**EXECUTIVE SUMMARY REPORT ON CHURN ANALYSIS**

**KEY METRICS OVERVIEW**

* **Total Revenue:** ₦199M
* **Churn Rate:** 29.16% (significantly above the goal of 10%)
* **Average Unit Price:** ₦19.20K
* **Customer Lifetime Value (CLV):** 65.13
* **Active Customers:** 690

**CHURN ANALYSIS**

***Churn Rate by Month***

* January: 271
* February: 450
* March: 253  
  *Churn peaked in February, indicating possible dissatisfaction during this period.*

***Churn Rate by Device***

* Mobile SIM Card: 31.2%
* 4G Router: 30.1%
* 5G Router: 27.9%
* Broadband Mifi: 26.8%  
  *Mobile users show the highest churn tendency.*

***Churn by Age Group***

* Highest churn occurs around age 30–50.
* Younger and older customers show lower churn rates.

**REVENUE AND PRODUCT INSIGHTS**

***Top Devices Sold (Units & Revenue)***

* 5G Broadband Router: 229 units
* Broadband MiFi: 228
* 4G Router: 216
* Mobile SIM Card: 301

***Top 5 Selling Data Plans***

* 60GB Monthly: 81 units
* 150GB FUP Monthly: 78
* 30GB Monthly: 77
* 165GB FUP: 73
* 300GB FUP Monthly: 72

**CUSTOMER FEEDBACK AND CHURN DRIVERS**

***Customer Review Ratings***

* Majority of users rated "Very Good" or "Excellent"

***Top Reasons for Churn***

* Costly Data Plans: 730
* High Call Tariffs: 54
* Better Offers from Competitors: 52
* Poor Network: 45
* Poor Customer Service: 34
* Fast Data Consumption: 32

**INSIGHTS AND RECOMMENDATIONS**

***Insight***

* High churn rate (29.16%) needs urgent attention
* Costly data plans are the major churn factor

***Recommendation***

* Implement cost reduction strategies and customer retention initiatives.
* Consider bundling, loyalty discounts, and flexible plans.
* Review the performance of high-churn devices like mobile sims and routers.
* Launch targeted retention campaigns in states like akwa ibom.
* Address concerns of age group 30–50 with personalized retention offers.
* Improve network quality and customer service experience.