48M	40746.6%	▲
TOTAL REVENUE	₦4,836.3M	₦1,062M	1758.3%	▲

Bottom 5 Revenue by Service Plans



Revenue by Customer Segments



REVENUE INSIGHT/SPOTLIGHT DASHBOARD

ROMA Dashboard

₦480.5M

Total_Successfull_MTD_Renewals



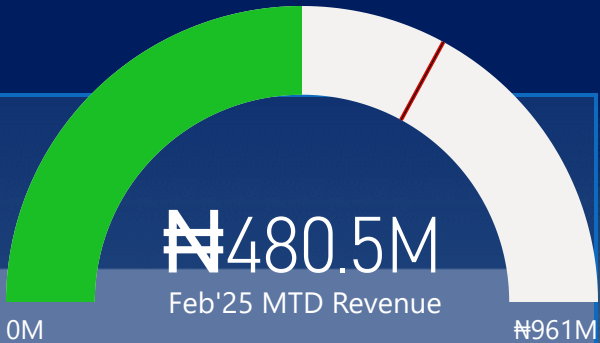
₦19.7bn ▲ 1734.0%

HTD Successfull Revenue



22,896

ARPU Revenue

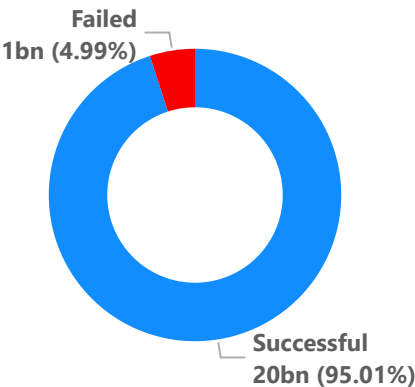


Calendar Year

Revenue Transaction Status - MTD

Top Key Service Plans that influences Revenue - FOB

- ☐ 2020
- ☐ 2021
- ☐ 2022
- ☐ 2023
- ☐ 2024
- ☐ 2025



Key influencers Top segments

What influences Revenue Renewals to

Increase

?

When...

...the average of Revenue Renewals increases by

Service Plans is PremiumUltra

150K

Service Plans is PremiumMax+

89.95K

Service Plans is PremiumMax

78.98K

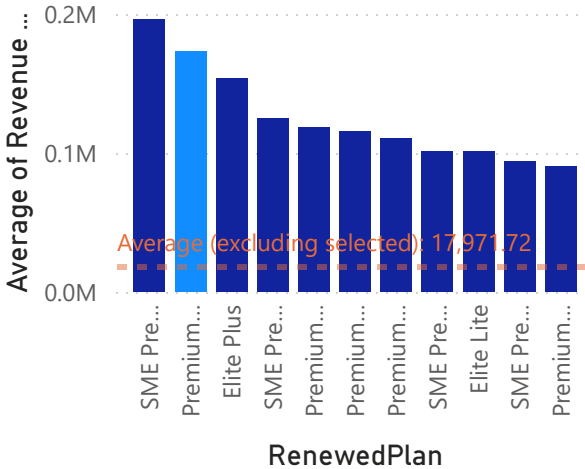
Service Plans is Smarthome Platinum

73.37K

Service Plans is SmartHome Premium - U

45.31K

← Revenue Renewals is more likely to increase when Service Plans is PremiumUltra than otherwise (on average).



☐ Only show values that are influencers

Sales Revenue by Region's

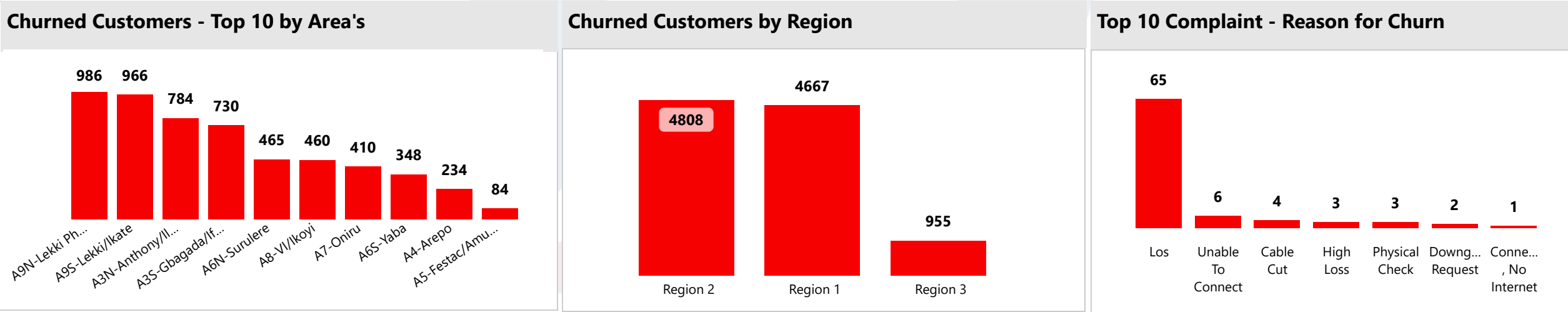
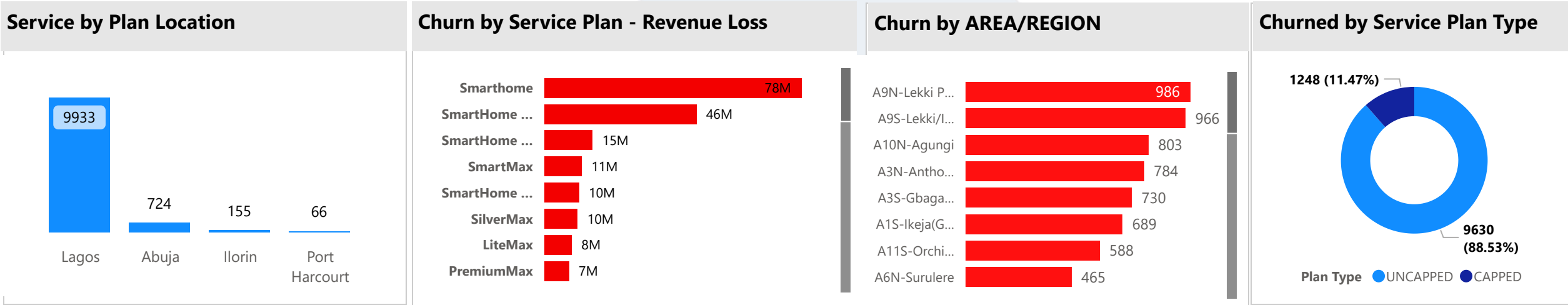
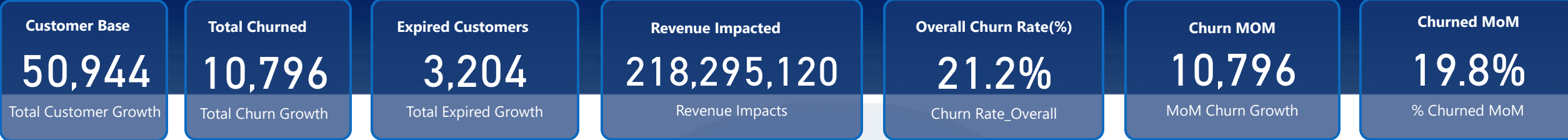


To display Azure Maps visuals, sign in.

CHURN PERFORMANCE DASHBOARD

Calendar Year ▼ Select Month ▼

All ▼ All ▼



CHURN PERFORMANCE DASHBOARD

Calendar Year ▼ Select Month ▼

All ▼ All ▼

Customer Base

53,345

Total Customers

Total Churned

10,878

Total Customer Lost

Expired Customers

4,457

Total Expired

Revenue Impacted

220,736,088

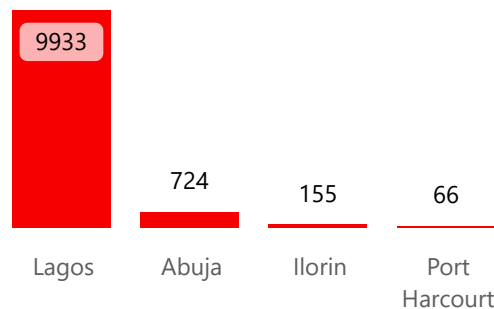
Revenue Impacts_1

Overall Churn Rate(%)

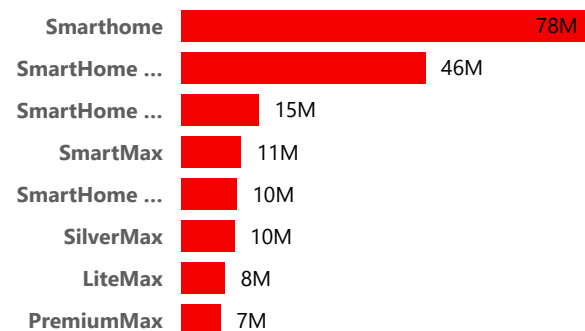
20.4%

Churn Rate Overall

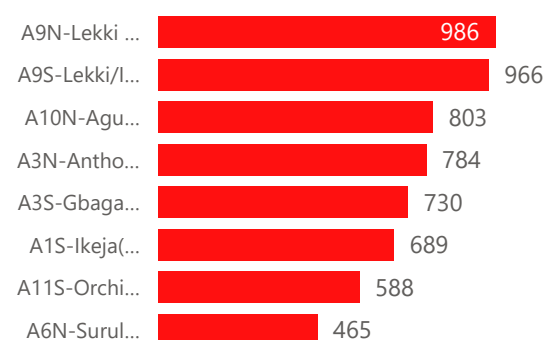
Service by Plan Location



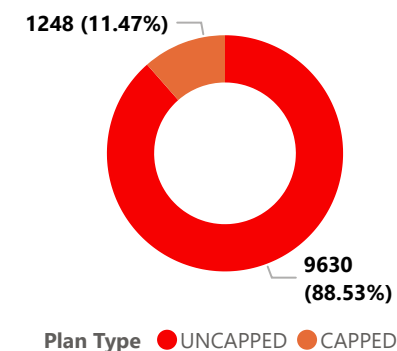
Churn by Service Plan - Revenue Loss



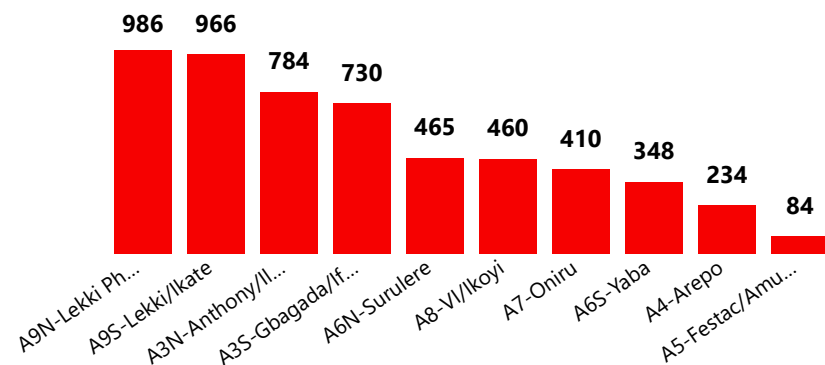
Churn by AREA/REGION



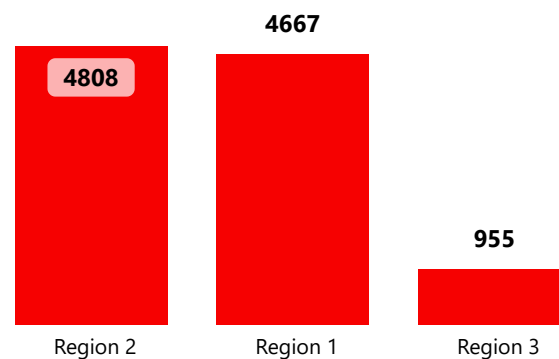
Churned by Service Plan Type



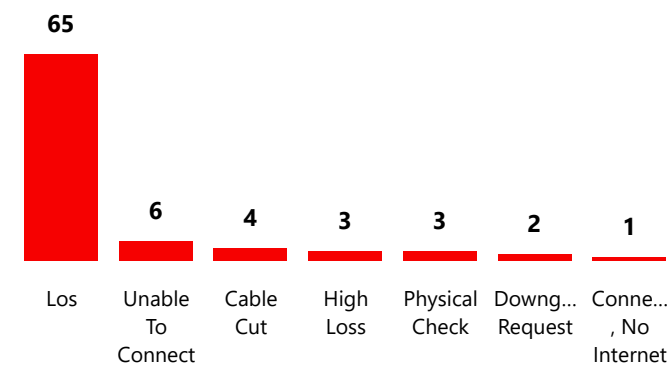
Churned Customers - Top 10 by Area's



Churned Customers by Region



Top 10 Complaint - Reason for Churn



SALES AND ACTIVATIONS DASHBOARD

Clear All Filters



Calendar Year

Select Month

Select Days

All

All

All

Total Customer Base

53,345

Total Customers

Deal Won - Sales

1.33bn

Net New Revenue

Rejected Deals - Sales

334.7M

Pending Oppoutunites

Net New Sales - Retail

54,589

Retail Activation

Net New Sales - Enterprise

12,327

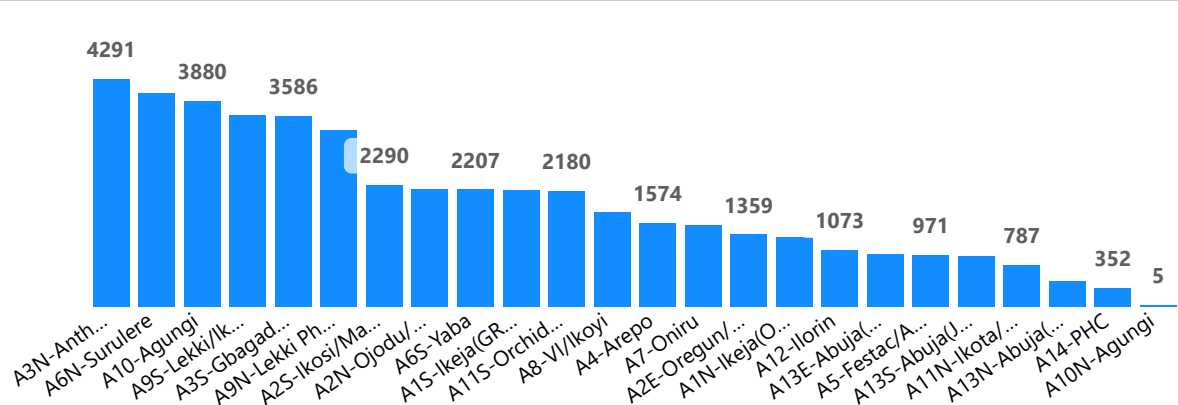
Activation - Entpr

Net New Sales - SME

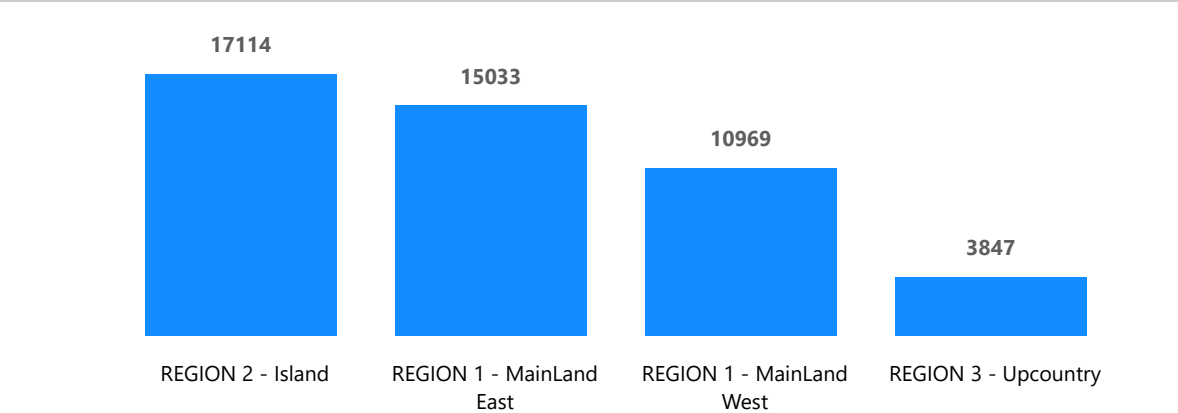
1,743

Activation SME

Activations by Area/Location



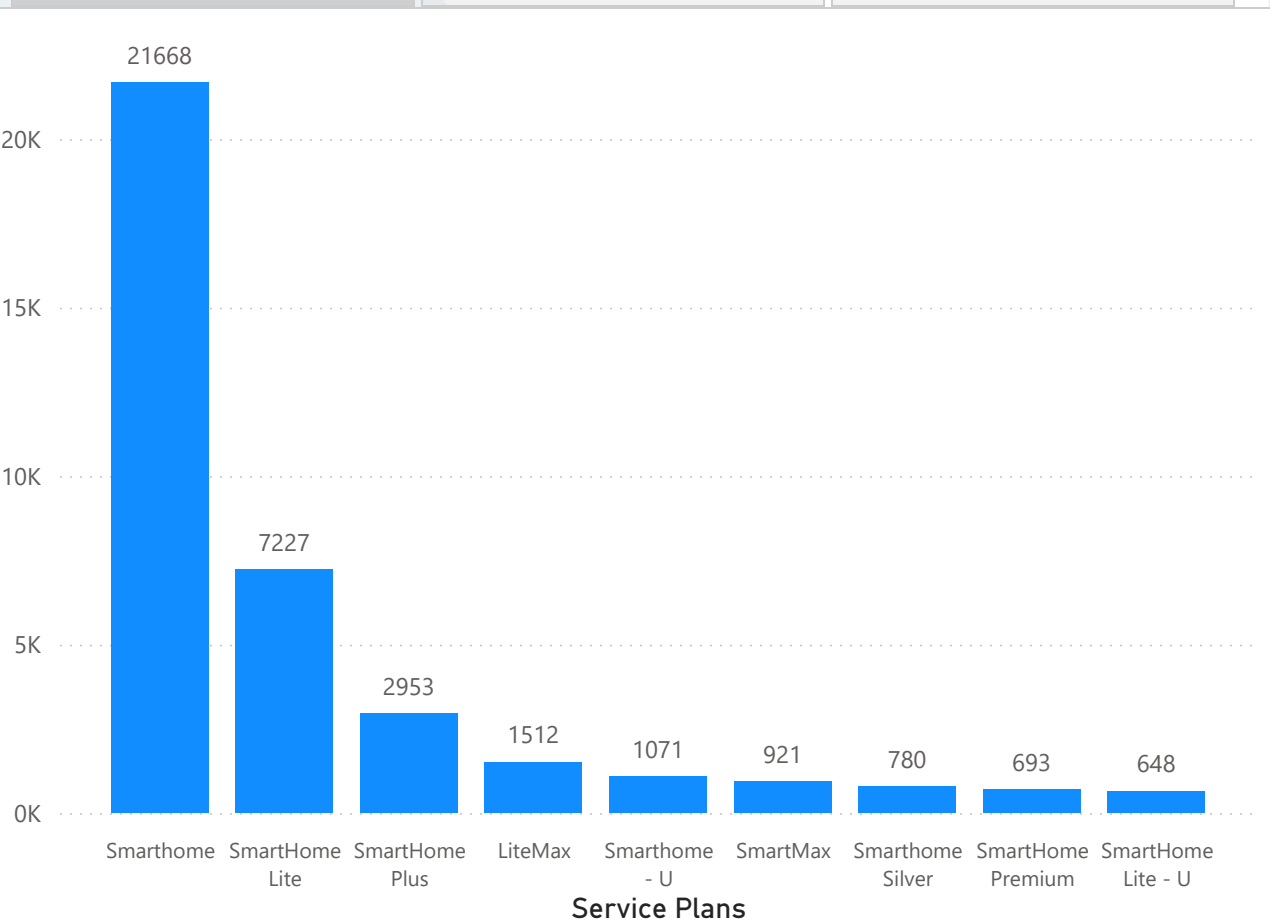
Activations by Region



Retail Activation

Enterprise Activation

SME Activation





Clear All Filters

Calendar Year

All

Select Month

All

Select Days

All

"We can't always promise our customers sunshine, but we will predict the rain, make every attempt to stop the rain, but if it does rain we will be by their sides holding an umbrella"

CX & CALL CENTER DASHBOARD

Total Calls

497,219

Picked Calls

397,188

Abandoned Calls

100,064

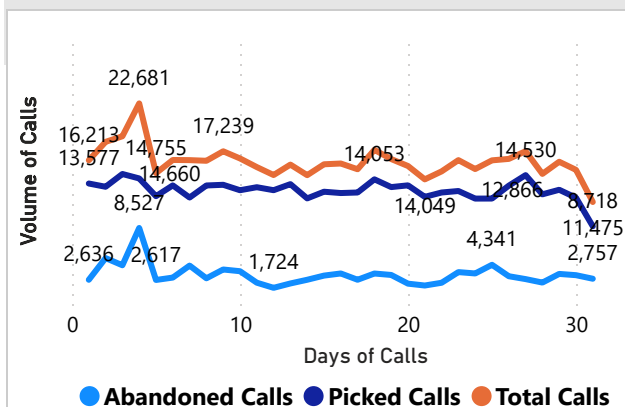
Opened Ticket

9

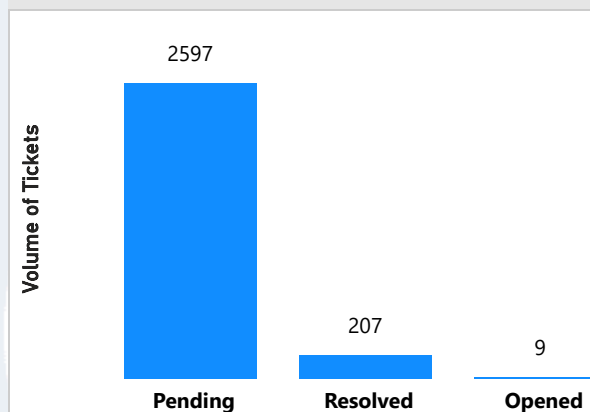
Pending Ticket

394

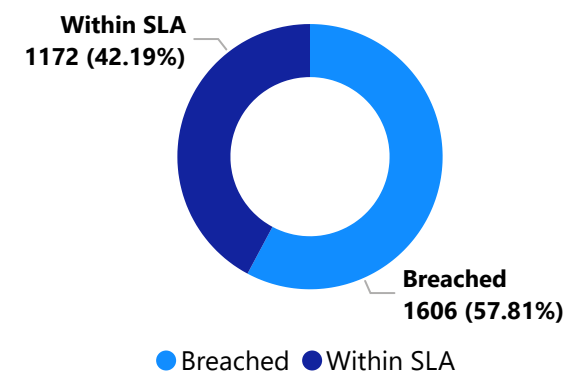
CX Call Flow - Distributions



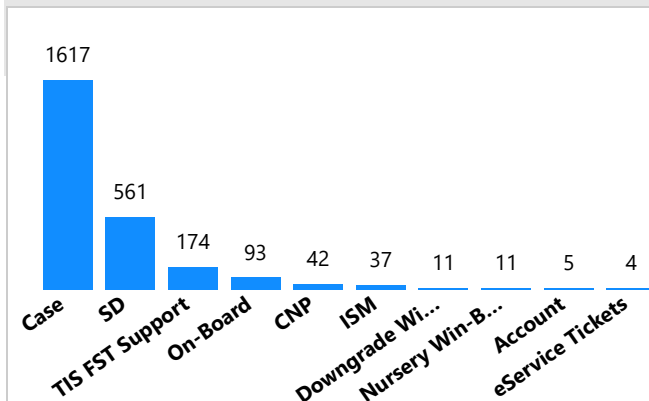
Ticket Resolutions Status



Ticket Resolutions SLA's



Pending Tickets in Pipeline's



Pending Ticket by Area

