Customer Overview

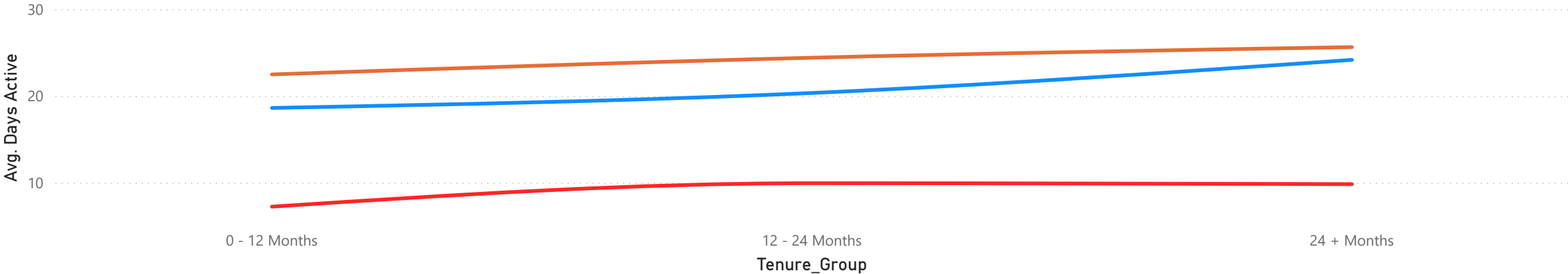| 193	14	23	4	7522	23	92%
Avg. Call Time	Avg. Days Calls Made	Avg. SMS Sent	Avg. Days SMS Sent	Avg. Data Vol. (MB)	Avg. Days Active	Still Active

Avg. Days Actve by Tenure

Customer Type ● BUNDLE ● PREPAID ● SIMO

Customer Type

1.14K (11.4%)
1.56K (15.6%)
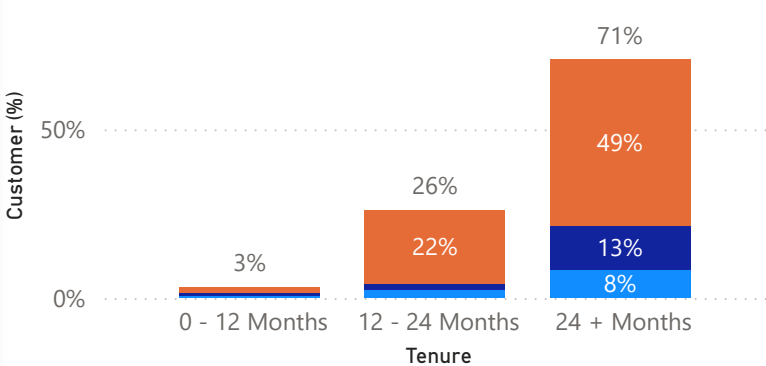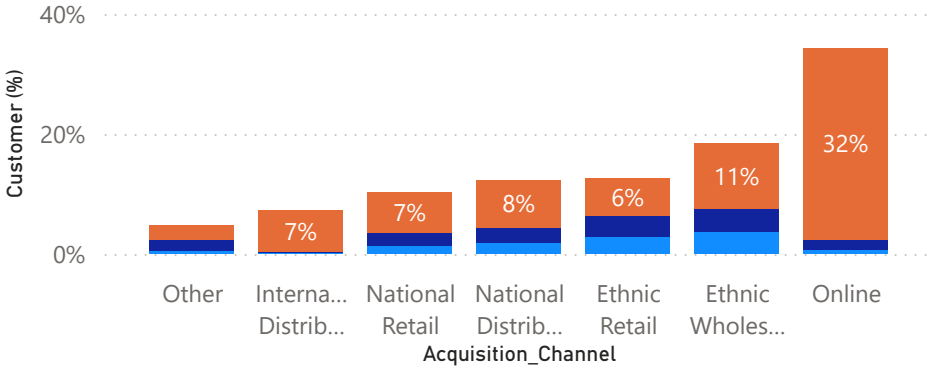7.3K (73%)

Customer Type
● SIMO
● PREPAID
● BUNDLE
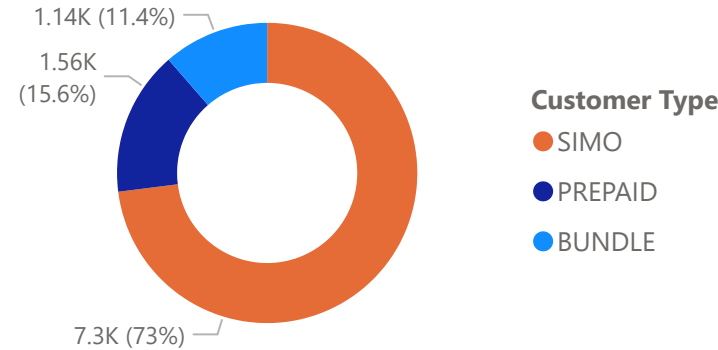
Avg. Customer Tenure

Customer Type ● BUNDLE ● PREPAID ● SIMO

Top 5 Acquisition Channels

Customer Type ● BUNDLE ● PREPAID ● SIMO

Calls, SMS, & Data Usage

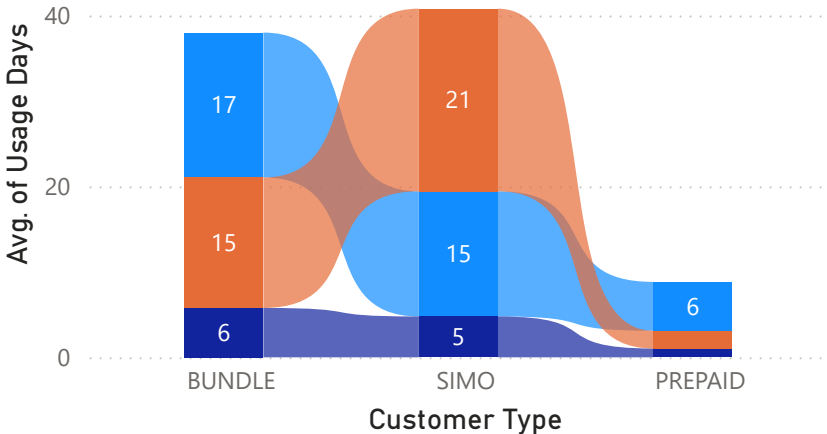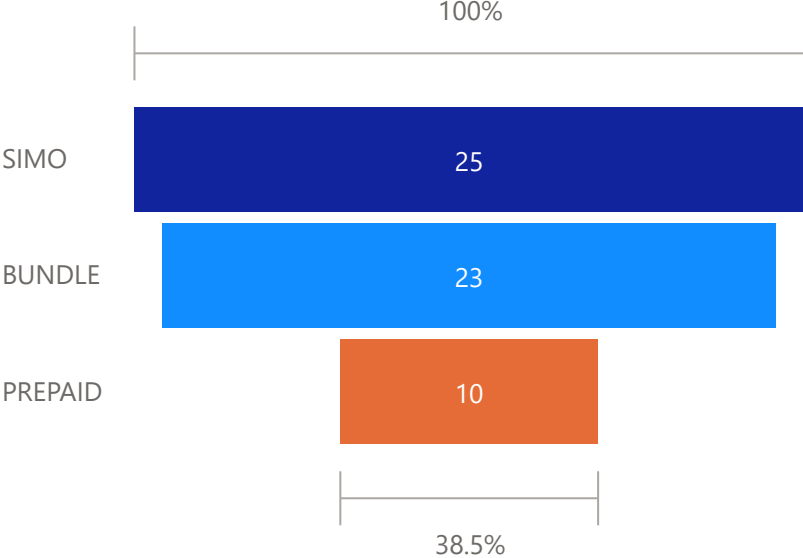| Active Flag	Customer Type	Tenure_Group	Acquisition Channel
All ⌄	All ⌄	All ⌄	All ⌄

Avg. of Usage Days

● Avg. Days Calls Made ● Avg. Days SMS Sent ● Avg. Days Data Used

Avg. Days Active

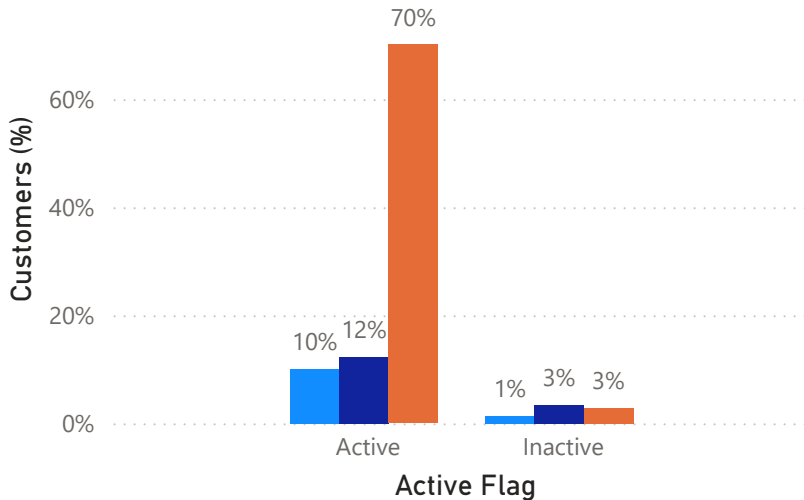100%

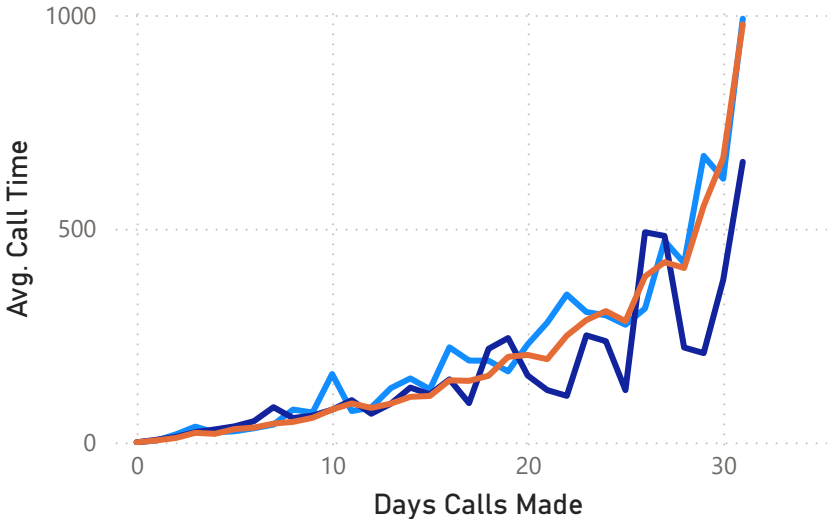| SIMO | 25 |
| BUNDLE | 23 |
| PREPAID | 10 |

38.5%

Activity 2 Months Later

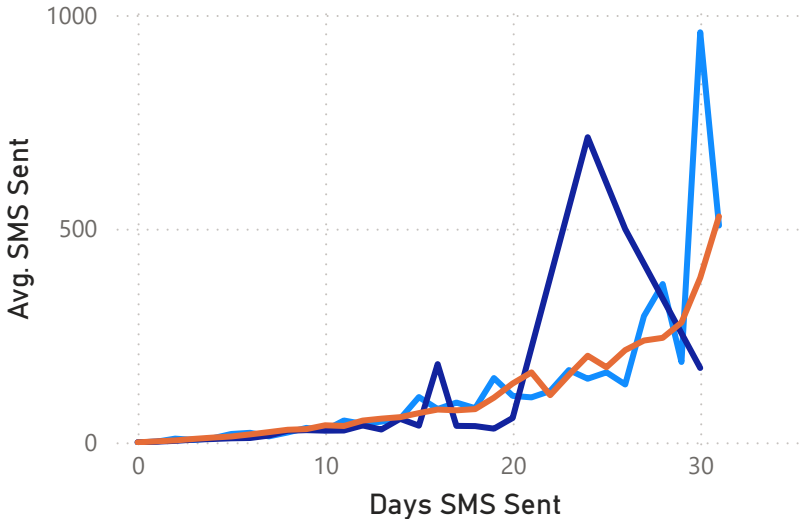Customer Type ● BUNDLE ● PREPAID ● SIMO

Avg. Call Time by Days Calls Made

Customer Type ● BUNDLE ● PREPAID ● SIMO
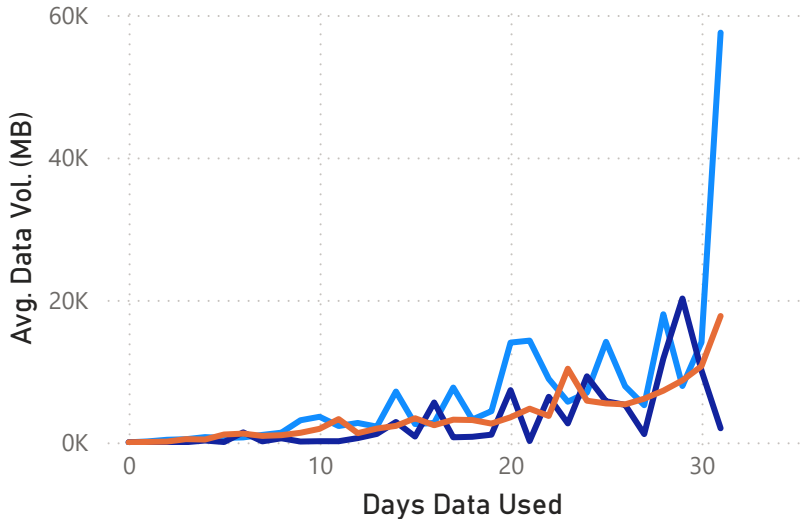

Avg. SMS Sent by Days SMS Sent

Customer Type ● BUNDLE ● PREPAID ● SIMO

Avg. Data Vol. (MB) by Days Data Used

Customer Type ● BUNDLE ● PREPAID ● SIMO

Usage Heatmap and Matrix

BUNDLE	PREPAID	SIMO	0 - 1 Month	1 - 2 Months	2 - 3 Months	3 - 6 Months	6 - 12 Months	12 - 24 Months	24 + Months

Customer Type	Average of Call Duration	Average of Days Calls Made	Average of SMS Sent	Average of Days SMS Sent	Average of Data Volume	Average of Days Data Used	Average of Days Active
BUNDLE	**288**	**17**	**34**	**6**	**12515**	**15**	**23**
0 - 1 Month	13	2	0	0	32496	6	7
1 - 2 Months	78	10	158	3	59810	16	17
2 - 3 Months	17	5	4	1	34126	10	14
3 - 6 Months	236	14	1	1	3616	24	29
6 - 12 Months	261	12	34	5	33059	14	20
12 - 24 Months	216	14	39	6	14291	14	20
24 + Months	315	18	32	6	10529	16	24
PREPAID	**55**	**6**	**3**	**1**	**310**	**2**	**10**
0 - 1 Month	7	0	0	0	0	0	1
1 - 2 Months	0	1	0	0	0	0	3
2 - 3 Months	193	8	3	2	687	5	14
3 - 6 Months	54	5	1	1	50	6	13
6 - 12 Months	41	5	3	1	770	3	10
12 - 24 Months	44	5	6	1	680	3	10
24 + Months	57	6	3	1	249	2	10
SIMO	**208**	**15**	**25**	**5**	**8283**	**21**	**25**
0 - 1 Month	27	2	0	0	56	2	5
1 - 2 Months	100	5	0	0	38886	23	26
2 - 3 Months	246	16	2	1	2209	26	29
3 - 6 Months	107	10	21	3	9818	17	20
6 - 12 Months	140	14	15	4	7619	19	23
Total	**193**	**14**	**23**	**4**	**7522**	**18**	**23**

Churn Rate by Tenure

Avg. Bundle Customer Tenure

Active Flag ● Active ● Inactive

Customer (%)

Tenure	Active	Inactive
0 - 12 Months	72%	28%
12 - 24 Months	83%	17%
24 + Months	91%	9%
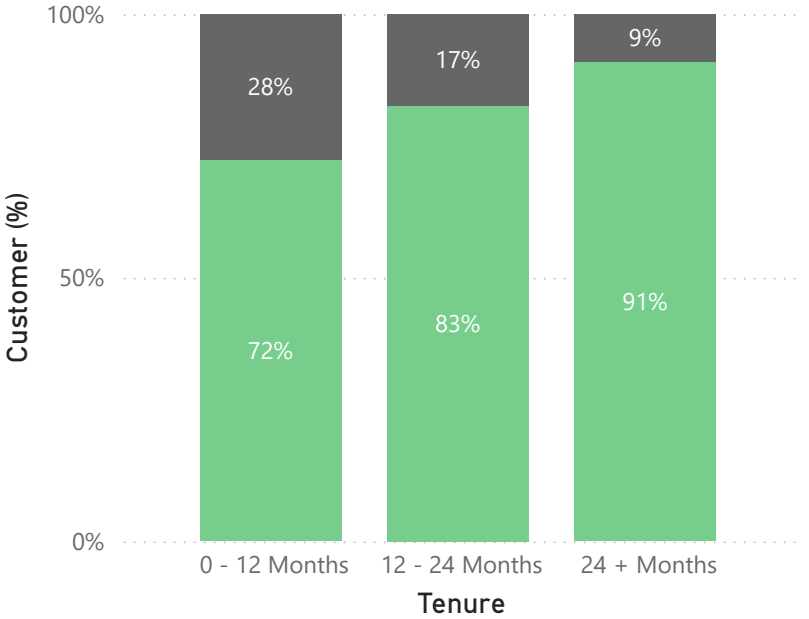
Avg. Prepaid Customer Tenure

Active Flag ● Active ● Inactive

Customer (%)

Tenure	Active	Inactive
0 - 12 Months	60%	40%
12 - 24 Months	78%	22%
24 + Months	80%	20%
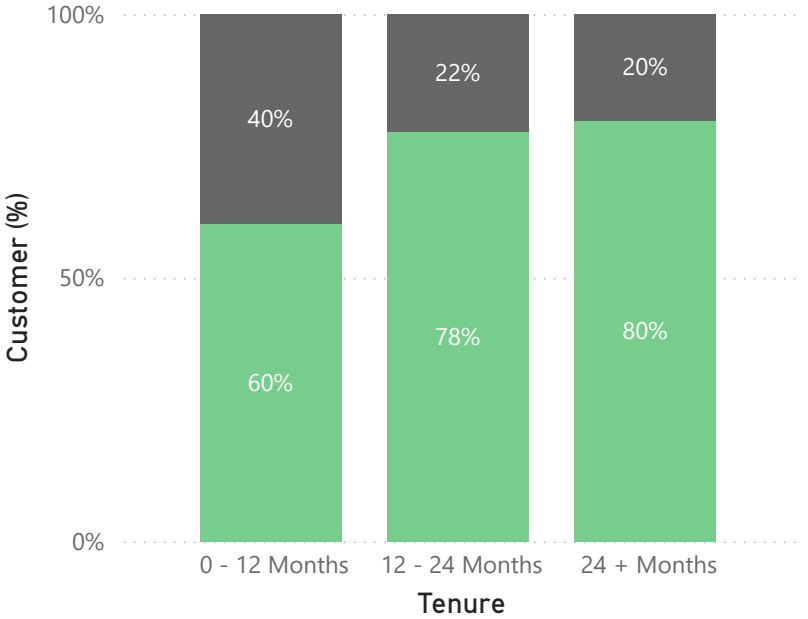
Avg. SIMO Customer Tenure

Active Flag ● Active ● Inactive
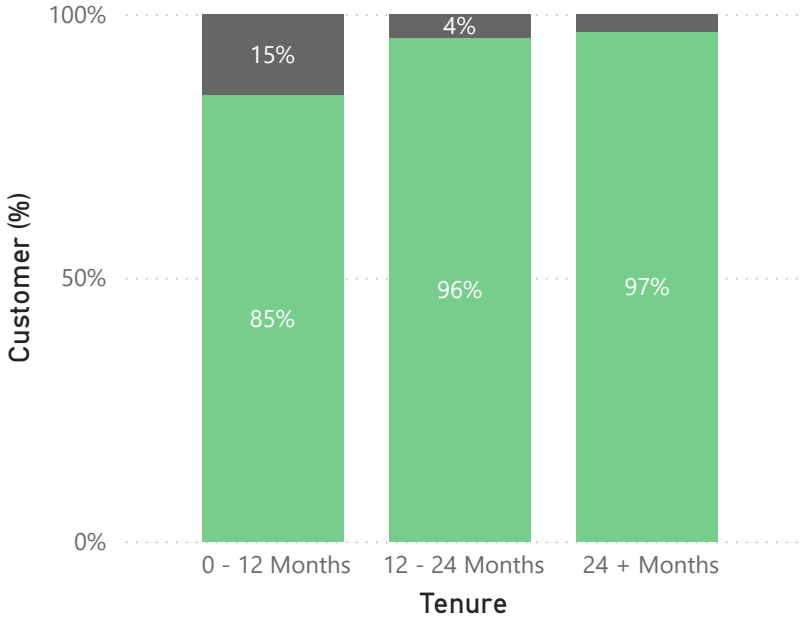
Customer (%)

Tenure	Active	Inactive
0 - 12 Months	85%	15%
12 - 24 Months	96%	4%
24 + Months	97%	

Customer Segmentation

Customer Type	Call Segment High	Low	Medium
BUNDLE	39%	34%	27%
PREPAID	7%	77%	16%
SIMO	29%	41%	30%
Total	**27%**	**46%**	**27%**

Customer Type	SMS Segment High	Low	Medium
BUNDLE	19%	71%	9%
PREPAID	2%	95%	3%
SIMO	17%	74%	9%
Total	**15%**	**77%**	**8%**

Customer Type	Data Segments High	Low	Medium
BUNDLE	10%	49%	42%
PREPAID	1%	98%	1%
SIMO	8%	39%	53%
Total	**7%**	**50%**	**43%**

Customer Type ▲	Avg of Call Duration	Avg of Days Calls Made	Avg of SMS Sent	Avg of Days SMS Sent	Avg of Data Volume	Avg of Days Data Used	Avg of Days Active	Sum of Averages
BUNDLE	288	17	34	6	12515	15	23	12837
PREPAID	55	6	3	1	310	2	10	368
SIMO	208	15	25	5	8283	21	25	8515
Total	**193**	**14**	**23**	**4**	**7522**	**18**	**23**	**7737**