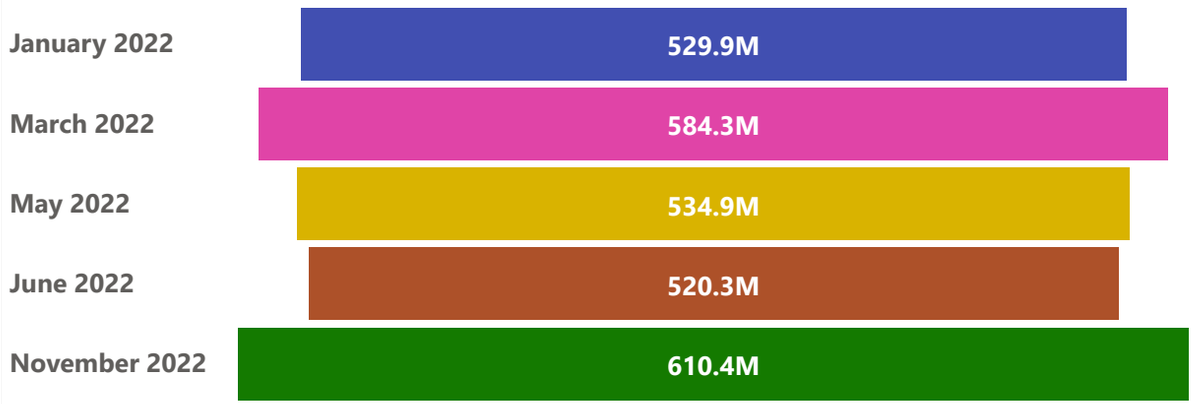
LUMOS 2023 QUARTER 1 BUSINESS REVIEW

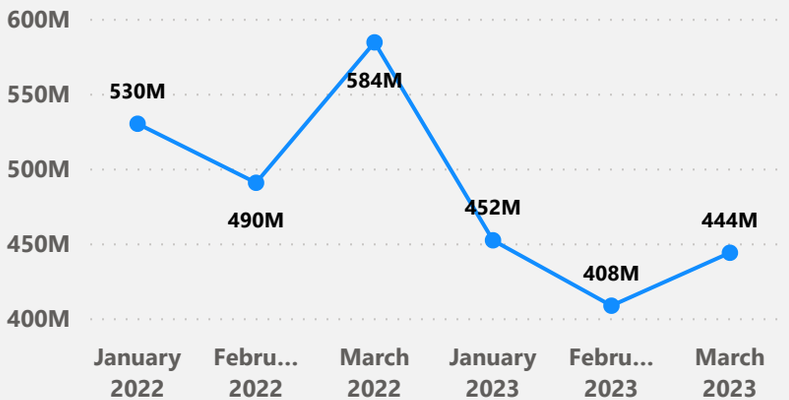
1.4bn	1.8bn	1.6bn	401M	227M	-22.2%	-13.9%
2023 Q1	2022 Q1	2022 Q 4	Diff Q1'22 > Q1'23	Diff Q4'22 > Q1'23	%change in rev Q1'22 & Q1'23	%change in rev Q1'23 & Q4'22

Top 5 months With Highest Repayment Revenue

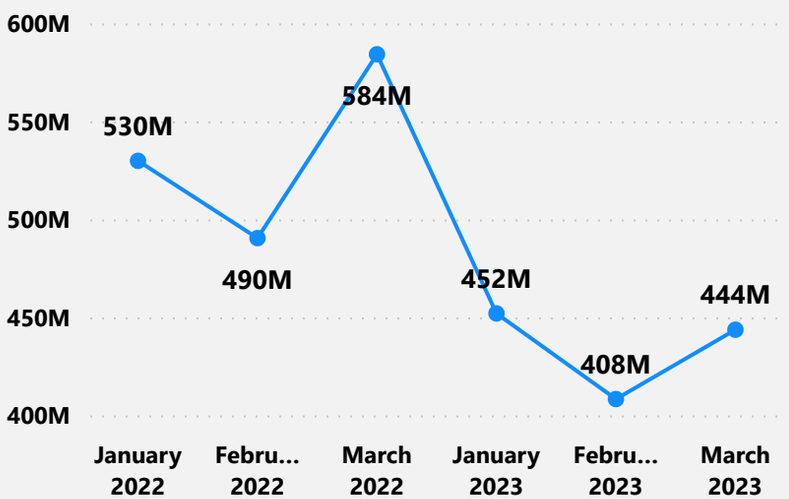


Month	CoralPay	DIRECT NG Bank	MTN	NIBSS	QuickTeller	Total
January 2022	26,599,640	0	493,736,520	2,802,420	6,795,480	529,934,060
February 2022	24,049,100	0	457,022,460	2,853,410	6,571,140	490,496,110
March 2022	28,342,040	0	542,374,660	6,422,450	7,150,610	584,289,760
January 2023	34,715,460	0	398,412,900	10,376,610	8,564,300	452,069,270
February 2023	33,155,110	0	365,085,855	1,869,910	8,271,060	408,381,935
March 2023	33,274,580	2,504,570	394,769,290	226,050	12,982,240	443,756,730

Revenue By Region 2022 Q1& 2023 Q1



Revenue By Product Category For 2022 Q1 and 2023 Q1



Region
All

Categories
All

63K
Q1'23 active_base

89K
Q1'22 active_base

698
2023 Q1 Acquisition

828
2022 Q1 acquisition

635
2022 Q4 Acquisition

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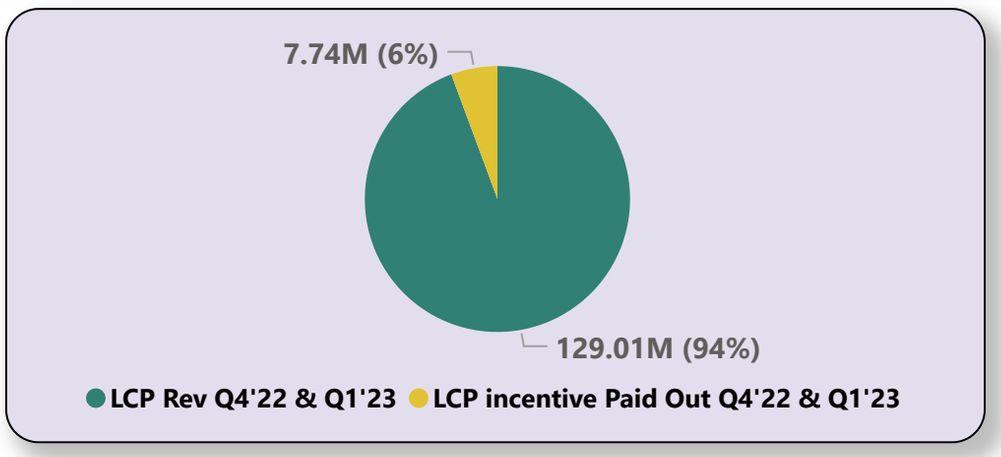
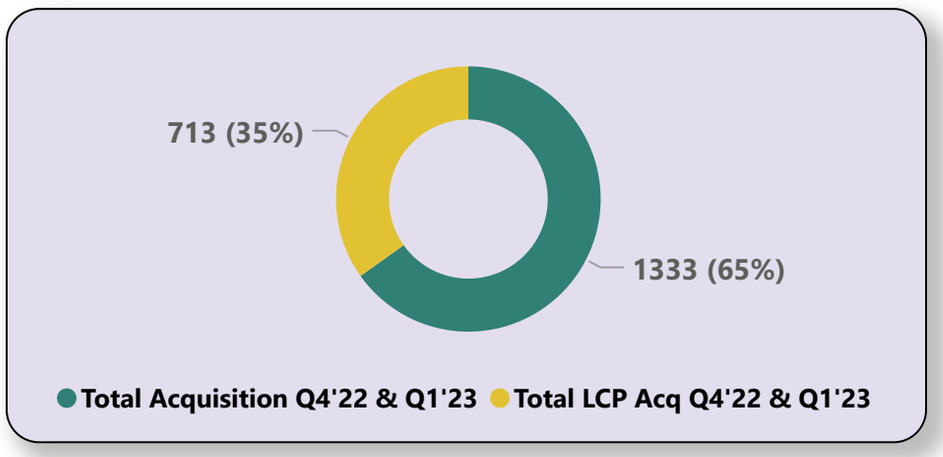


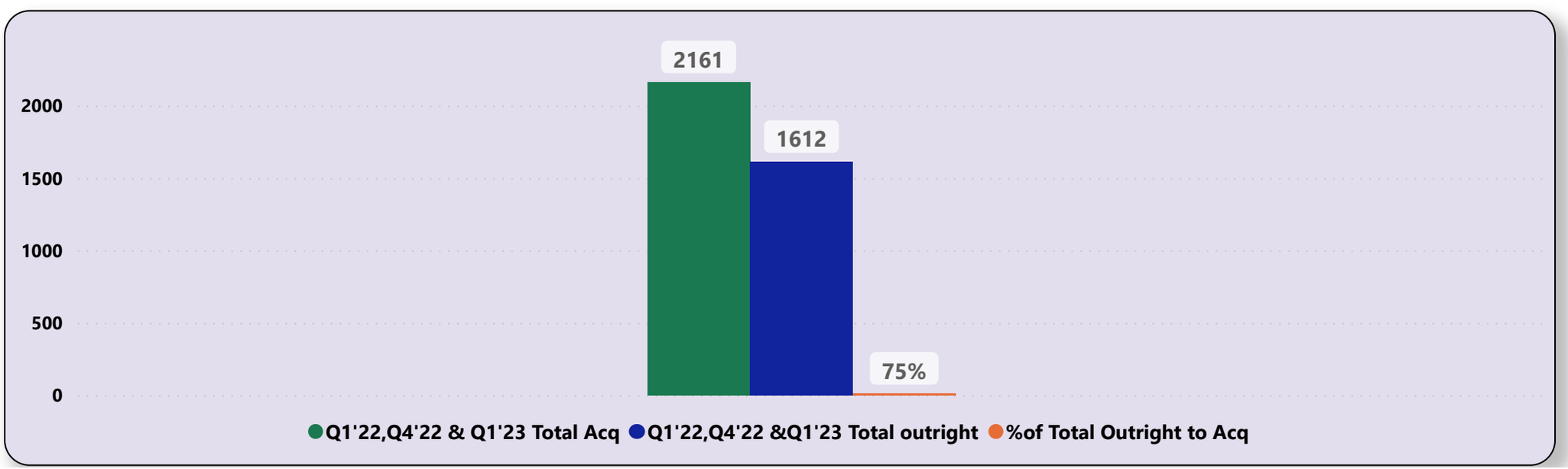


698
2023 Q1 Acquisition

635
2022 Q4 Acquisition

399
LCP Q1'23 acq

314
LCP Q4'22 acq



LUMOS 2023 QUARTER 1 BUSINESS REVIEW

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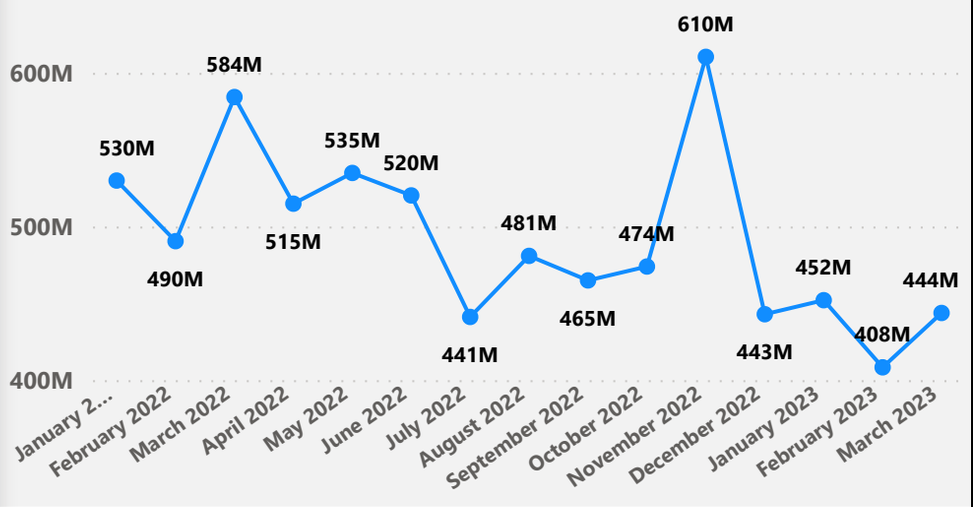
Revenue By Region Jan'22-Mar'23



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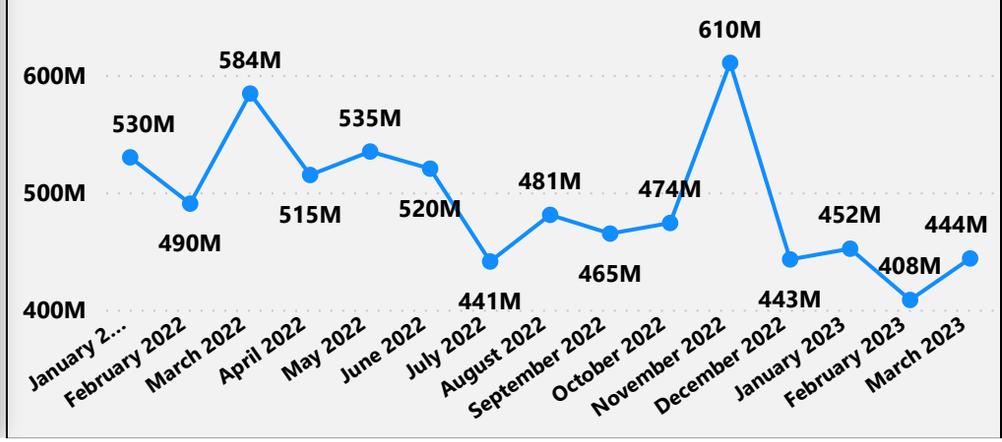
Revenue By Product Category Jan'22-Mar'23



LUMOS 2023 QUARTER 1 BUSINESS REVIEW

KEY INSIGHTS

- Comparing **Q1'22 with Q1'23**, there is a significant revenue drop by **22.2%. Also comparing Q4'22 with Q1'23, Q1'23 recorded 13.9% drop in revenue.**
- **Q1'22 and Q1'23 had similar revenue pattern with January high, dropped in February and increased in March except Q1'23 which had January revenue greater than March**. This could be as a result of **cash crunch and 2023 general elections**.
- It was evident from analysis and Visualization of **Top 5 months** with highest revenue that **not only Q1 every year had highest revenue,** there are other months that performed very well. There should be expectation of good performance in terms of revenue in **May, June and November based on data.**
- For Payment category, **Payment by MTN contributed 93%**, Coralpay contributed 5% while while QuickTeller contributed 1.2% and NIBSS contributed 0.8%.
- For Revenue by product category, **MTN-Legacy contributed 74.2%**, **MTN Unified** contributed 17.8%, **Airtel Non-LCP contributed 6.6% while LCP contributed 1.4%**. This could be as a result of repayment by numerous customers who subscribed to MTN payment method.
- **Total Acquisition in Q1'22, Q4'22&Q1'23 was 2161 out of which outright was 1612, represents 75%. This means the number of customers subscribing to rate plans are dropping or the target audience by lumos box sellers are those who could afford the box either outright or through rate plans. This is good for business as quantity and quality should be positively correlated.**
- **Out of 1333 acquisition between Dec'22 to Mar'23, LCP recorded 713 sales, accounted for 35%. This is good if this area could be explored more**.
- **Comparing the revenue generated through Lumos Community Partners between Dec'22-Mar'23 which is 129m naira with incentive paid out of approximately 8m naira which is 6% . This area of incentive partnership should be explored more for upselling of lumos box.**
- For revenue according to region **South West recorded highest revenue, accounted for 32% followed by South 28%, while North accounted for 23%, Lagos and FCT had 9% and 8% respectively. There is an undefined locations accounted for 0.2%.**

RECOMMENDATIONS

- Since the **outright sales take larger percentage of new acquisition**, **it is recommended to know the demography of buyers, as such, IT department should create additional fields for occupation, sex, age and the right locations using REA template for new customers**. This will help in **further analysis of customer's pattern**.
- The area of partnership should be explored more for good outreach and upselling of lumos box which will be incentive based. Partnering with already established big organizations will help in the upselling of lumos box

- ***DATA SOURCE: FINANCE REPORT, DB AND LCP SALES DOCUMENT***