

The left side of the slide features ten vertical bars of varying heights. Each bar contains a background image of a network visualization, with glowing orange and yellow nodes connected by thin white lines. In the lower portion of each bar, there are silhouettes of people standing on a light blue surface, looking up at the network. The overall theme is telecommunications and network analysis.

TELECOM NETWORK SURVEY & ANALYSIS

(2024)

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INTRODUCTION

This dataset provides insights into the operational and usage patterns of Telecom Network users over a specified period (28th April – 5th May, 2025). It contains records related to user activities, age, state of origin, most used apps, religion, amount spent on data weekly, monthly income range and monthly savings.



PROCESS WORKFLOW

Data Collection



Data Cleaning



Analysis & Insights



Visualization



Recommendations



Conclusion

UNCLEAN DATASET

Timestamp	Gender	Favorite Color	Religion	Age Range	State	IOS or Android	How many hours do you use it daily	How much do you spend monthly	3 most used social media
4/28/2024 20:19:57	Female	Pink	Female	26- 35	Oyo State	IOS	5hours or less	3000	WhatsApp, Twitter and
4/28/2024 20:28:10	Male	Blue	Islam	26- 35	Ogun state	los	10	1500	X
4/28/2024 20:35:19	Male	Blue	Islam	26- 35	Lagos	Andriod	5	2000	Instagram, whatsapp a
4/28/2024 20:35:49	Female	White and black	Christian	26- 35	Ogun	los	About 10 hours a day	2000	WhatsApp, Instagram,
4/28/2024 20:35:54	Male	Blue	Christian	36 and Above	OSUN	Android	12	1500	Facebook, x twitter an
4/28/2024 20:38:16	Female	Nude	Christain	26- 35	Delta State	Android	Almost 24 hrs	4000	Instagram, WhatsApp
4/28/2024 20:39:45	Female	Green	Christianity	36 and Above	Lagos	IOS	4	5,000	Google, Instagram, W
4/28/2024 20:39:45	Male	White	Christian	26- 35	Imo	Android	10	7000	WhatsApp, Instagram,
4/28/2024 20:53:35	Female	Blue	Islam	18 -25	Lagos	iOS	10	Between 3k-5k	WhatsApp, Instagram
4/28/2024 20:58:54	Male	Sky blue	Christianity	36 and Above	Imo	Android	Over 4 hrs	1500	WhatsApp, Instagram
4/28/2024 21:04:00	Female	None	Christianity	26- 35	Lagos	iOS	Maybe 5 in 24hrs	2k	Instagram, WhatsApp
4/28/2024 22:28:41	Male	Sky Blue	Christianity	36 and Above	Kogi	Android	2	2,000	WhatsApp, Facebook
4/28/2024 23:20:41	F	White	Christian	26- 35	Edo	iOS 15	23	30,000	WhatsApp, IG and Sn
4/29/2024 0:18:49	Male	Blue	Christian	26- 35	Akwa Ibom	Android	14	1500	WhatsApp, Instagram,
4/29/2024 4:52:10	Male	Blue	Christianity	36 and Above	Akwa ibom	Android	6 hours	£45	WhatsApp
4/29/2024 6:14:38	Female	Black	Christain	18 -25	Edo state	iOS	5hours	3000	WhatsApp,Facebook,T
4/29/2024 6:16:13	M	Blue	Christianity	26- 35	Enugu	Android	2hrs	1k	WhatsApp, Tiktok & F
4/29/2024 7:52:17	MALE	WHITE	CHRISTIAN	26- 35	DELTA	IOS	4	6000	WHATSAPP, FACEBO
4/29/2024 8:36:00	Male	Black	Islam	26- 35	Ogun	Andriod	13 hours	2500 Naira	Whatsapp, X and May
4/29/2024 8:49:36	Male	Green	Christian	26- 35	Edo	Android	7	500	WhatsApp n Faceboo



DATA CLEANING PROCESS

Checked missing values

Correct typos and errors

Filtered out irrelevant data

Trimmed spaces

Created consistent categories and

Data type conversion

CLEANED DATASET

Timestamp	Gender	Favorite Color	Religion	Age Range	State	Phone type	Gender&PhoneType	How many hours	Amount spent on data	Social media App	Month
4/28/2024 20:19:57	Female	Pink	Christianity	26-35	Oyo	IOS	Female IOS	5 Hours	3,000	Whatsapp	
4/28/2024 20:28:10	Male	Blue	Islam	26-35	Ogun	IOS	Male IOS	10 Hours	1,500	Twitter	
4/28/2024 20:35:19	Male	Blue	Islam	26-35	Lagos	Android	Male Android	5 Hours	2,000	Whatsapp	
4/28/2024 20:35:49	Female	White	Christianity	26-35	Ogun	IOS	Female IOS	10 Hours	2,000	Whatsapp	
4/28/2024 20:35:54	Male	Blue	Christianity	36-100	Osun	Android	Male Android	12 Hours	1,500	Facebook	
4/28/2024 20:38:16	Female	Nude	Christianity	26-35	Delta	Android	Female Android	24 Hours	4,000	Instagram	
4/28/2024 20:39:45	Female	Green	Christianity	36-100	Lagos	IOS	Female IOS	4 Hours	5,000	Google	
4/28/2024 20:39:45	Male	White	Christianity	26-35	Imo	Android	Male Android	10 Hours	7,000	Whatsapp	
4/28/2024 20:53:35	Female	Blue	Islam	18-25	Lagos	IOS	Female IOS	10 Hours	4,000	Whatsapp	
4/28/2024 20:58:54	Male	Blue	Christianity	36-100	Imo	Android	Male Android	4 Hours	1,500	Instagram	
4/28/2024 21:04:00	Female	Black	Christianity	26-35	Lagos	IOS	Female IOS	5 Hours	2,000	Instagram	
4/28/2024 22:28:41	Male	Blue	Christianity	36-100	Kogi	Android	Male Android	2 Hours	2,000	Whatsapp	
4/28/2024 23:20:41	Female	White	Christianity	26-35	Edo	IOS	Female IOS	23 Hours	30,000	Snapchat	
4/29/2024 0:18:49	Male	Blue	Christianity	26-35	Akwa Ibom	Android	Male Android	14 Hours	1,500	Facebook	
4/29/2024 4:52:10	Male	Blue	Christianity	36-100	Akwa Ibom	Android	Male Android	6 Hours	2,000	Whatsapp	
4/29/2024 6:14:38	Female	Black	Christianity	18-25	Edo	IOS	Female IOS	5 Hours	3,000	Whatsapp	
4/29/2024 6:16:13	Male	Blue	Christianity	26-35	Enugu	Android	Male Android	2 Hours	1,000	Whatsapp	
4/29/2024 7:52:17	Male	White	Christianity	26-35	Delta	IOS	Male IOS	4 Hours	6,000	Whatsapp	
4/29/2024 8:36:00	Male	Black	Islam	26-35	Ogun	Android	Male Android	13 Hours	2,500	Twitter	
4/29/2024 8:49:36	Male	Green	Christianity	26-35	Edo	Android	Male Android	7 Hours	500	Facebook	



ANALYSIS & INSIGHTS

Total user:
132

Male:
68

Female:
64

*Android
users:*
69

IOS users:
61

*Android & IOS
users:*
2

*Data revenue
weekly:*
2.7m

*#1 social
media app:*
WhatsApp

*Highest
Income State:*
LAGOS

DASHBOARD

TELECOM NETWORK SURVEY & ANALYSIS REPORT (2024)

Total User:
132

Data Revenue weekly:
₦2,659,275

Most income range by State:
Lagos State

#1 social media app:
Whatsapp

Gender

Female

Male

Months

1-May

28-Apr

29-Apr

2-May

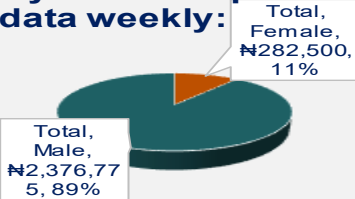
30-Apr

3-May

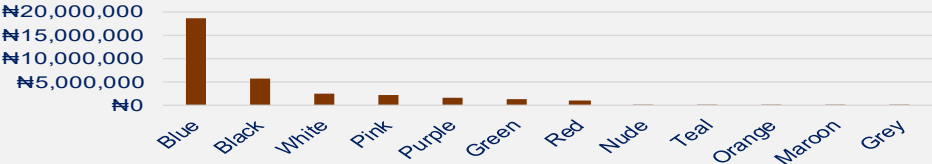
4-May

5-May

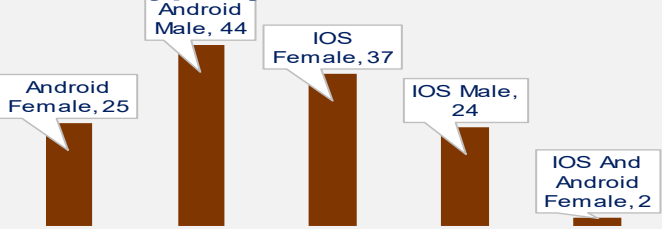
Gender by Amount Spent on data weekly:



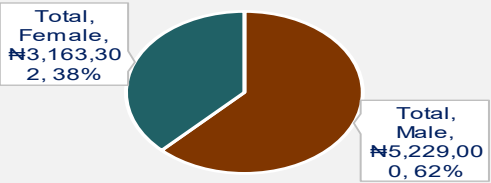
Sum Monthly income range by Color:



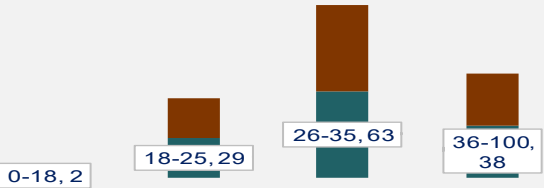
Phone type by Gender:



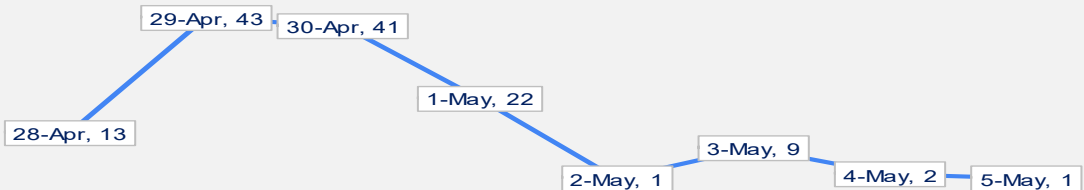
Monthly savings by Gender:



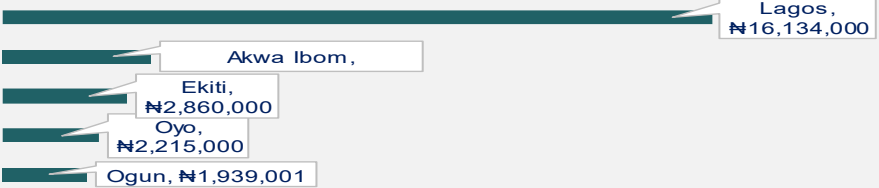
Age by Phone type:



Daily response trend:



Top 5 States by Monthly Income range:





RECOMMENDATIONS

> The Company Should Strengthen Customer Relationships

- * Introduce a referral program
- * Improve customer services response time
- * Gather testimonials and turn them into adverts.

> Joint Social Media Promotion

- * The company should run a promo between WhatsApp and other less used social media apps like YouTube, Google and TikTok.

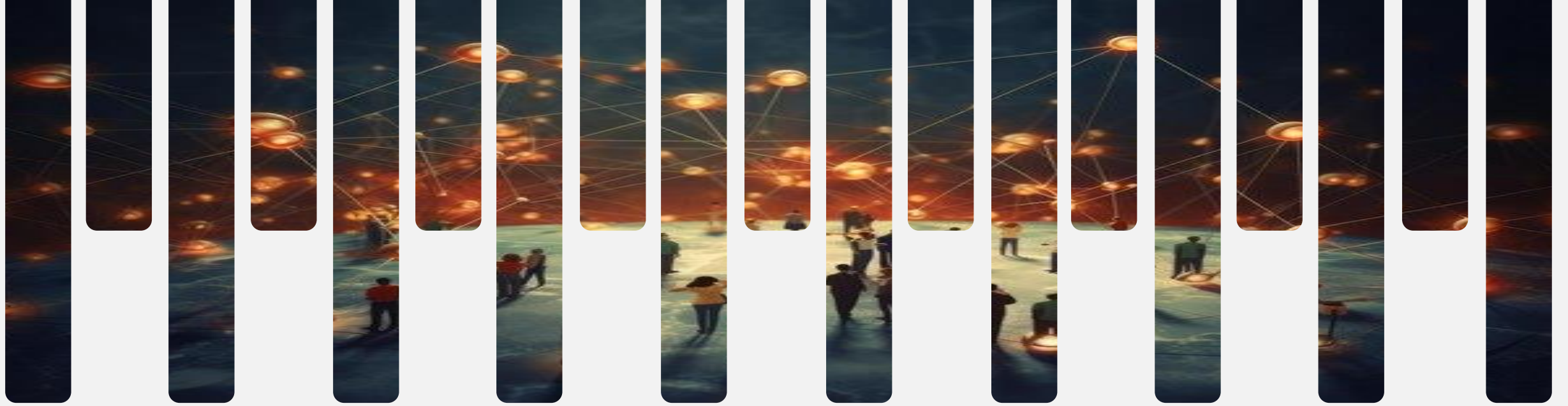
> Offer Promotions towards month ends

- * Based on the daily response trends, the company should consider end of the month promotions to attract more customers



CONCLUSION

This mini presentation created a comprehensive and relatable dashboard alongside Insights and recommendations using the provided dataset which would help optimize the company services.



Thank you!