



7.3 / 10

Retention Score

Retention & Risk Dashboard

32.39

Average of Tenure in Months

26.5%

Churn Rate %

Total Churned Customers by Tenure in Months



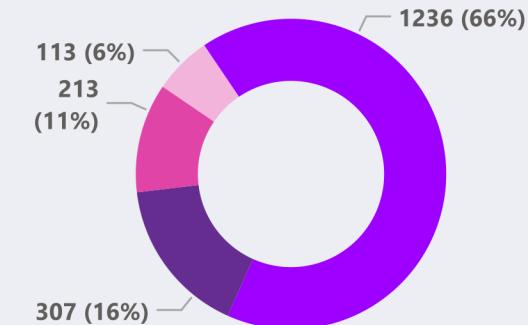
Contract

All

Total Churned Customers by Contract



Churn Risk by Internet Type



Internet Type

- Fiber Optic
- DSL
- Cable
- None



5.6/10
Growth Index

Acquisition & Growth Dashboard

Ksh456K

New MRR

Ksh4,400

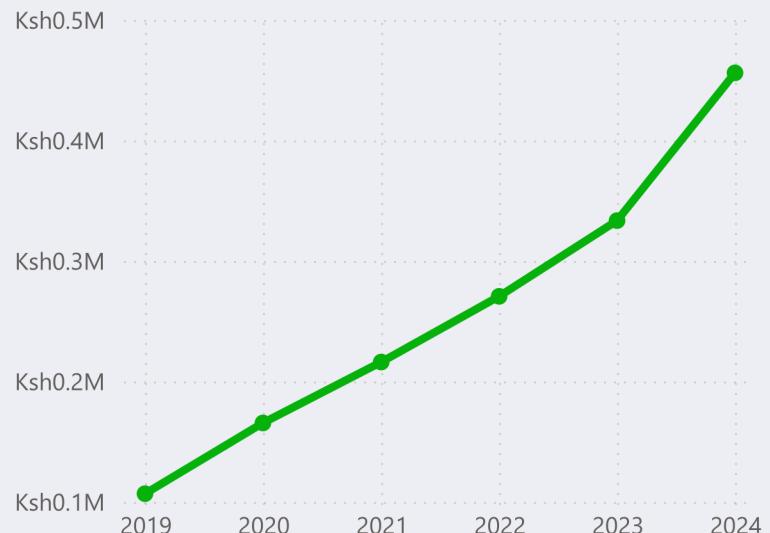
Customer Lifetime Value

Ksh65

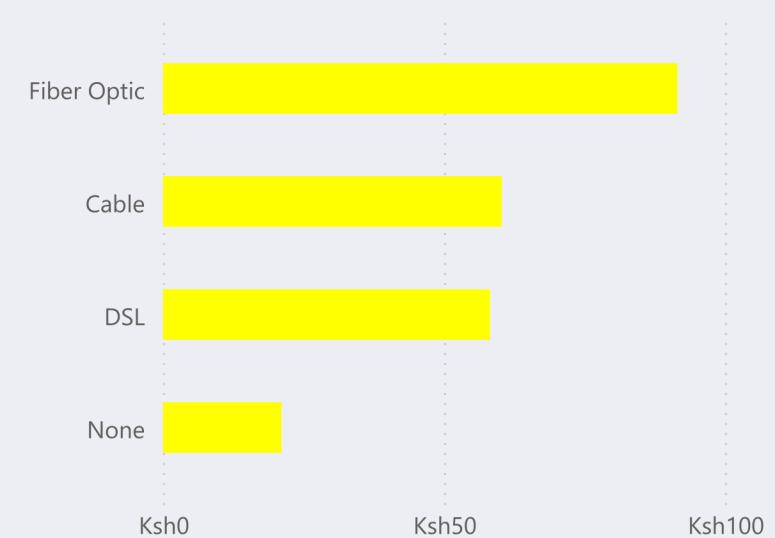
ARPU

All

Monthly Recurring Revenue by Year



ARPU by Internet Type



Telco Customer Intelligence Suite

Executive Summary

Addressing 26.5% Churn Rate & Protecting MRR

Key Performance Indicators (KPIs)

Acquisition Health: 5.6 / 10

Ksh 456K New MRR,

High reliance on low-stability contracts



Retention Health: 7.3 / 10

Tenured users stable,

Elevated “Early-Stage” risk



Customer Value: Ksh 4.4K LTV

Avg. Revenue per New Subscriber



Critical Insights

The “6-Month Churn Cliff”

Massive spike in cancellations in first 6 months



Contract Vulnerability



Month-to-Month contracts = Highest Risk

10% Shift to 1-Year Plans Needed

High-Value Friction



Fiber Users = High ARPU, High Churn

Service Quality Gap

Strategic Roadmap

Immediate

Launch “90-Day New Joiner” Program



Growth

Focus on Long-Term Contracts



Optimization

Audit Fiber Optic Infrastructure

