




This visual does not support exporting.

From the chart above, out of **690** customers acquired between Dec'22 and Feb'23, **Outright accounts for 59.1%, 28M LTO accounts for 38.1% while 12M LTO account for 2.8%.**

Majority of customers prefer Longer LTO period as shown from the data, the repayment data will determine if it is effective or not.

Breaking it down to **Prime and Eco, Prime accounts for 73.3% while ECO accounts for 26.7%**

For sales channel categories which is divided into **MTN-NG and Direct-NG (Airtel)**. This means the network sim the box uses which customers prefer at point of acquisition.

Direct-NG accounts for **86.2% while MTN-NG accounts for 13.8%.**

created_date
All

690
Dec'22 -Feb'23 Total Acq...

261
Dec22 Acquisition

244
Jan'23 Acquisition

185
Feb'23 Acquisition

37.83
%Dec Total Acquisition

35.36
%Jan Total Acquisition

26.81
%Feb Total Acquisition




This visual does not support exporting.

From the chart above, out of **517** customers acquired between **Dec'21 and Feb'22**, **Outright accounts for 96.7% while 12M LTO account for 3.3%.**

Breaking it down to **Prime and Eco**, **Prime accounts for 61.3% while ECO accounts for 38.7%**

For **sales channel categories** which is divided into **MTN-NG and Direct-NG (Airtel)**. This means the **network sim the box uses which customers prefer** at point of acquisition.

Direct-NG accounts for 32.1% while MTN-NG accounts for 67.9%.

Month
All

517
Dec'21-Feb'22 acquisition

179
Dec'21 Acquisition

140
Jan'22 Acquisition

198
Feb'22 Acquisition

34.62
%Dec'21 Total Acquisition

27.08
%Jan'22 Total Acquisition

38.30
%Feb'22 Total Acquisition



SUMMARY

Dec'22-Feb'23 Customer Acquisition

Product_Category	Product_LTO	Total_Contract	Sales_channel
PRIME	Outright	220	Direct-NG
PRIME	28M LTO	205	Direct-NG
ECO	Outright	93	Direct-NG
PRIME	Outright	63	MTN-NG
ECO	28M LTO	58	Direct-NG
ECO	Outright	32	MTN-NG
PRIME	12M LTO	18	Direct-NG
ECO	12M LTO	1	Direct-NG
Total		690	

Dec'21-Feb'22 Customer Acquisition

Product_Category	Product_LTO	Total_Contract	Sales_channel
PRIME	Outright	218	MTN-NG
ECO	Outright	133	MTN-NG
PRIME	Outright	85	Direct-NG
ECO	Outright	64	Direct-NG
PRIME	12M LTO	14	Direct-NG
ECO	12M LTO	3	Direct-NG
Total		517	

173

Var btw 21-23 Acquisition

33.46

%Diff 21-23 Acquisition

CONCLUSION

- It is evident from the data that outright purchase of Lumos box received wide adoption between Dec'21 to Feb'22 and Dec'22-Feb'23.
- Majority of Customers who acquired the box prefer PRIME Lumos Yellow box, this may be as a result of higher capacity of PRIME.
- Direct-NG(Airtel) outperformed MTN-NG for Dec'22-Feb'23 but MTN-NG outperformed Direct-NG for Dec'21-Feb'22. This signals the adoption of Airtel as the company focuses more on customers acquisition with Airtel Lumos Box . There is a decline in acquisition from Dec'22 to Feb'23. January declined by 6.5% while February declined by 24.2% when compared with Dec'21-Feb'22 which recorded increase except January that dropped by 39 but increased in Feb'22 by 19. This might be as a result of government policy such as cash crunch and hardship.
- The data showed majority of customers prefer to subscribed to 28M LTO for Dec'22-Feb'23. The effectiveness of this will show on their repayment plan if the keep to their monthly repayment. No 28M LTO for Dec'21-Feb'22 data.
- Dec'22-Feb'23 recorded 33.46% increase in customer acquisition when compared with Dec'21-Feb'22 cycle.