



State with the Highest Churn Rate (Adamawa)

61.11%

Overview

Report

Age Classification

All

Subscription Plan

All

State

All

Month Name

All

MTN Q1 2025 CUSTOMER CHURN AND SEGMENTATION OVERVIEW

Total Revenue

199M

Average Total Revenue

204.67K

Churn Rate %

29.16%

Average Satisfaction Rate

2.95

Average Data Usage

99.30

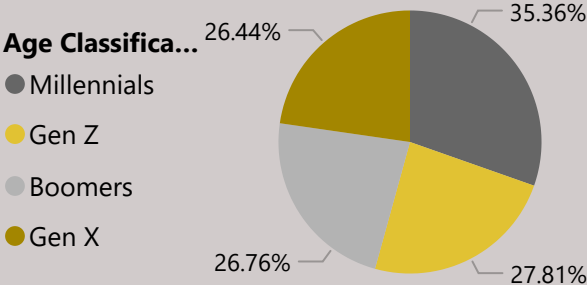
State with the lowest revenue (Lagos)

3M

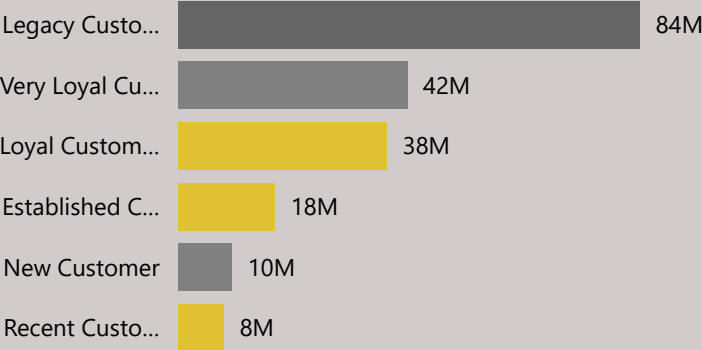
State with the highest revenue (Plateau)

9M

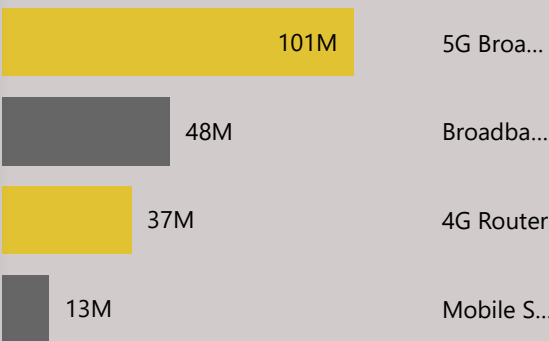
Churn Rate % by Age Classification



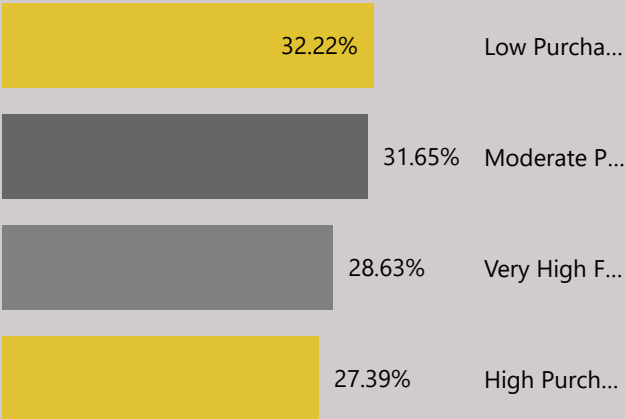
Total Revenue by Customer Tenure Category



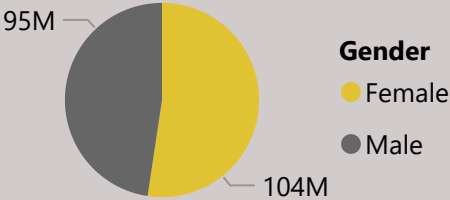
Revenue by MTN Device



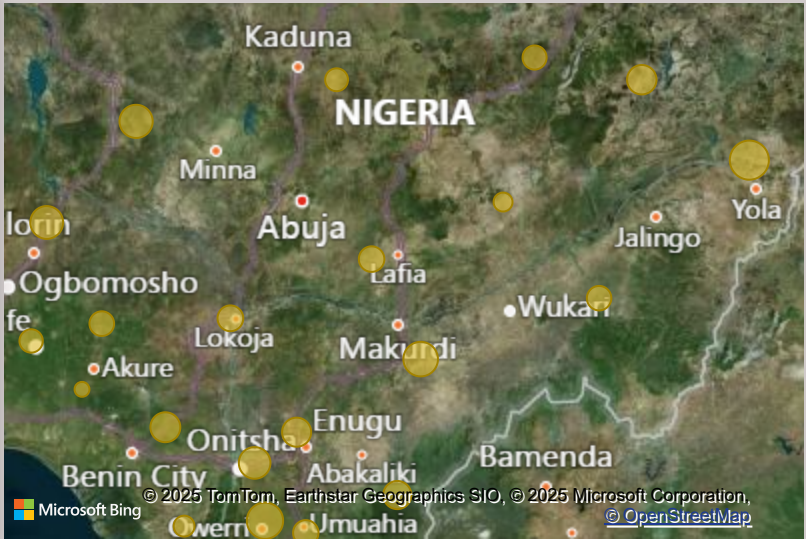
Churn Rate % by Purchase Frequency



Total Revenue by Gender



Churn Rate % by State



MTN Q1 CUSTOMER SEGMENTATION AND CHURN REPORT DASHBOARD

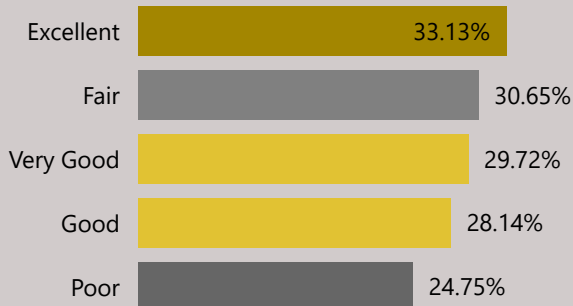


Overview

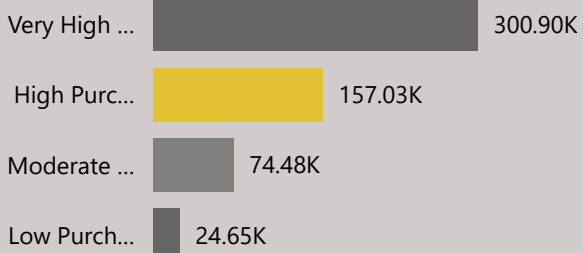
State

All

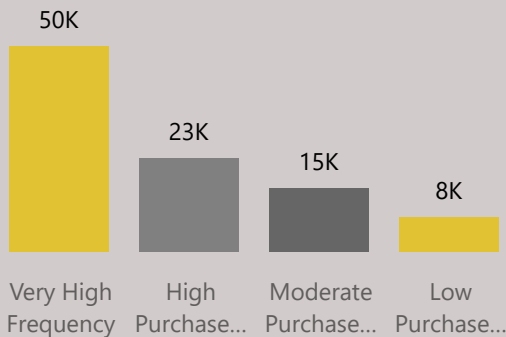
Churn Rate % by Customer Review



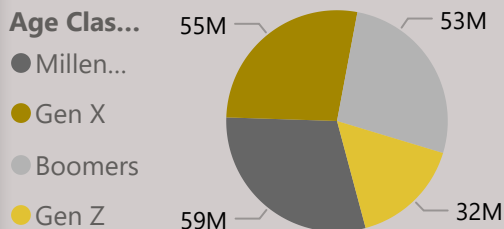
Average of Total Revenue by Purchase Frequency



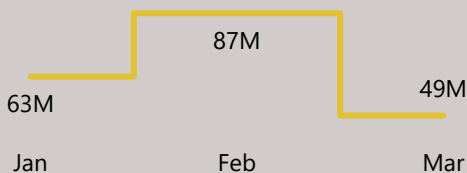
Data Usage by Purchase Frequency



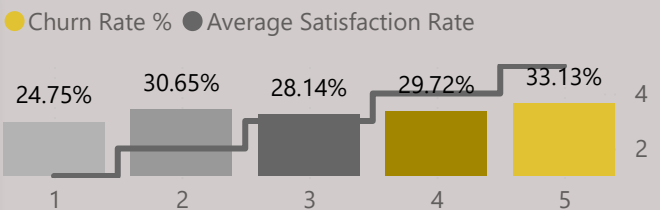
Total Revenue by Age Classification



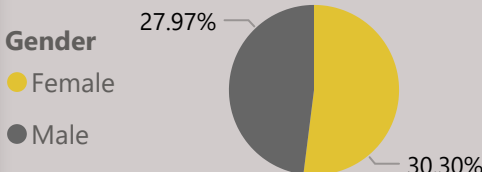
Total Revenue by Month Name



Churn Rate % by Satisfaction Rate



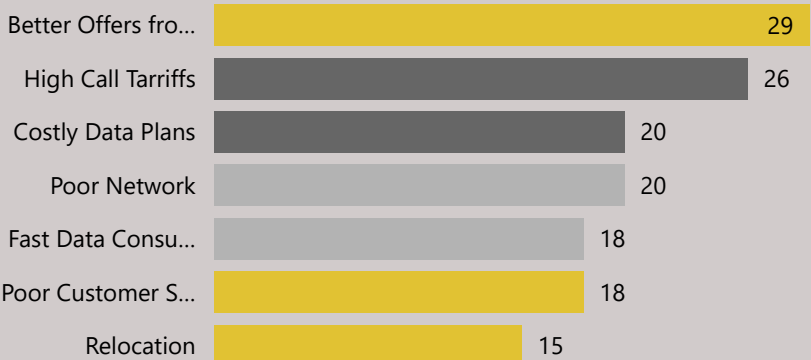
Churn Rate % by Gender



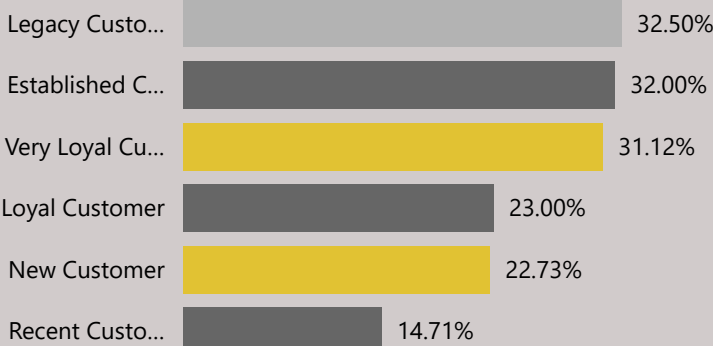
Churn Rate % by MTN Device



Customer ID by Reasons for Churn



Churn Rate % by Customer Tenure Category



Average Satisfaction Rate by Purchase Frequency

