5000
Total Subscribers

300.23
Avg 30D Data Usage
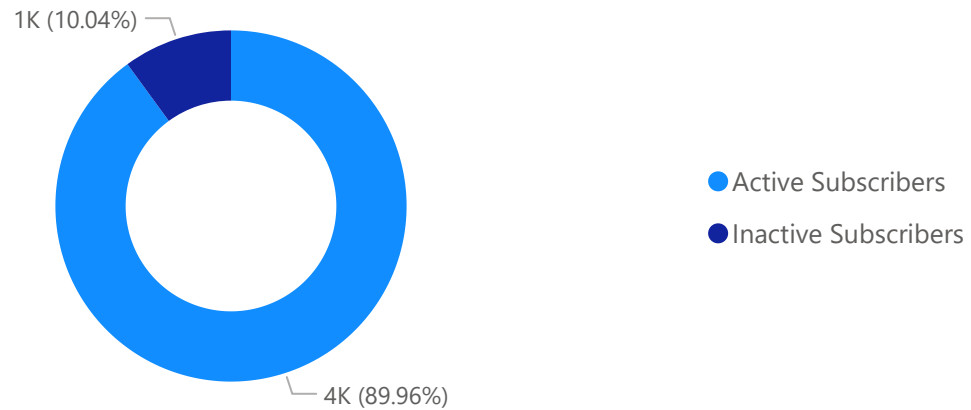
3.34K
Total Network Events (30D)
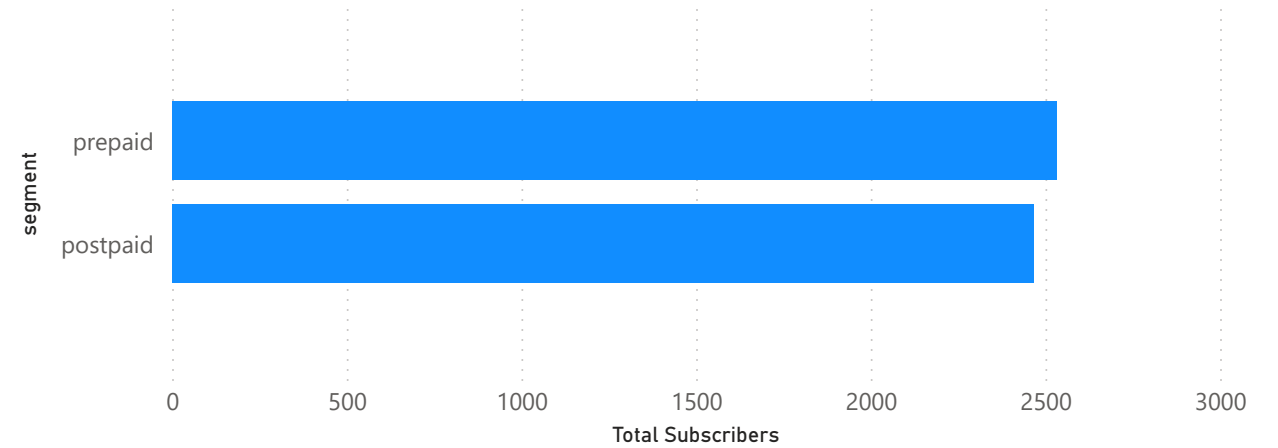
3162
At-Risk Subscribers (30D)
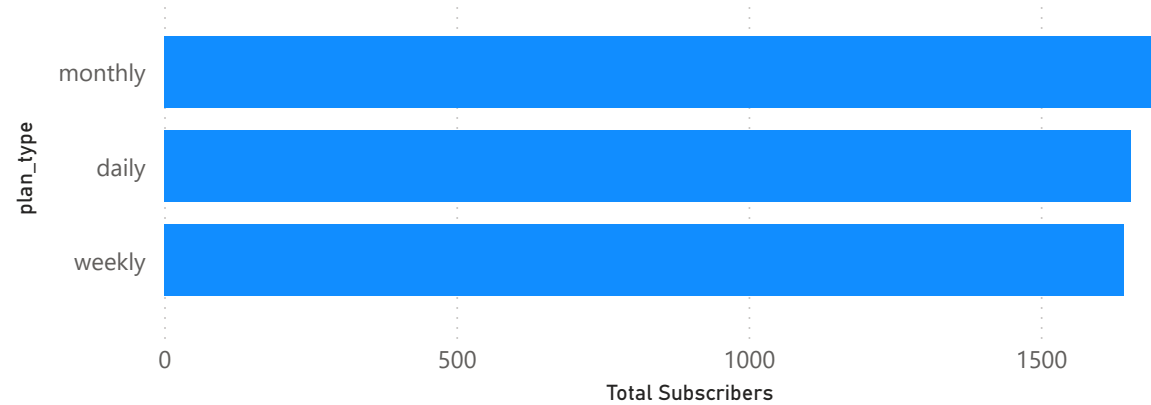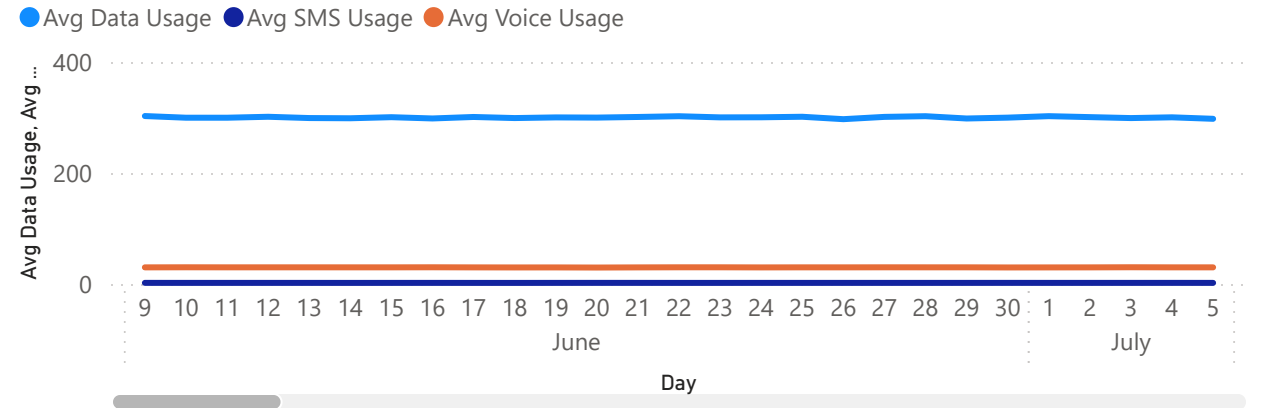
Subscriber Activity Status

1K (10.04%)

Active Subscribers

Inactive Subscribers

4K (89.96%)

Subscriber Distribution by Segment

segment

prepaid

postpaid

0   500   1000   1500   2000   2500   3000

Total Subscribers

Subscriber Distribution by Plan Type

plan_type

monthly

daily

weekly

0   500   1000   1500

Total Subscribers

Average Network Usage Trends (Data, Voice, SMS)

Avg Data Usage   Avg SMS Usage   Avg Voice Usage

Avg Data Usage, Avg ...

400

200

0

9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 1 2 3 4 5

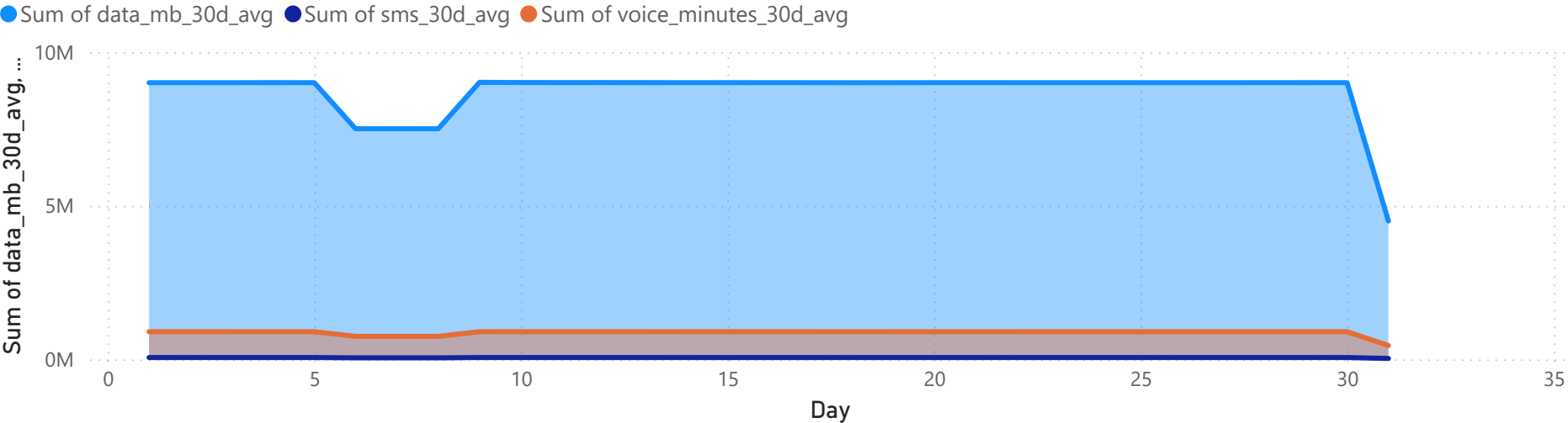June   July

Day

Subscriber Profile Filters

segment, plan_type, state

- [ ] postpaid
- [ ] prepaid

Short-Term Usage Trend (3-Day Rolling Averages)

● Sum of data_mb_30d_avg ● Sum of sms_30d_avg ● Sum of voice_minutes_30d_avg
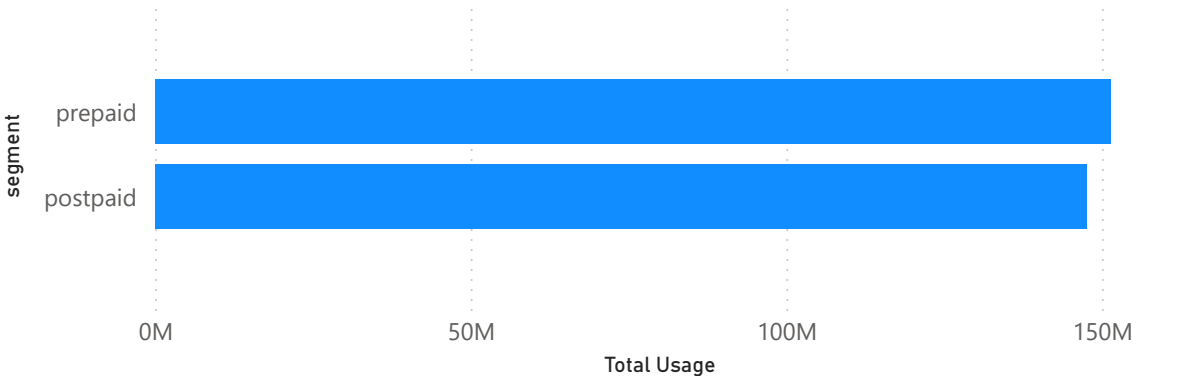

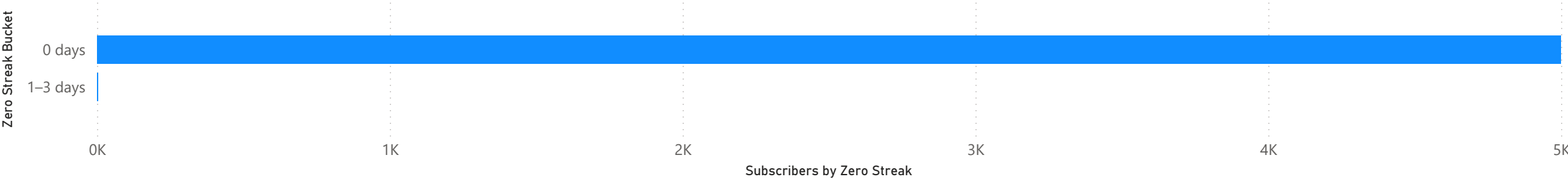## Recharge vs Usage Behavioral Map

segment ● postpaid ● prepaid
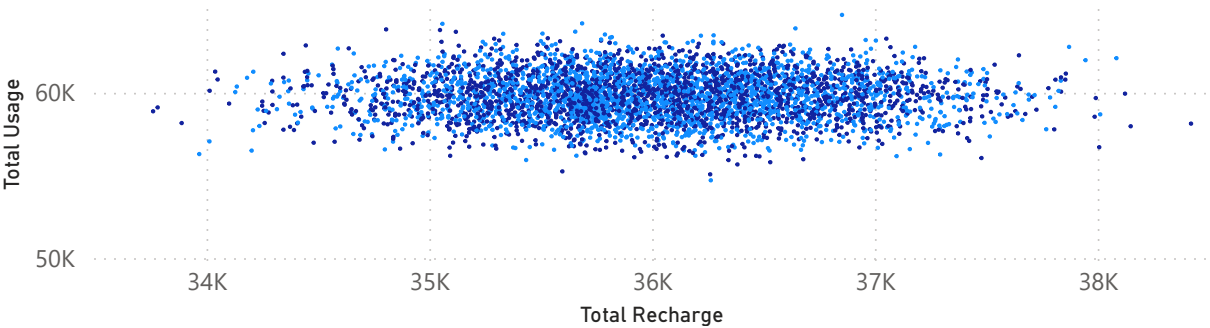
Prepaid vs Postpaid Contribution to Total Usage

Subscriber Inactivity Distribution (Zero-Usage Streaks)
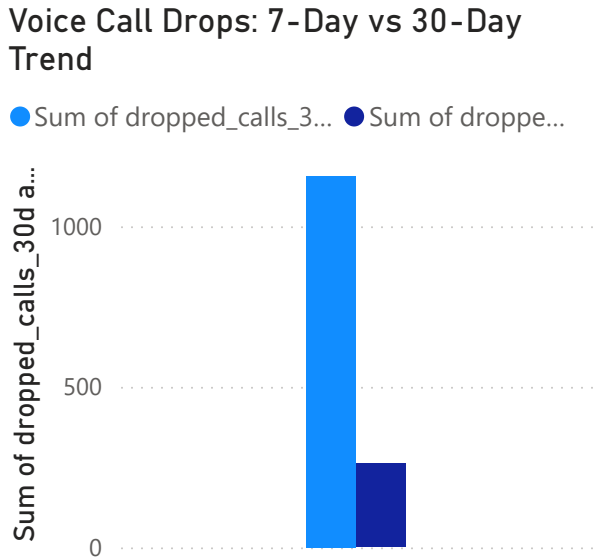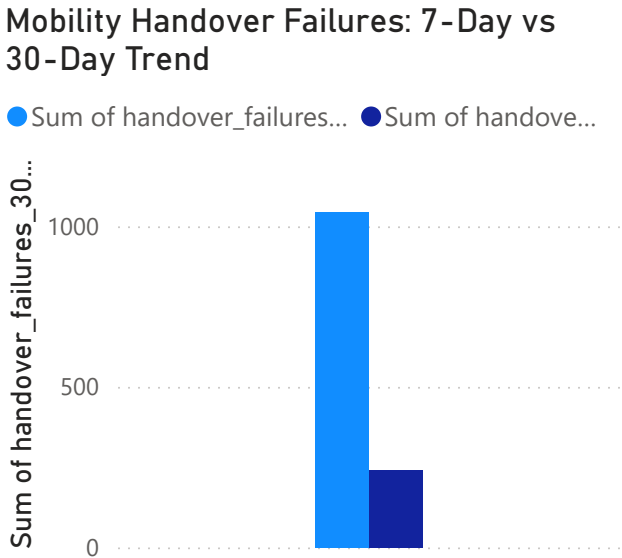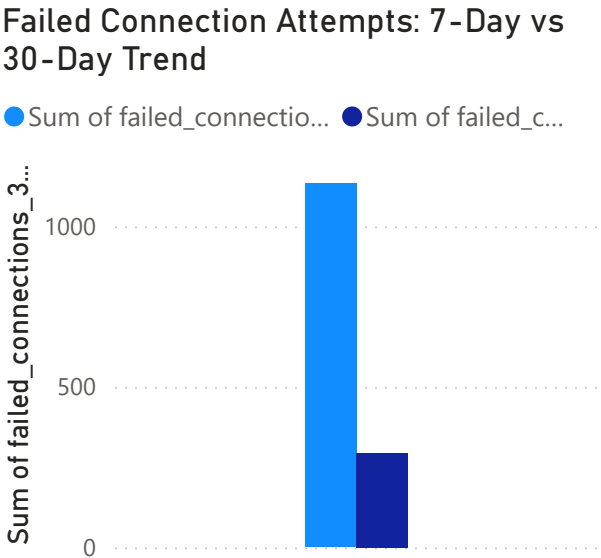
Subscriber & Region Filter
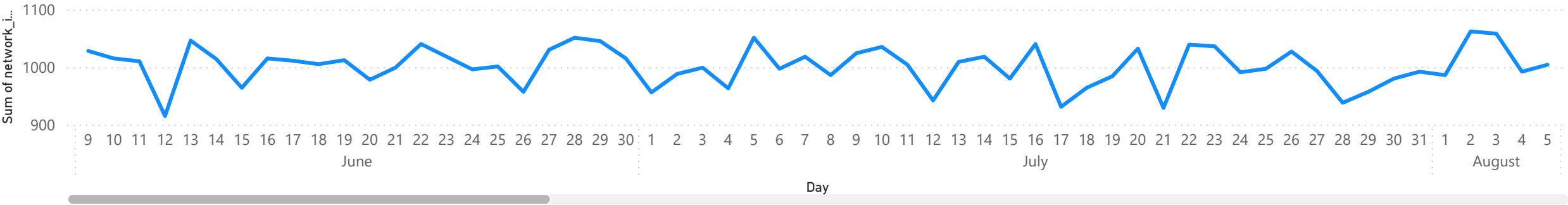segment, plan_type, region_type ⌄

⌄ ☐ postpaid

⌄ ☐ prepaid

Failed Connection Attempts: 7-Day vs 30-Day Trend
● Sum of failed_connectio... ● Sum of failed_c...

Mobility Handover Failures: 7-Day vs 30-Day Trend
● Sum of handover_failures... ● Sum of handove...

Voice Call Drops: 7-Day vs 30-Day Trend
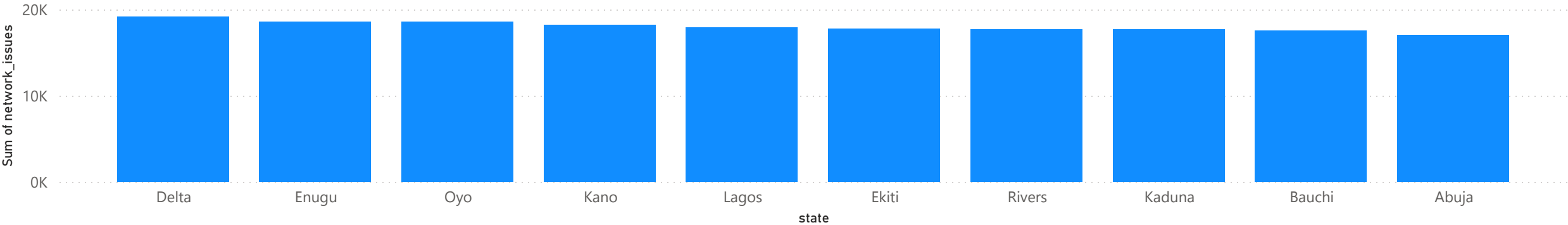● Sum of dropped_calls_3... ● Sum of droppe...

Daily Network Issue Volume Trend

Network Issues by State

Risk Filters

state, age_bucket, segment, plan_t... ⌄

- ⌄ ☐ Abuja
- ⌄ ☐ Bauchi
- ⌄ ☐ Delta
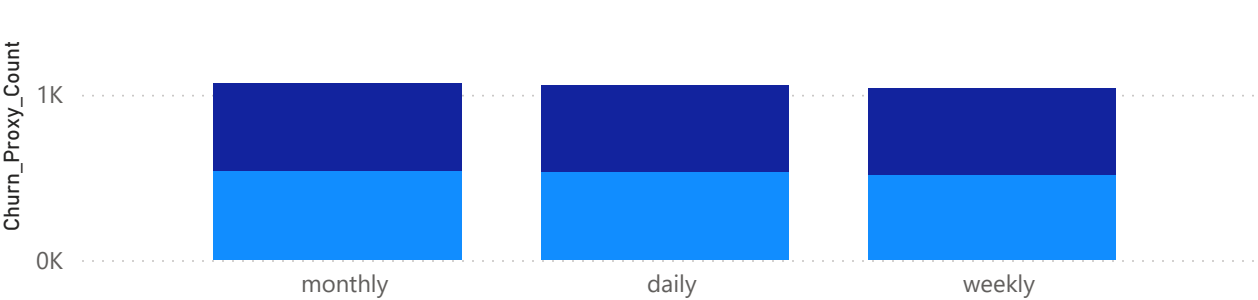- ⌄ ☐ Ekiti
- ⌄ ☐ Enugu
- ⌄ ☐ Kaduna
- ⌄ ☐ Kano

Behavioral Engagement Trends: At-Risk vs Active Users
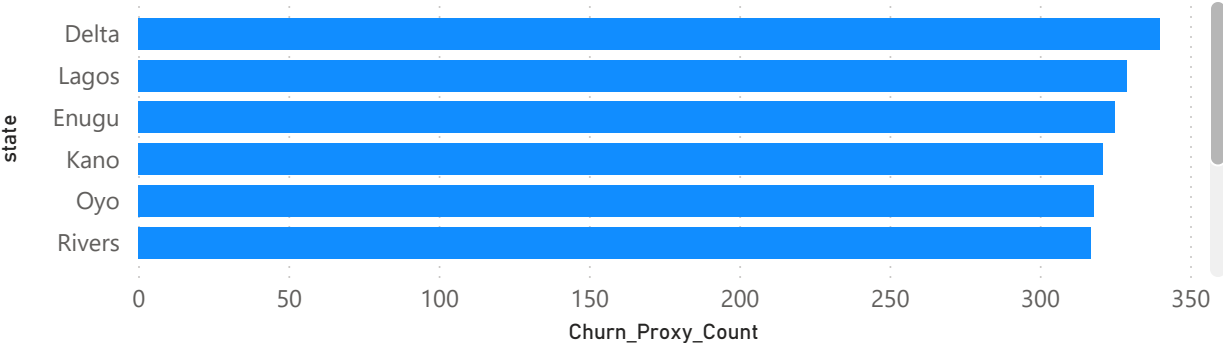
churn_proxy_30d ● 0 ● 1
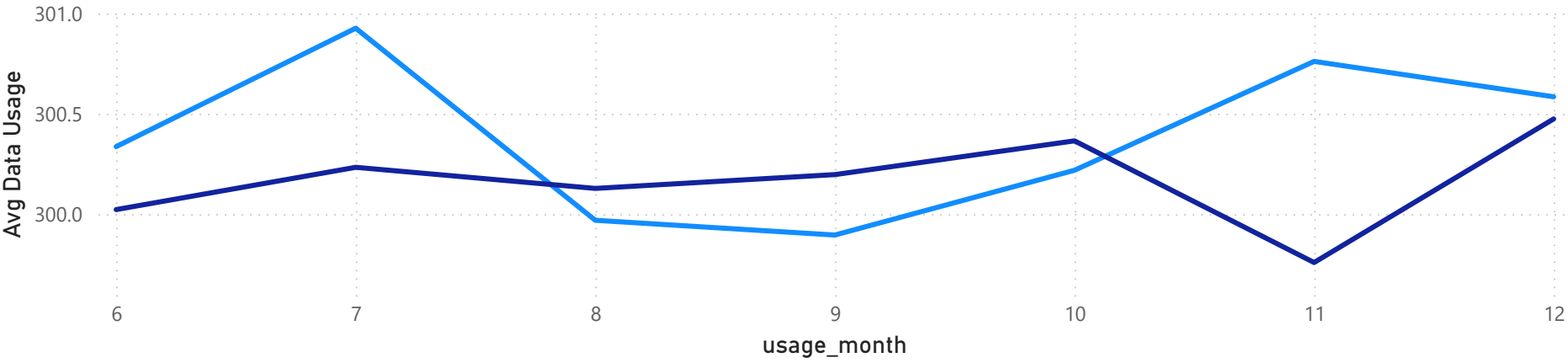
Churn Risk by Plan Type and Segment

segment ● postpaid ● prepaid

Churn Risk Distribution by State

Network Issues vs Subscriber Engagement

churn_proxy_30d ● 0 ● 1