

2022

2023

2024

2025

OVERALL

REGION 1

REGION 2

REGION 3

STATIC

CHURN

DASHBOARD

CRM, Retention &
EPIC

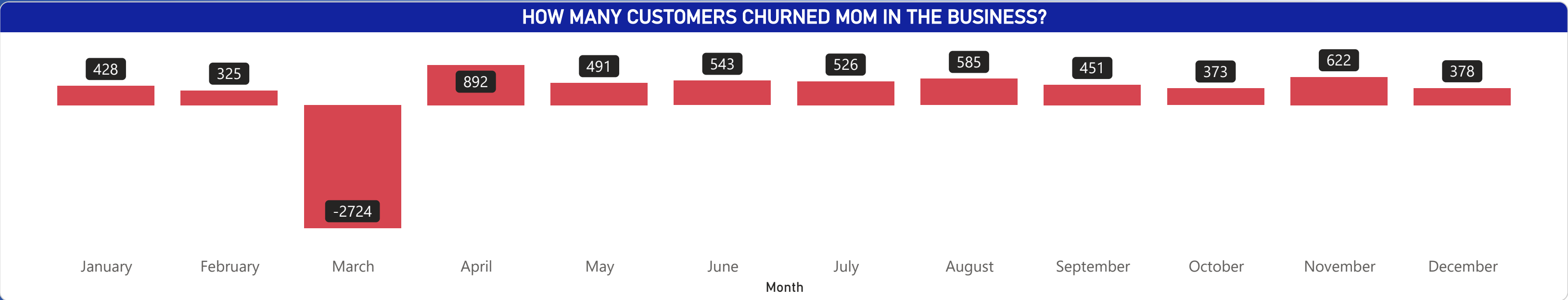
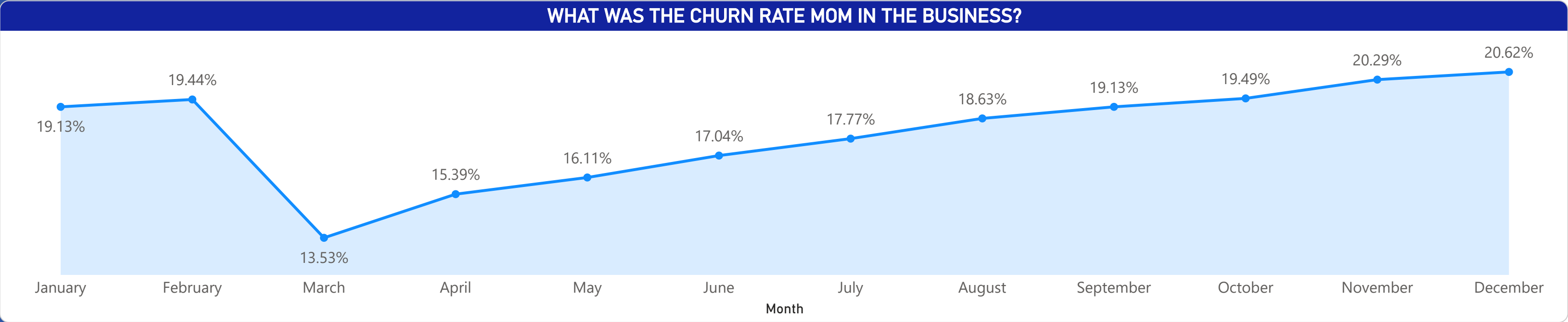
Year

All

Month

All

TOTAL CHURNED	CHURN RATE	Average Churn Time (Years)	MONTHLY REVENUE IMPACT
10,256	20.62%	2.5	£ 207.38M



REALTIME-CHURN DASHBOARD

CRM, Retention & EPIC

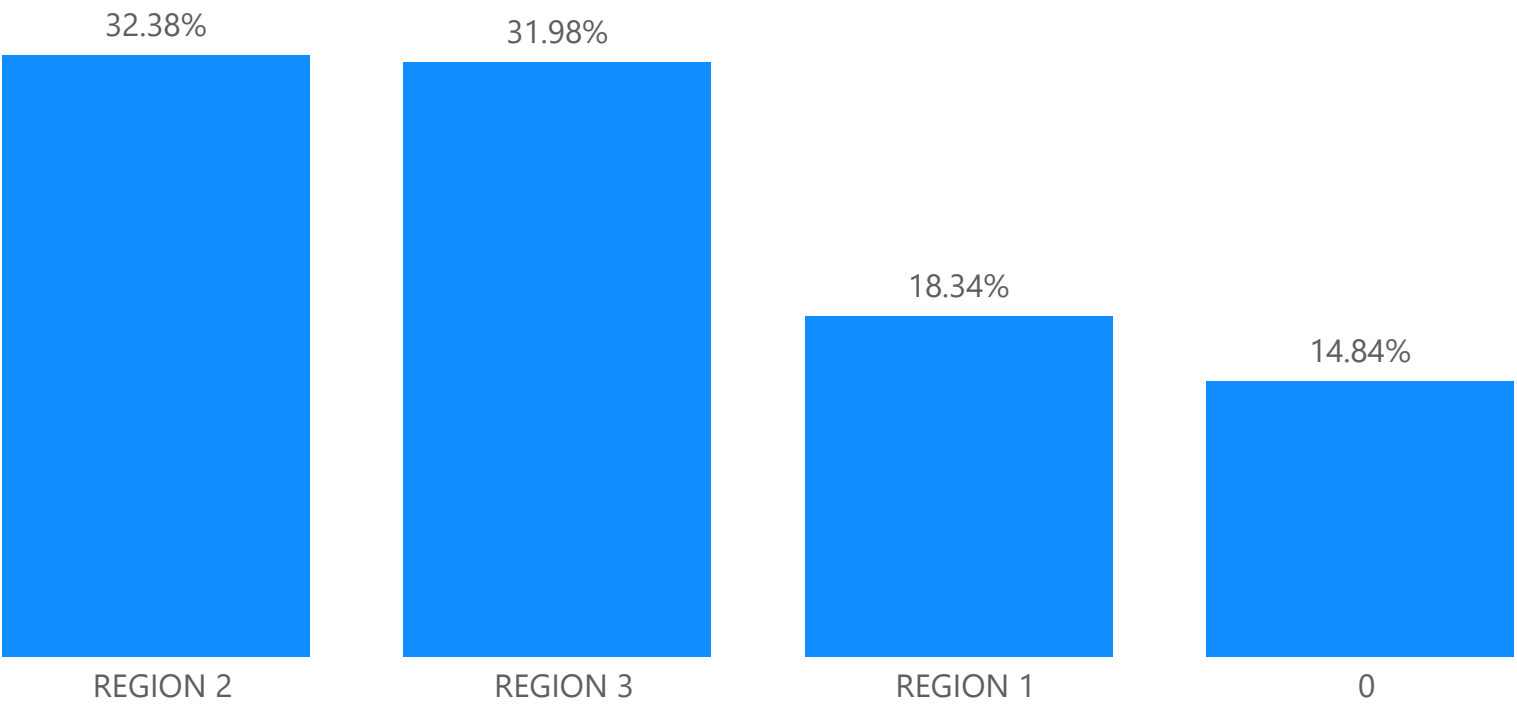
Year

All

Month

All

CHURN RATE BY REGION



REGION

AON

~~₹~~254.83M

CHURN REVENUE IMPACT

23.71%

CHURN RATE

2.7

AVERAGE CHURN TIME (YEARS)

12,593

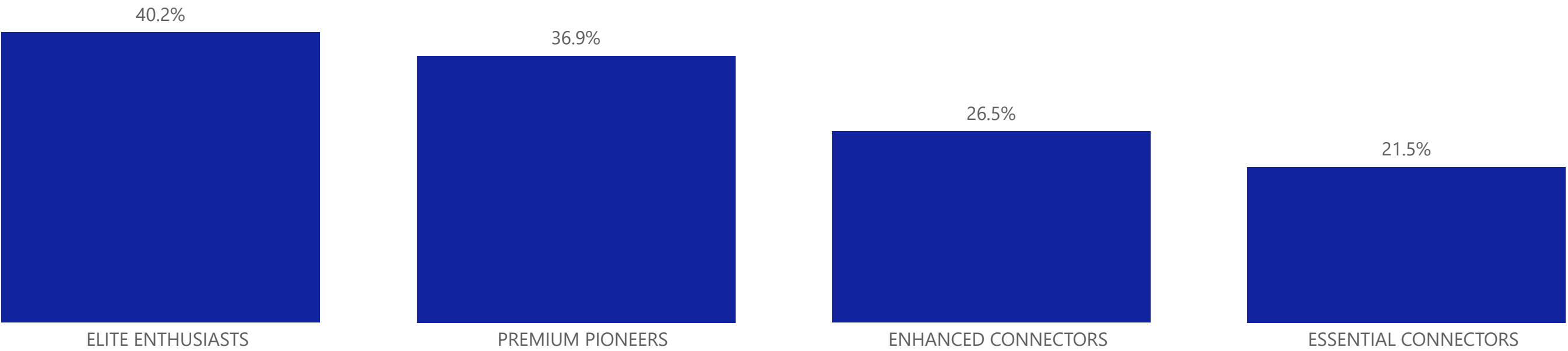
TOTAL CHURNED CUSTOMERS

Churn by Segment

Churn by Area

Churn by OLT

CHURN RATE BY SEGMENT



RENEWAL PERFORMANCE

ALL RENEWALS

2.08M

LM

31,356

MTD

23,101

REVENUE RENEWAL IMPACT

₦20.78bn

LM

₦728.44M

MTD

₦520.33M

TRANSACTION STATUS

Failed

Successful

CRM, Retention & EPIC

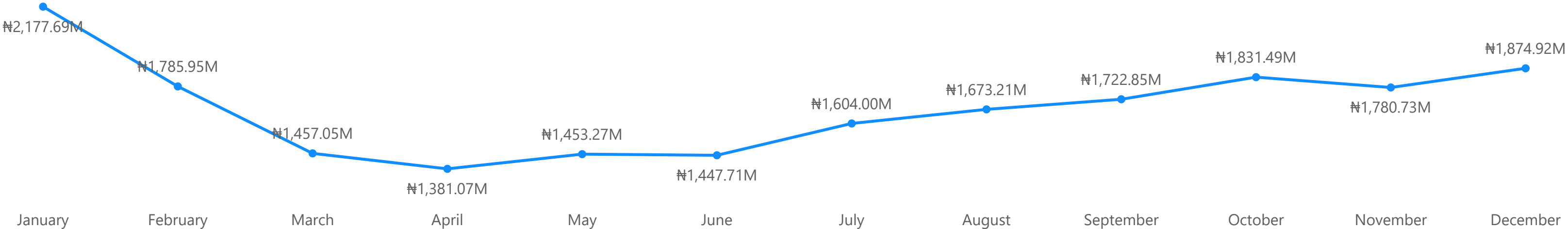
Year

All

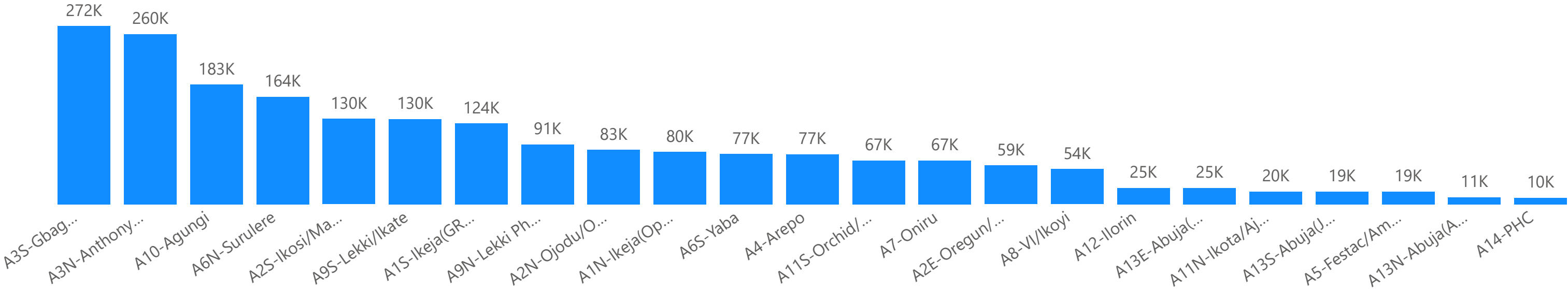
Month

All

MONTHLY REVENUE IMPACT



RENEWALS BY AREA



AREA

OLT

REGION

SERVICE PLAN

CLV AND ARPU

CRM, Retention & EPIC

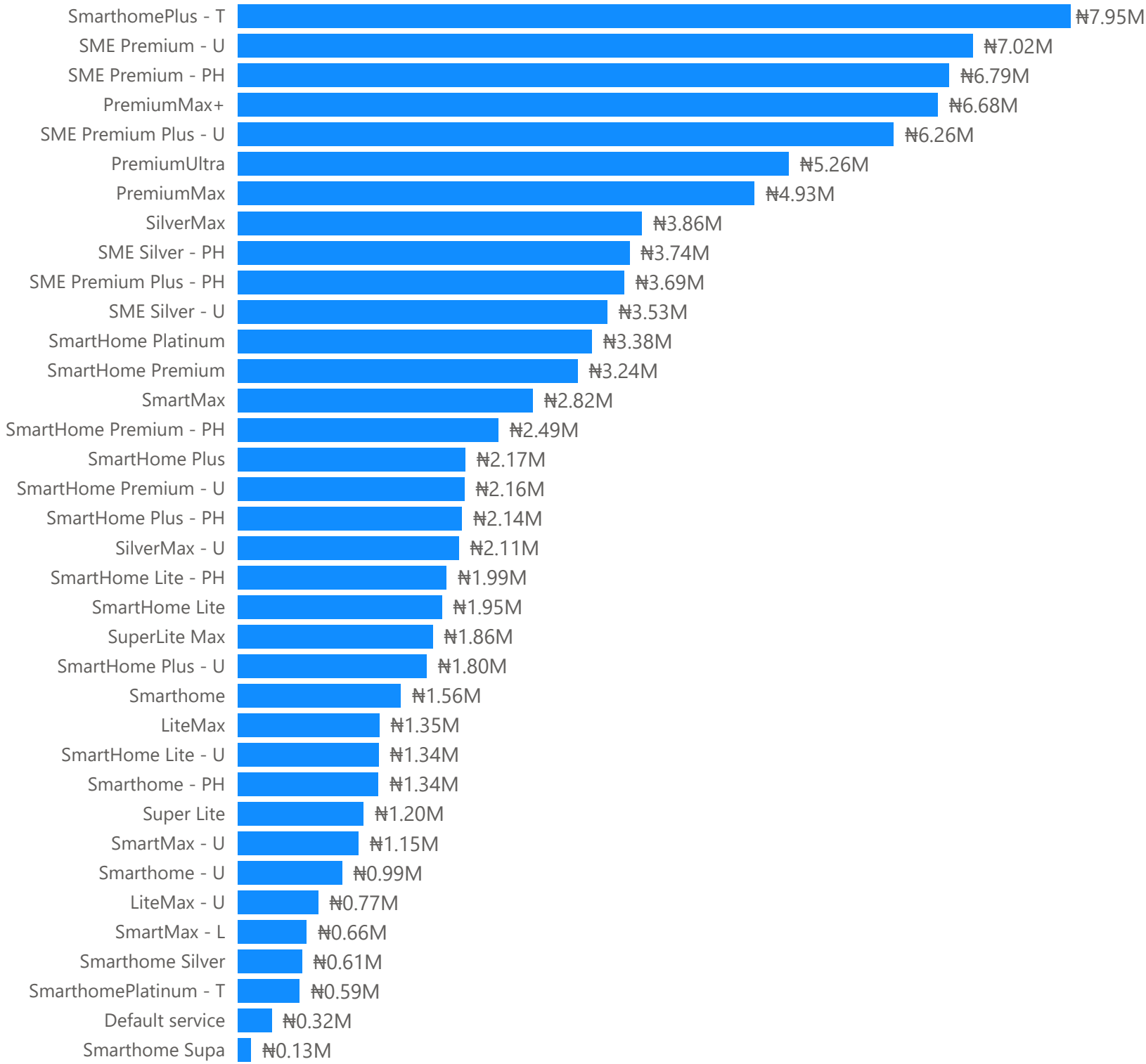
Year

All

Month

All

CLV BY SERVICE PLAN



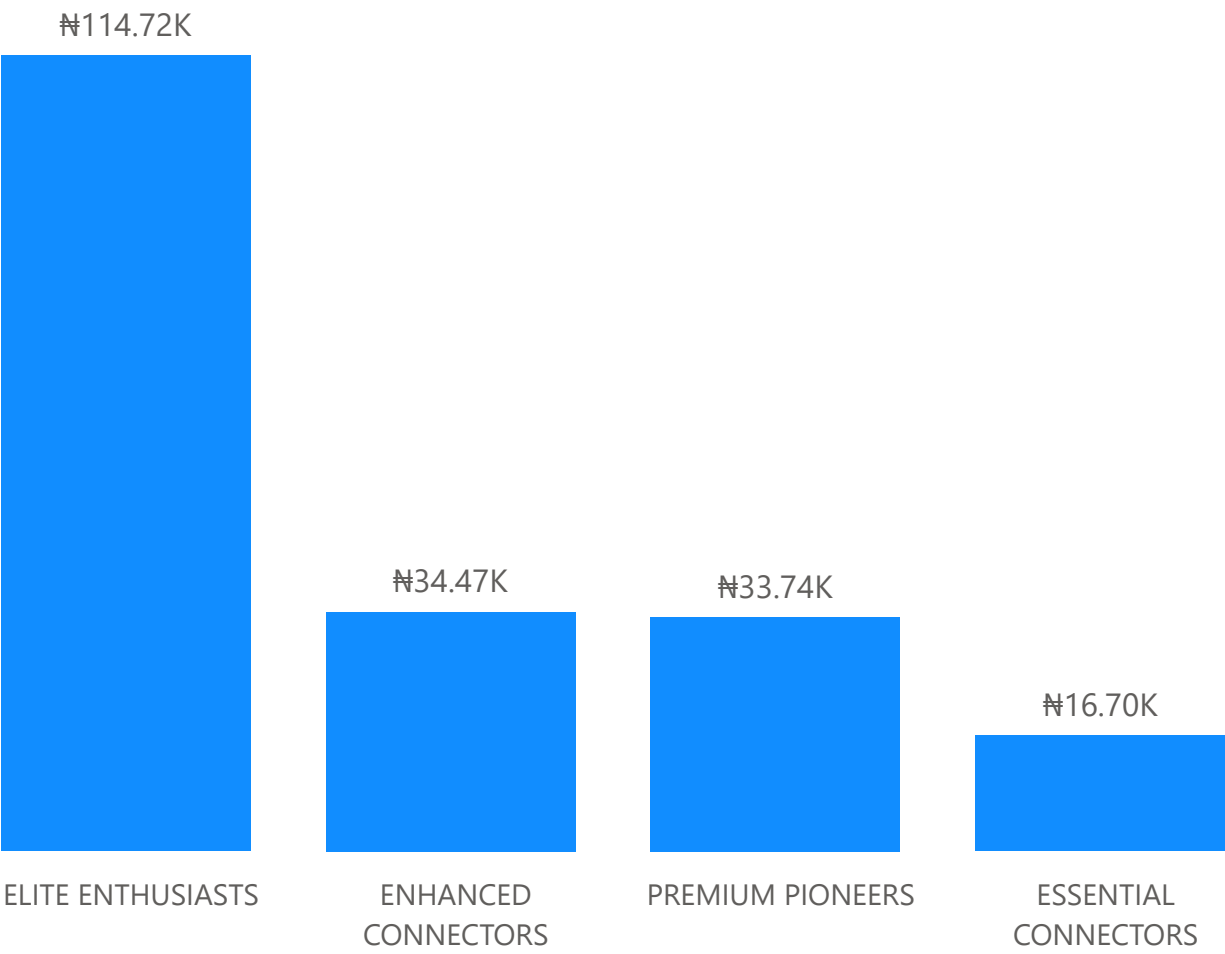
CLV

₦1.76M

AVERAGE REVENUE PER USER

₦23.49K

AVERAGE REVENUE PER USER BY SEGMENT



AGE ON NETWORK

1 year

2 years

3 years

4 years

5 years

6 years

7 years

8 years

9 years

CRM, Retention
& EPIC

Year

All

Month

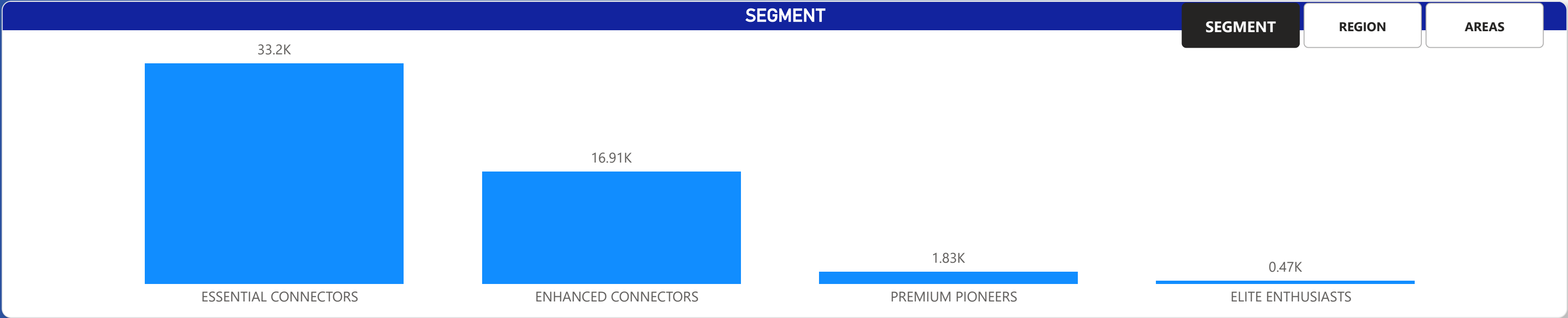
All

SEGMENT

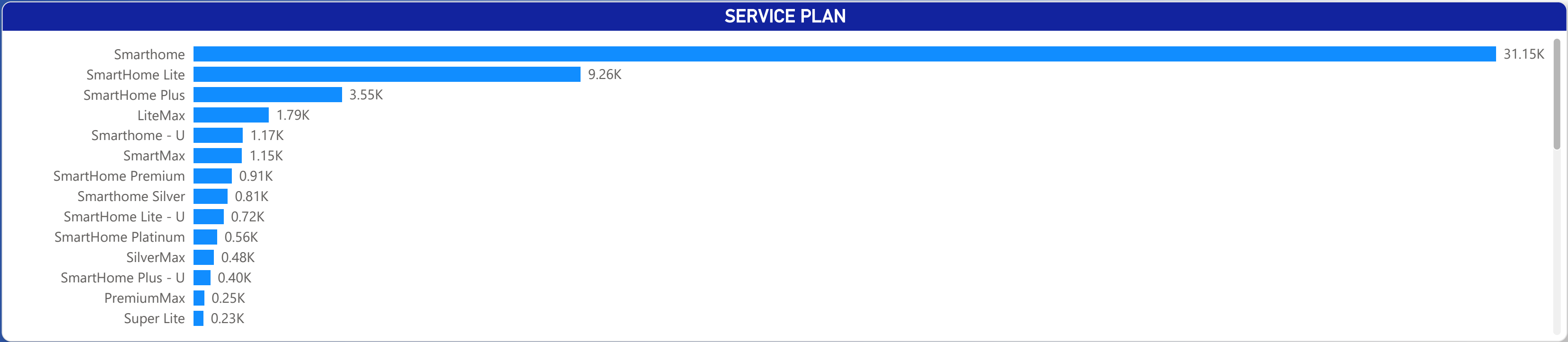
SEGMENT

REGION

AREAS



SERVICE PLAN



WINBACK
TRACKER

Total Winback

16,844

WINBACK MONETARY VALUE

~~N~~320,519,104

CRM, Retention &
EPIC

Year

All

Month

All

REGION

All

Areas

All

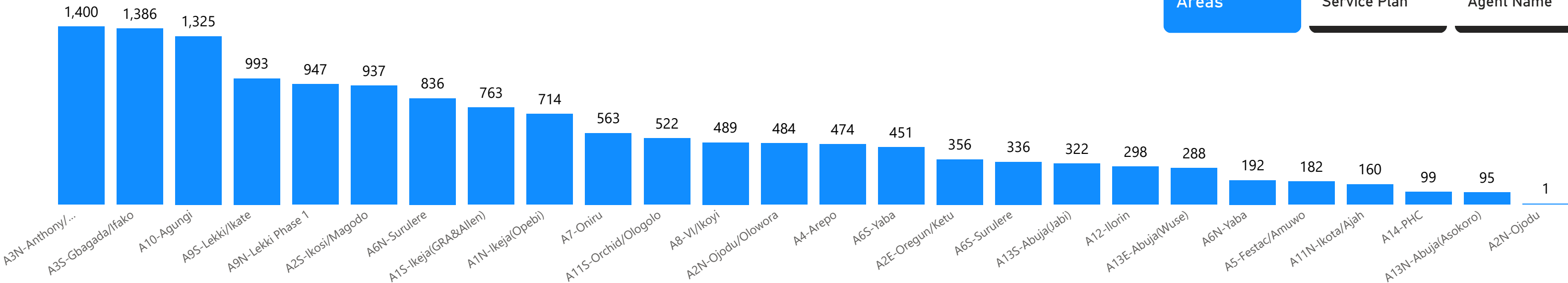
Clear all slicers

TOTAL WINBACK BREAKDOWN

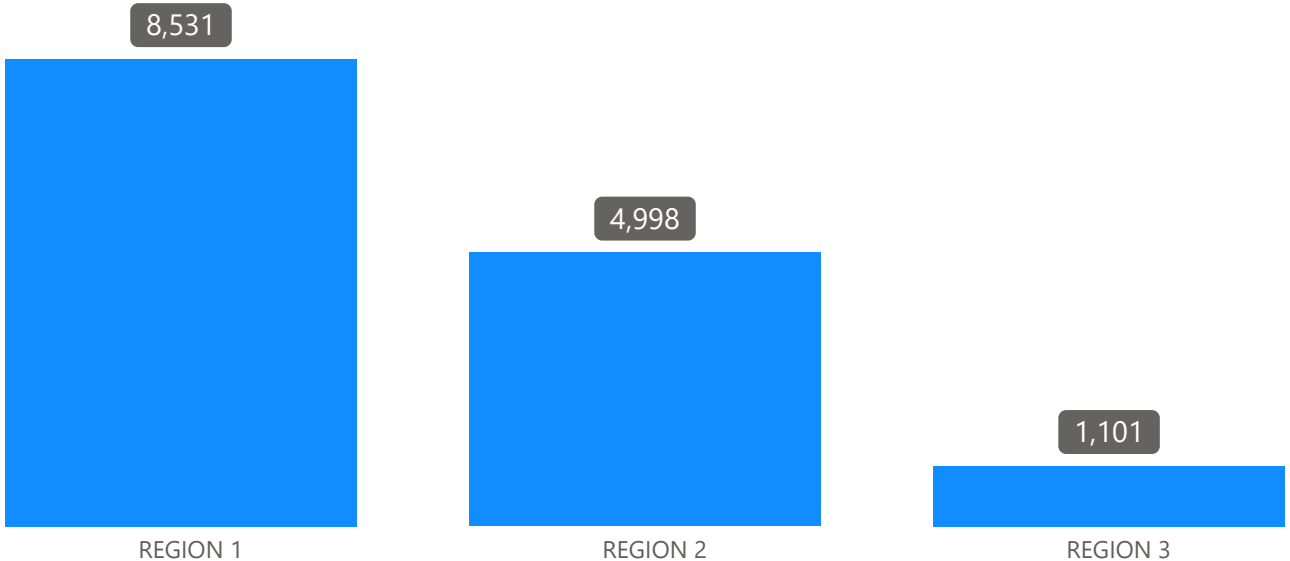
Areas

Service Plan

Agent Name



WINBACK BY REGION



WINBACK STATUS TABLE

Status	Total	Monetary Value
Renewed	14593	319,574,249
unreachbale	7471	81,820,906
not responding to calls	7316	81,161,882
Will renew	3962	42,680,690
Switched off	2907	28,578,693
pending/ Delayed support	2203	24,526,429
Customer has moved on/ Another ISP	1520	15,780,700
Travelled abroad/travelled outside Lagos	894	10,304,033
Total	44279	638,517,097



CRM, Retention & EPIC

Year
All

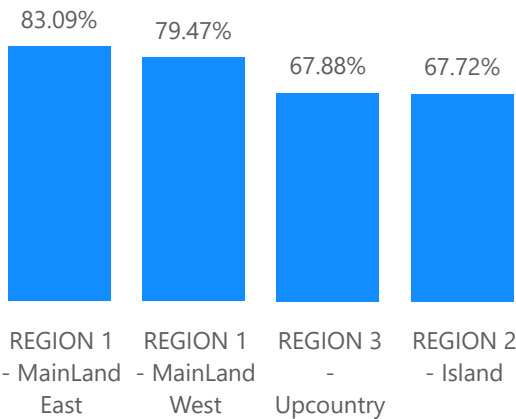
Month
All

RETENTION

RETENTION RATE

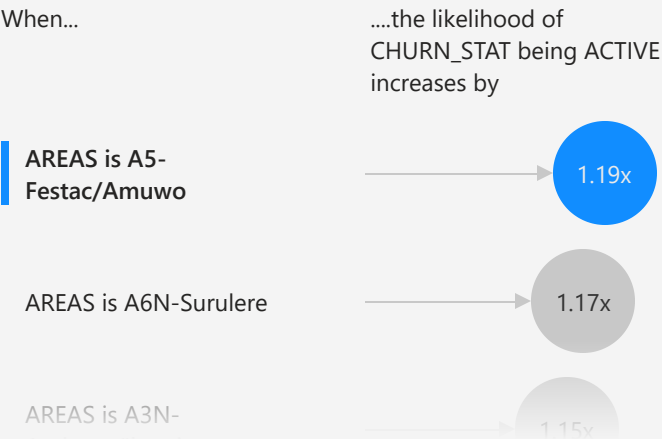
76.29%

RETENTION RATE BY REGION

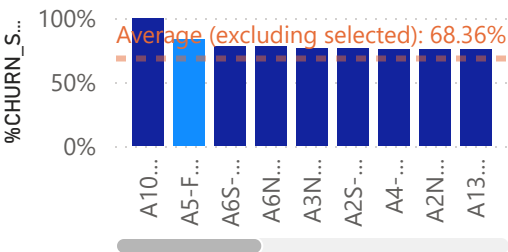


Key influencers Top segments

What influences CHURN_STAT to be ACTIVE ?

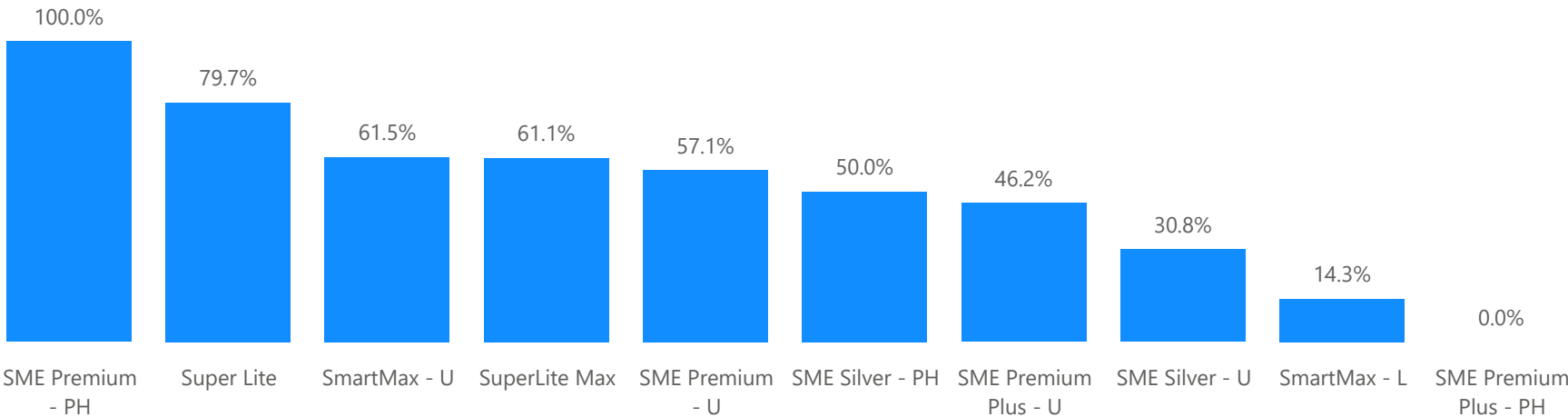


← CHURN_STAT is more likely to be ACTIVE when AREAS is A5-Festac/Amuwo than otherwise (on average).



☐ Only show values that are influencers

RETENTION RATE BY SERVICE PLAN



SERVICE PLAN

OLT

AREA