MTN Products Performance And Satisfaction Rates Analysis Report

Akowe Loveth
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INTRODUCTION

The visualization dashboard showcases key metrics related to MTN's product performance and customer satisfaction. It highlights total revenue generated, best-performing customers, top revenue-generating states, and product usage. The total revenue stands at ₦199 million, with Plateau state contributing the highest—₦9.5 million. Chinedu Brown emerges as the top customer with a contribution of ₦3.64 million. The dashboard also breaks down satisfaction rates by device type, revealing varying customer sentiments. Additionally, gender-based contributions are evenly split, indicating a balanced customer demographic. The visualizations also identify product preferences and usage patterns across subscription plans and devices.

STORY OF DATA

The data tells a comprehensive story of MTN's market performance and customer dynamics. Plateau leads in revenue by state, emphasizing its role as a commercial hotspot. Chinedu Brown tops the customer revenue chart, suggesting high product adoption and satisfaction. Among products, the Mobile SIM Card sees the highest number of purchases (3.1K), followed by 5G Broadband Routers. Satisfaction is highest for Mobile SIM, while 4G Routers show the lowest satisfaction rating. Revenue by subscription plan shows 1.5TB Yearly Broadband leads with ₦40M, indicating strong demand for high-capacity plans. The Gender Contribution Chart shows equal financial participation from male and female customers. The top five customers alone contribute a significant portion of total revenue. States like Oyo, Edo, and Abuja also contribute meaningfully, showcasing geographical diversity. Overall, the visuals present a story of strong user engagement with MTN's broadband and SIM offerings.

PRE ANALYSIS

Industry type Of Data
Telecommunications (Telco)

Stakeholders of Project
The Chief Executives

What Success Means To The Industry
Success in the telecom industry often means:

- High customer retention
- Low churn rate
- Consistent revenue growth
- High customer satisfaction
- Competitive data and voice plans
- Widespread product adoption across devices and regions

Potential Analysis
1. Analysis on MTN device satisfaction rate.

2. Top state by total revenue generated.

3. Subscription plan with the highest revenue generated.

4. Top 5 customers by revenue.

5. Gender based contribution By number of purchases.

6. Total number of purchases by MTN device.

Potential Insights
1. Finetune the MTN device with the highest satisfaction rate.

2. The state with the highest revenue generated should be identified.

3. Identify the subscription plan with the most revenue generated.

4. Finetune out the customers with the most revenue generated.

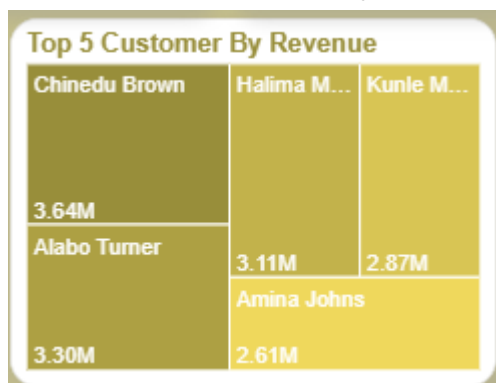5. The gender with the most purchases.

6. Determine the total number of purchases by MTN devices.

IN ANALYSIS

1. Mobile Sim devices had the highest satisfaction rate (862), followed by 5G broadband router (691), then Broadband Mifi (689) and 4G router (629).

Satisfaction Rate by MTN Device

|	
100%	
Mobile S...	862
5G Broa...	691
Broadba...	689
4G Router	629
73%	
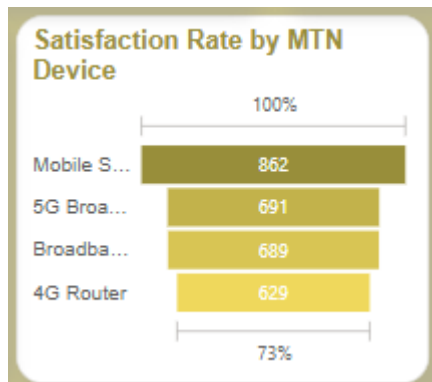
2. Chinedu Brown made the best customer with revenue of 3.64M, followed by Alabo Turner with revenue of 3.30M, Halima Martin 3.11M, Kunle Myers 2.87M and Amina Johns 2.61M.

Top 5 Customer By Revenue

Chinedu Brown	Halima M...	Kunle M...
3.64M	3.11M	2.87M
Alabo Turner	Amina Johns	
3.30M	2.61M	

3. Mobile Sim card was the most purchased device (3.1k), followed by 5G Broadband router (2.6k), Broadband Mifi (2.6k) and then 4G router (2.1k).
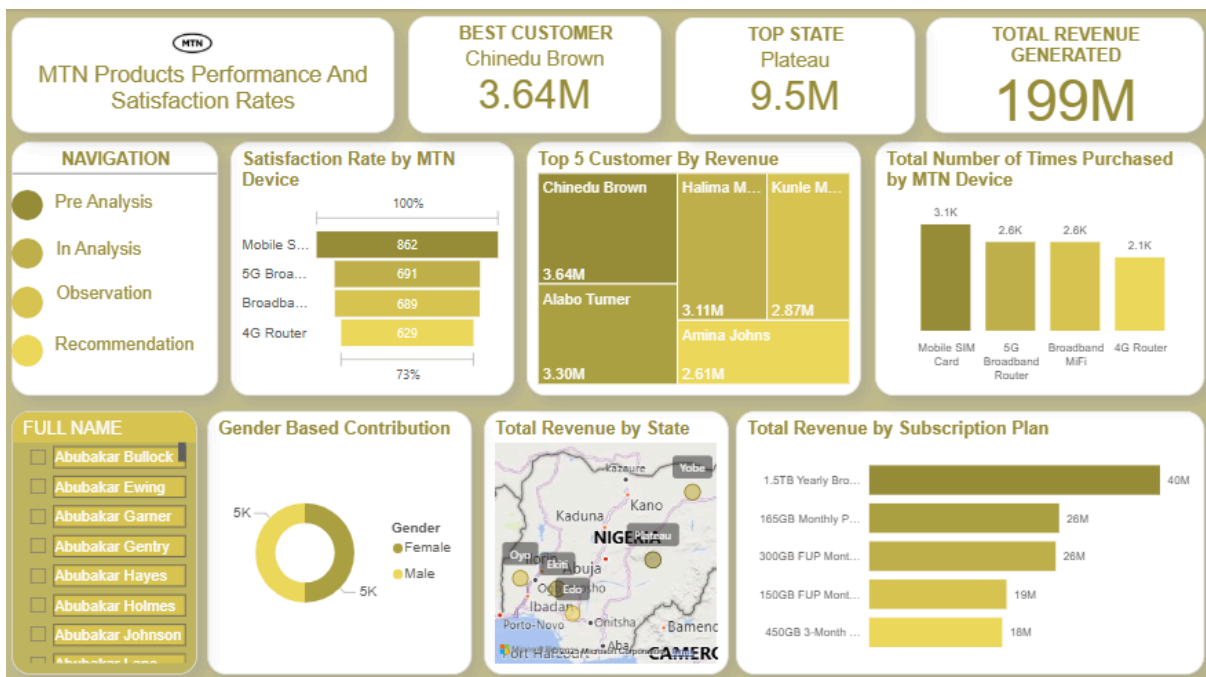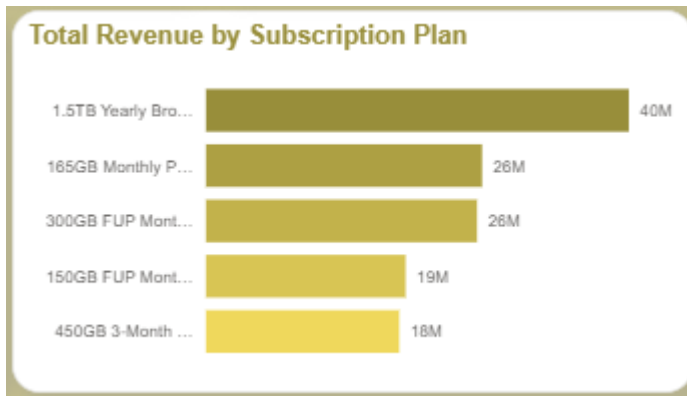
Total Number of Times Purchased by MTN Device
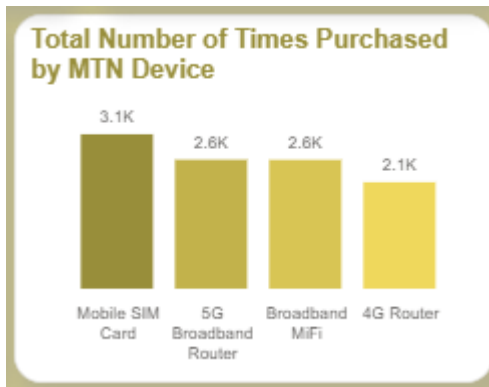
4. Female had the highest number of purchases but the male followed closely behind.

Gender Based Contribution
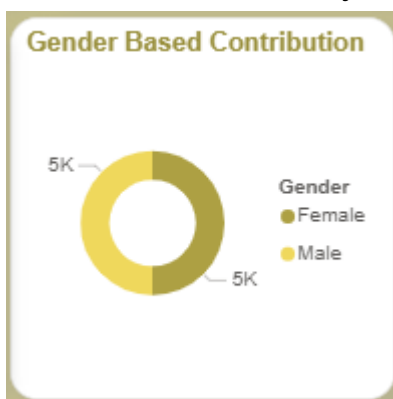
5. Plateau State had the most revenue generated followed by Ekiti,, Yobe, Oyo and Edo State.

Total Revenue by State
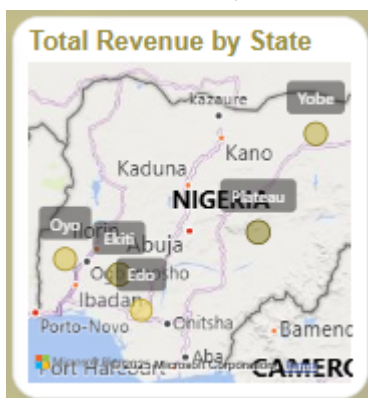
6. The 1.5TB yearly broadband subscription plan had the highest revenue (40M), followed by 165 GB monthly plan (26M), 300GB FUP monthly unlimited (26M), 150GB FUP monthly unlimited (19M) and 450GB 3-month broadband plan (18M).

Total Revenue by Subscription Plan

Subscription Plan	Revenue
1.5TB Yearly Bro...	40M
165GB Monthly P...	26M
300GB FUP Mont...	26M
150GB FUP Mont...	19M
450GB 3-Month ...	18M

OBSERVATION

1.   Plateau state is the top-performing region, generating ₦9.5M in total revenue.

2.   The Mobile SIM Card is both the most purchased product (3.1K times) and the most satisfying, scoring 862 points.

3.   Chinedu Brown leads the top 5 customers by revenue, contributing ₦3.64M alone.

4.   Female and male customers contribute almost equally to revenue, suggesting MTN's wide market appeal.

5.   The lowest satisfaction rating is associated with the 4G Router (629), indicating potential quality or service issues.

6.   Broadband routers and 5G devices are being adopted at moderate rates but show high revenue potential.

7.   The 1.5TB Yearly Broadband plan alone accounts for ₦40M, showing a preference for long-term, high-volume packages.

8.   Abuja, Oyo, and Edo appear prominently on the revenue map, indicating balanced urban and semi-urban demand.

RECOMMENDATION

1.   Improve the customer experience and technical performance of the 4G Router to boost satisfaction and retention.

2.   Introduce bundled offers or incentives on high-demand plans like the 1.5TB Yearly Broadband to maintain engagement.

3.   Target Plateau and Abuja for premium services and upselling based on their strong revenue contribution.

4.   Investigate pain points in underperforming devices such as the 4G Router using customer feedback surveys.

5.   Capitalize on the gender-neutral contribution by creating inclusive marketing campaigns for both demographics.

6.   Enhance distribution and promotion of Mobile SIMs and 5G devices, given their high usage and satisfaction scores.

7.   Engage top revenue-generating customers with loyalty or VIP programs to improve retention.

8. Expand broadband infrastructure in states showing mid-level contributions to increase revenue share further.

Conclusion

The MTN product performance visualization offers valuable insights into revenue generation, customer satisfaction, and product usage. Key regions like Plateau and Abuja emerge as strategic markets with high revenue. Devices like the Mobile SIM Card show strong customer approval, while others like the 4G Router need improvement. Subscription trends reveal a strong demand for long-term, high-capacity data plans. Customer contribution is evenly split across genders, indicating a well-penetrated market. MTN's top customers play a significant role in revenue and should be prioritized for retention strategies. Overall, the visualization provides a solid foundation for targeted business decisions and performance enhancements.