

MTN TELECOM ANALYSIS REPORT

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₦26.07M

Total Revenue

₦2.61K

ARPU

10K

Total Customers

3.00

Average Satisfaction Score

50K

Total Support Tickets

7.46

Average Call Drop Rate

3.00

Average Network Quality

State

All

Customer Tier

All

Age Group

18-25

36-50

26-35

50

Gender

Female

Male

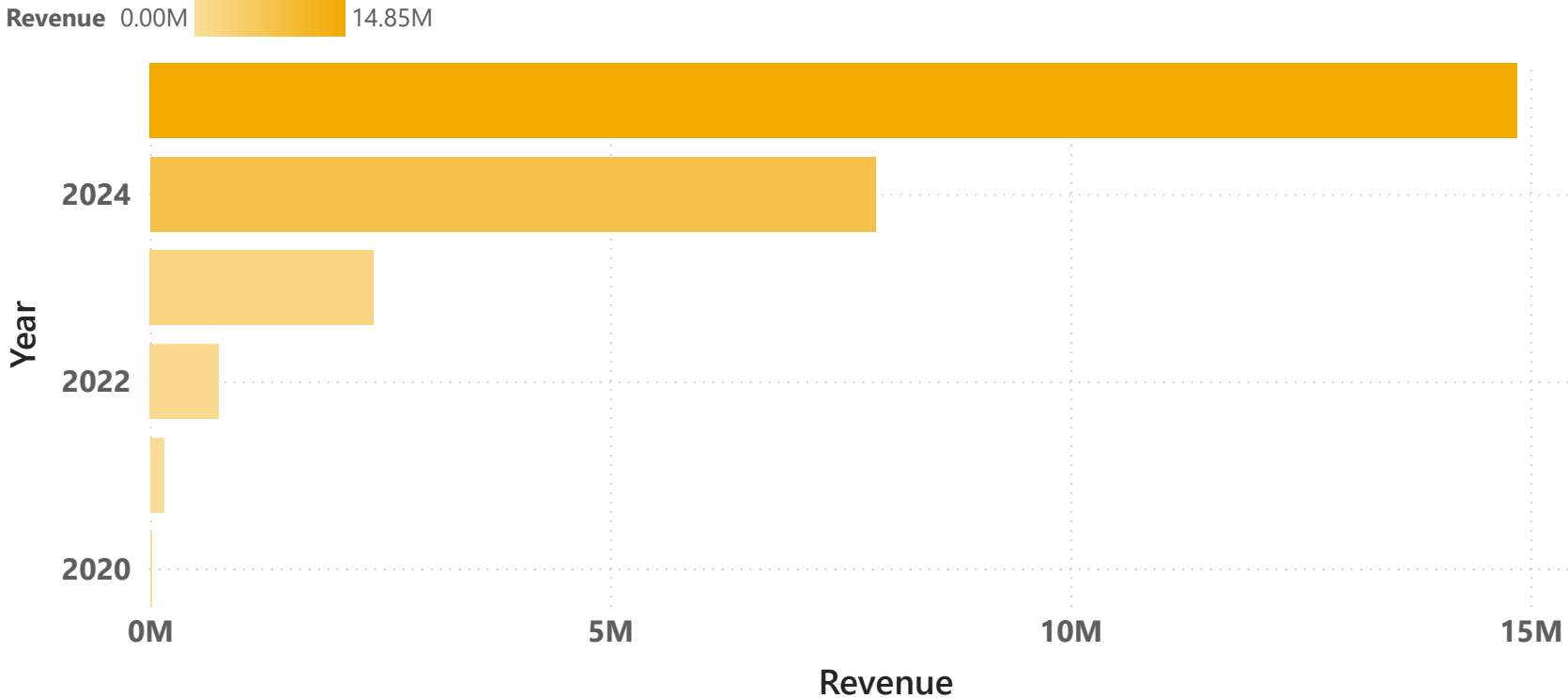
Payment Status

☐ OVERDUE

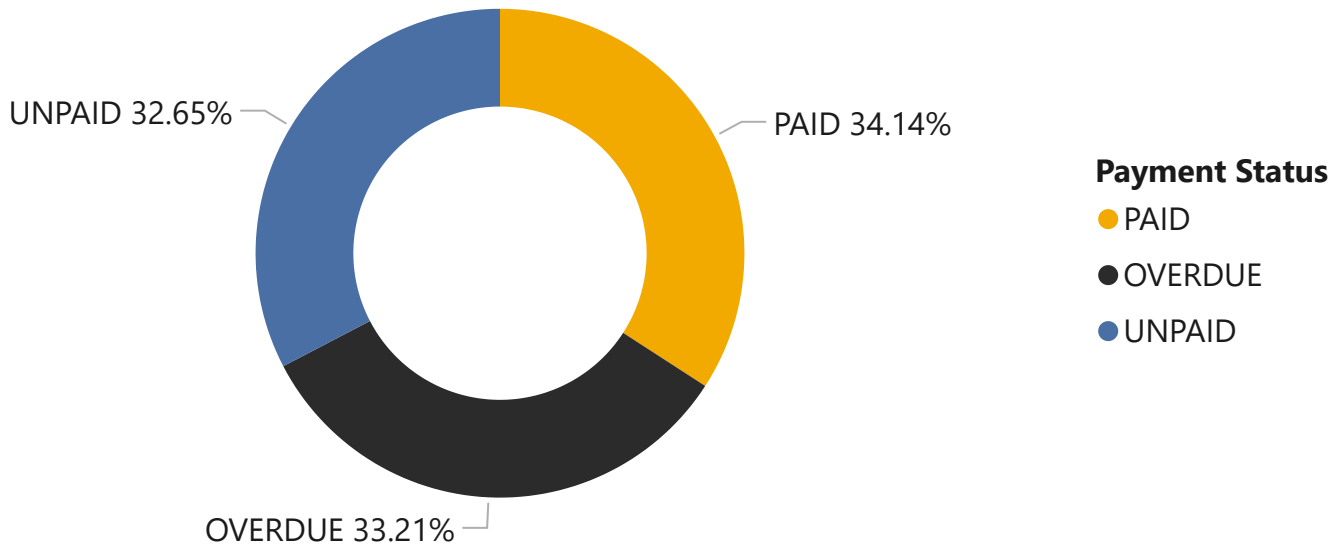
☐ PAID

☐ UNPAID

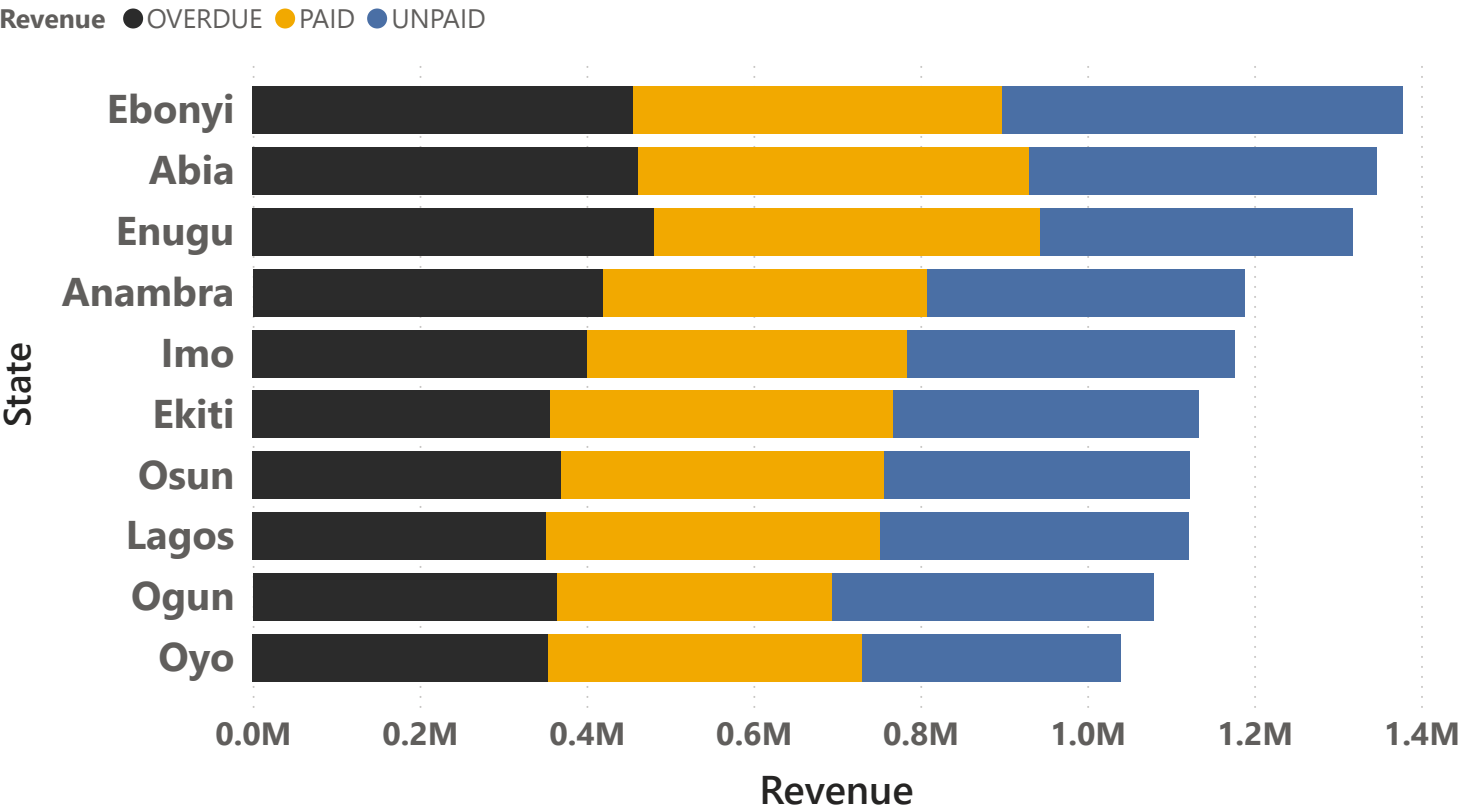
Year over Year Revenue Chart



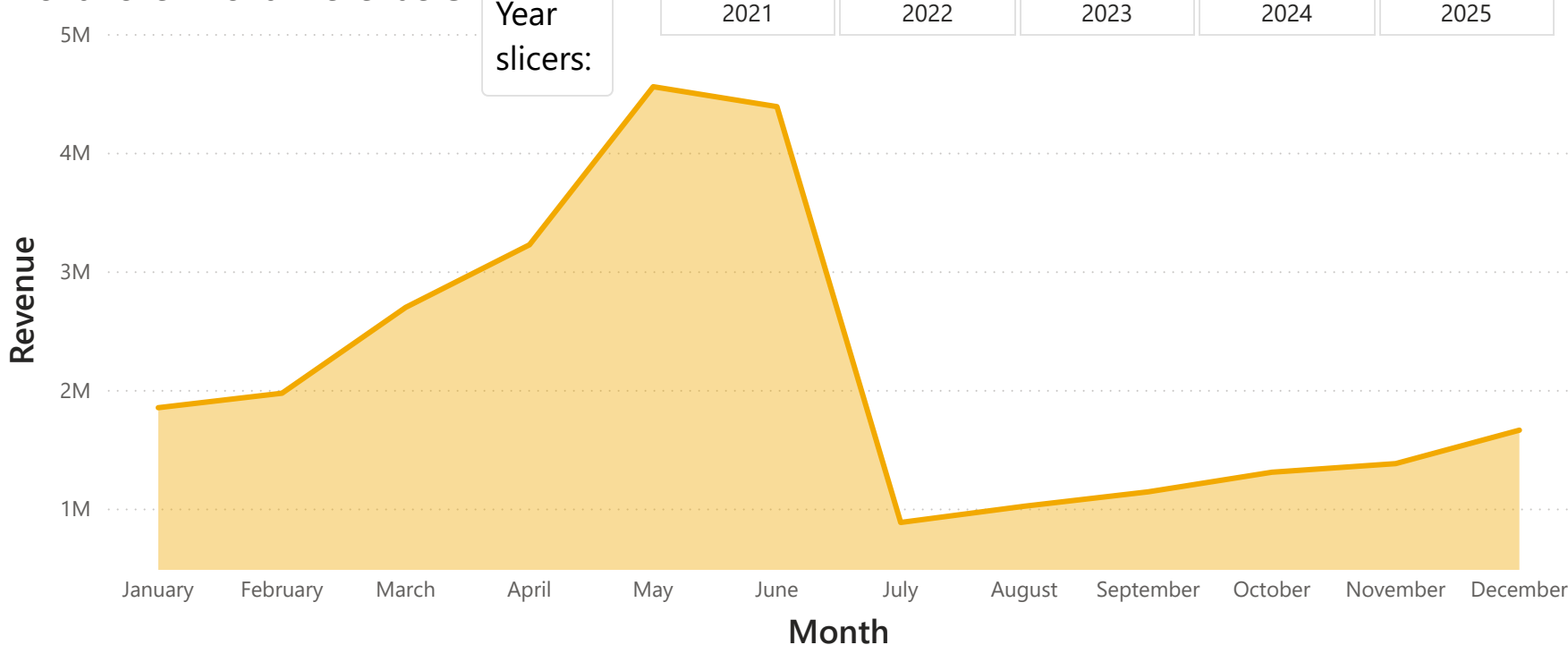
Payment Status Across Customer Base



Revenue Across States (HIGHEST)



Month over Month Revenue Chart



NETWORK OPERATIONS ANALYSIS

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Customer Tier

- ☐ Bronze
- ☐ Gold
- ☐ Platinum
- ☐ Silver

Plan Type

- ☐ combo
- ☐ data
- ☐ voice

Plan Name

All

OS Type

All

Network Quality Across States (LOWEST)

Average Network Quality Score 2.85 3.10

Year slicers:

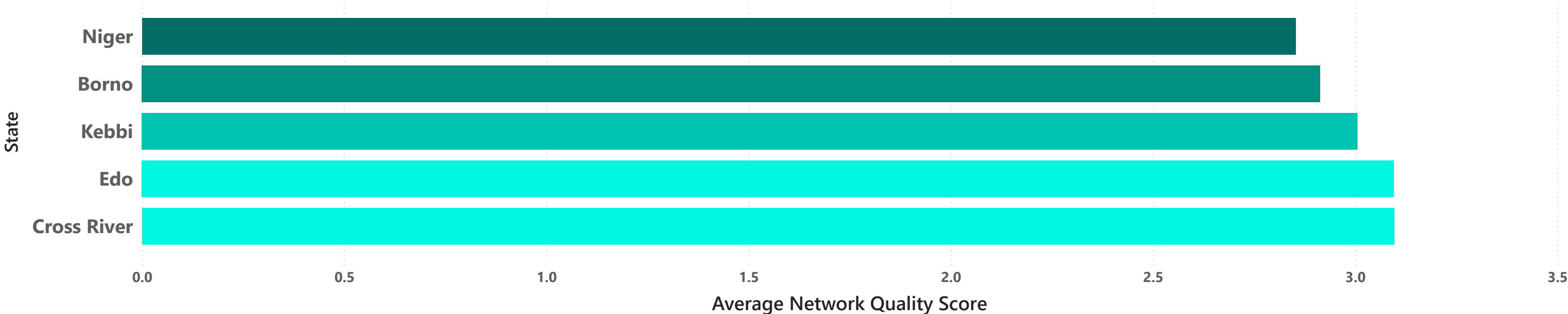
2021

2022

2023

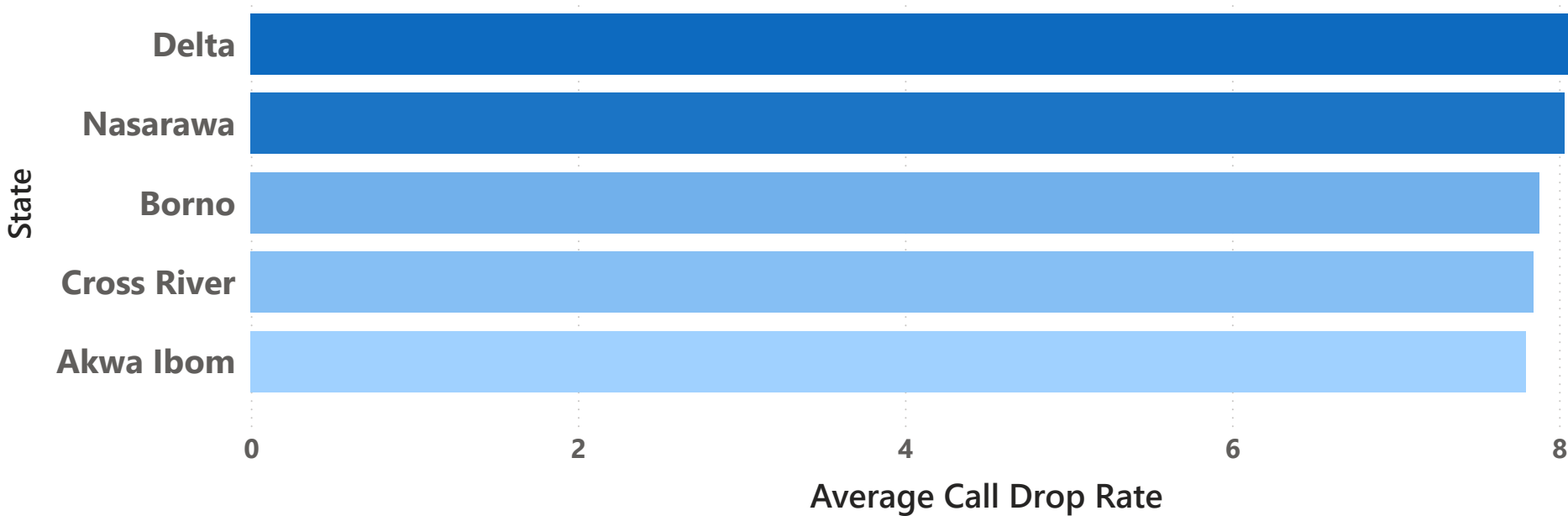
2024

2025



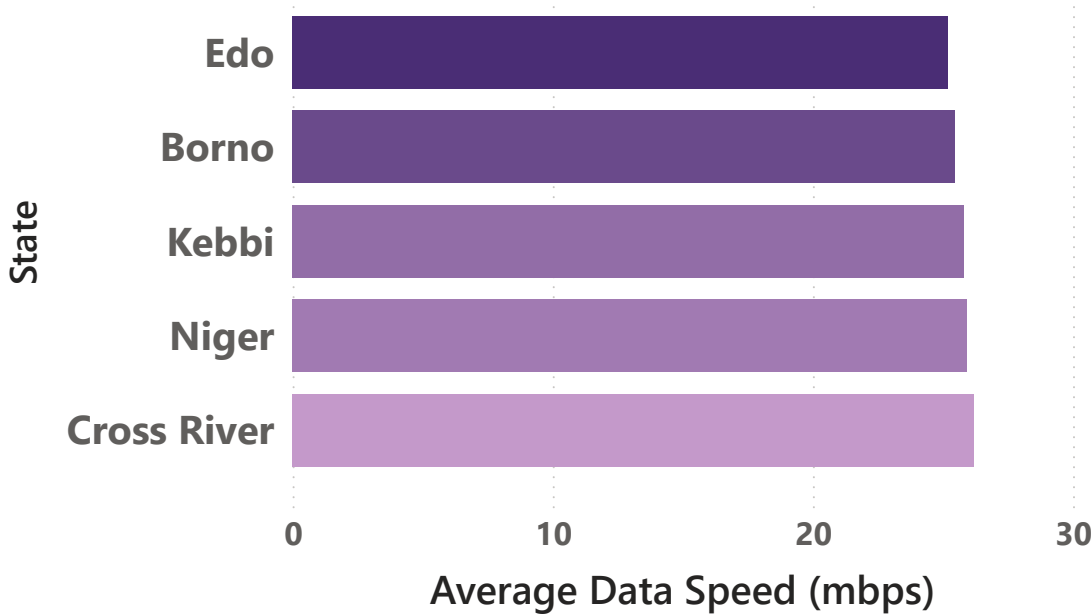
Average Call Drop Rates Across States (HIGHEST)

Average Call Drop Rate 7.80 8.06



Data Speed Across States (LOWEST)

Average Data Speed (mbps) 25.20 26.21



CUSTOMER EXPERIENCE ANALYSIS

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Customer Tier

- ☐ Bronze
- ☐ Gold
- ☐ Platinum
- ☐ Silver

Gender

☐ Female

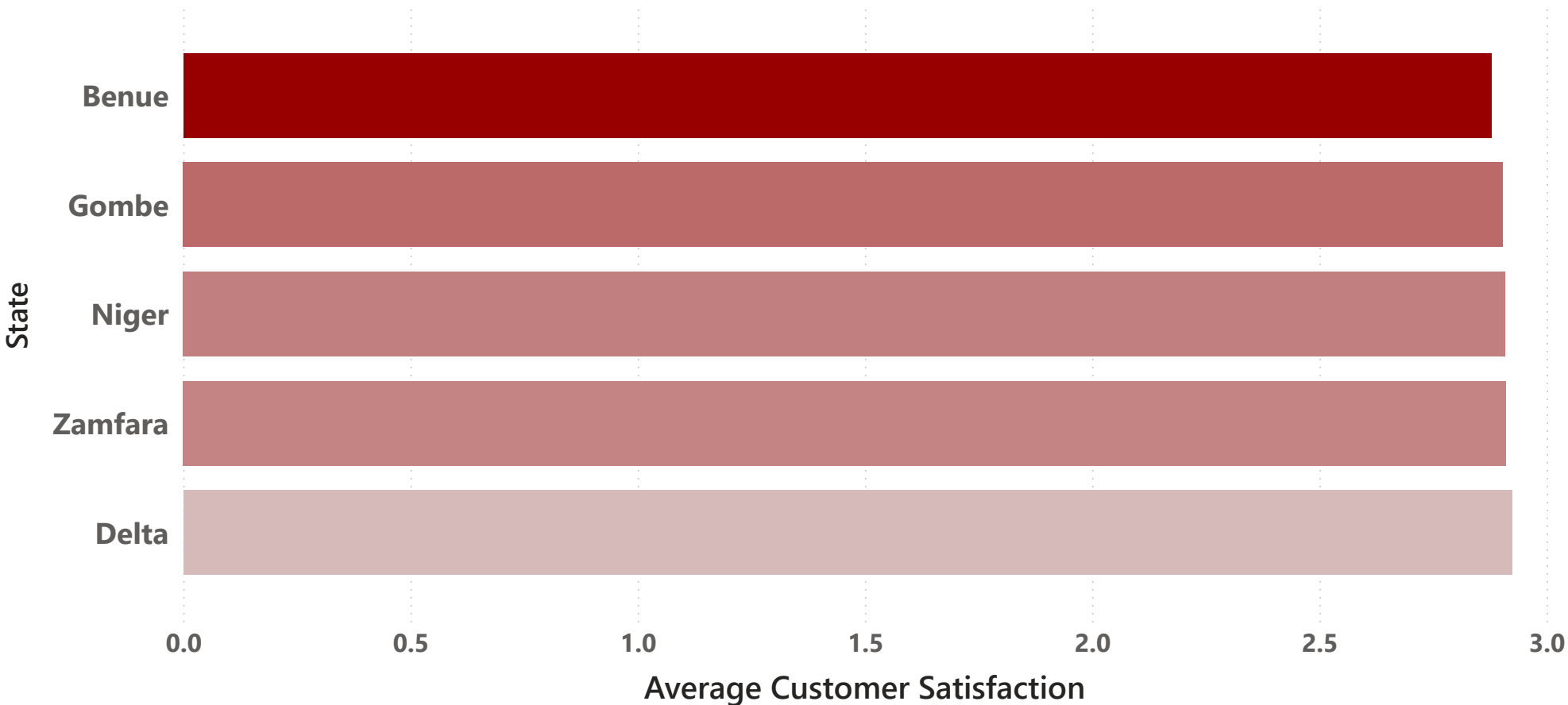
☐ Male

Plan Type

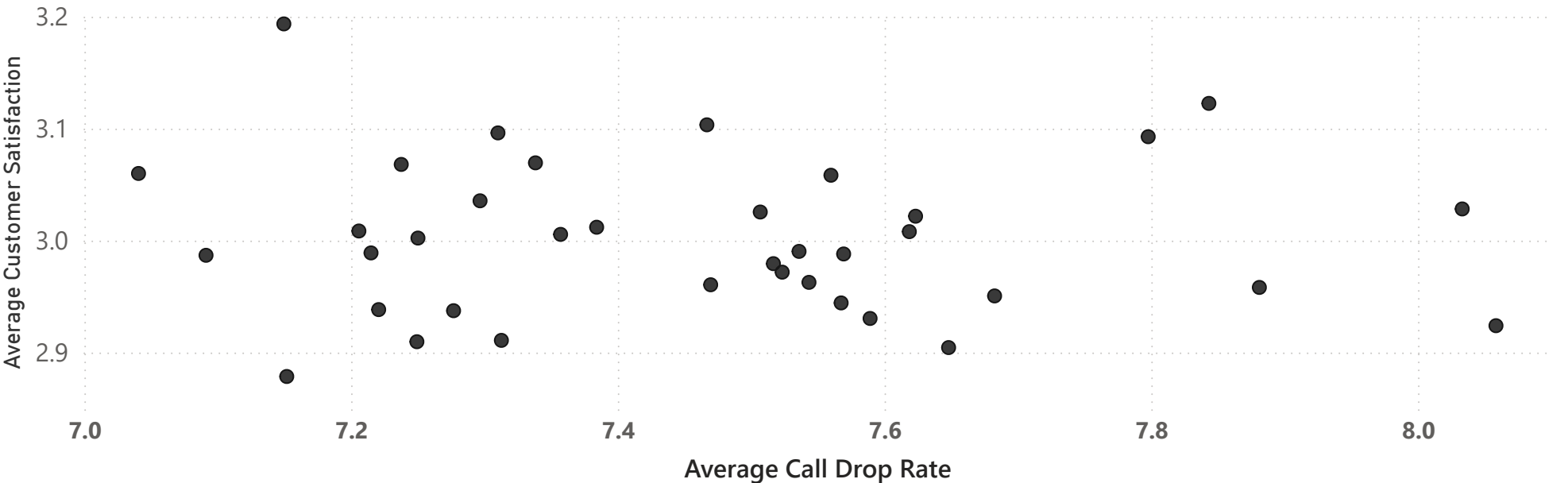
- ☐ combo
- ☐ data
- ☐ voice

Satisfaction Score By State (Lowest)

Average Satisfaction Score 2.88 2.92

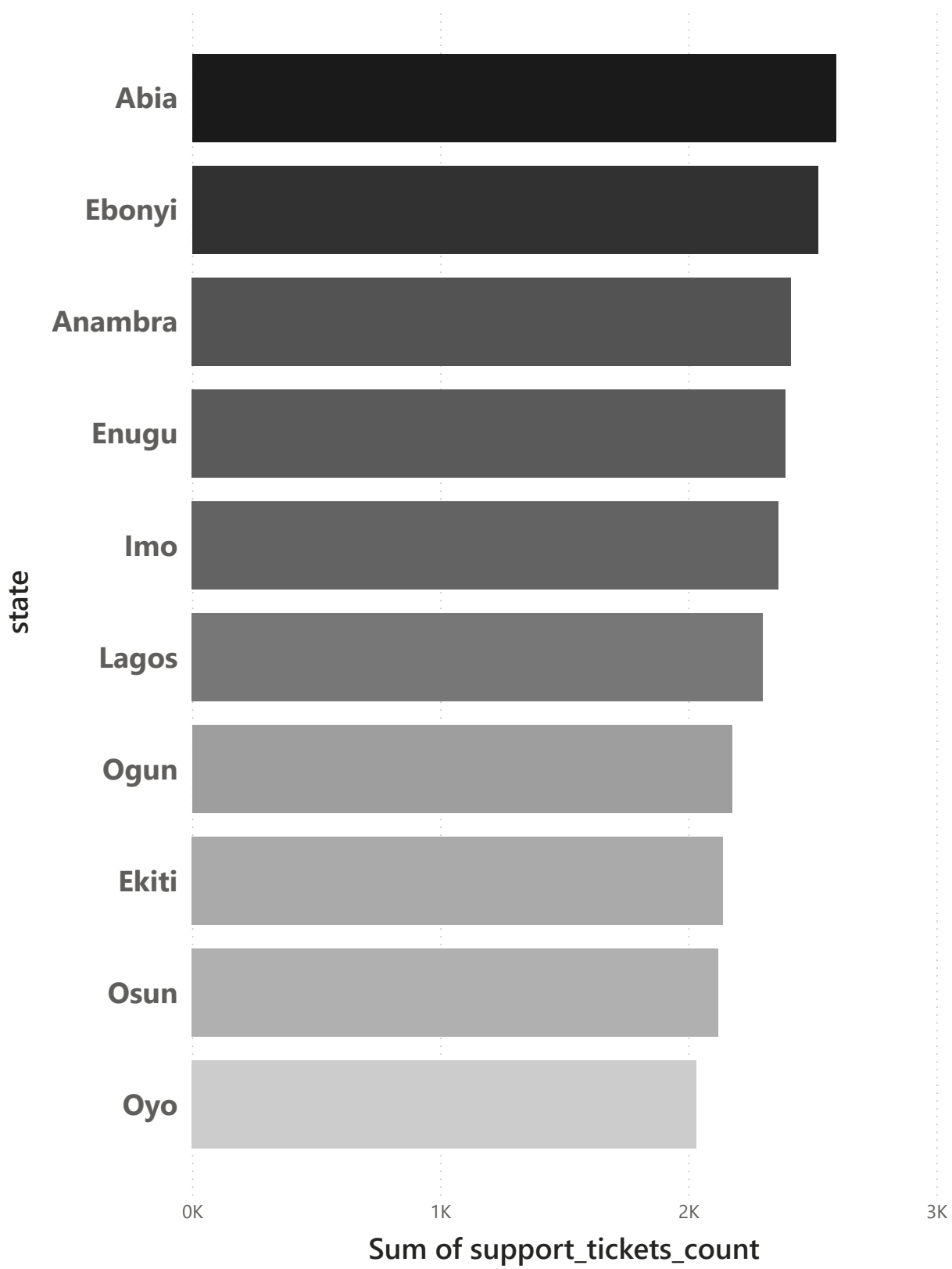


Satisfaction score By Call Drop Rate Across States



Support Tickets By State (Highest)

Payment Method 2.03K 2.6K



BUSINESS PERFORMANCE ANALYSIS

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Customer Tier

All

Age Group

18-25

36-50

26-35

50

Gender

Female

Male

Payment Status

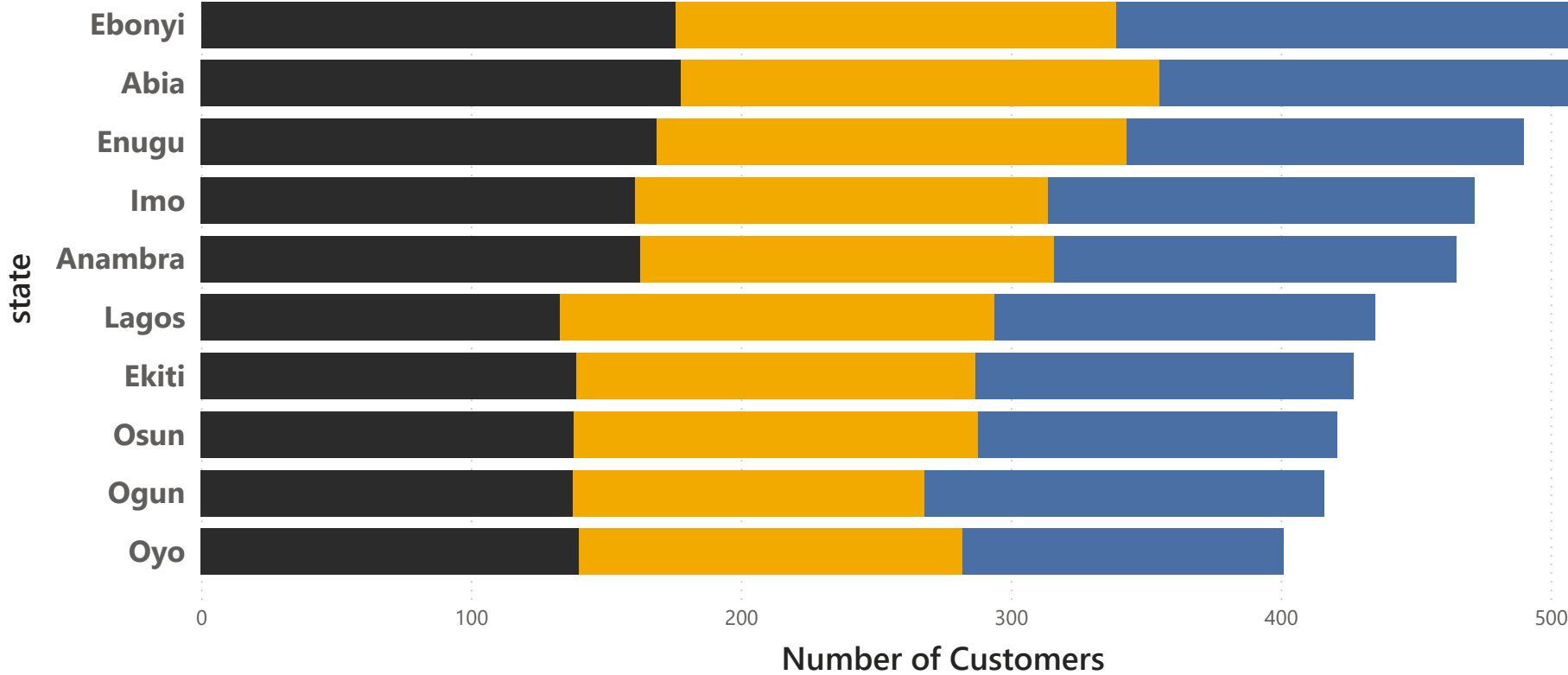
☐ OVERDUE

☐ PAID

☐ UNPAID

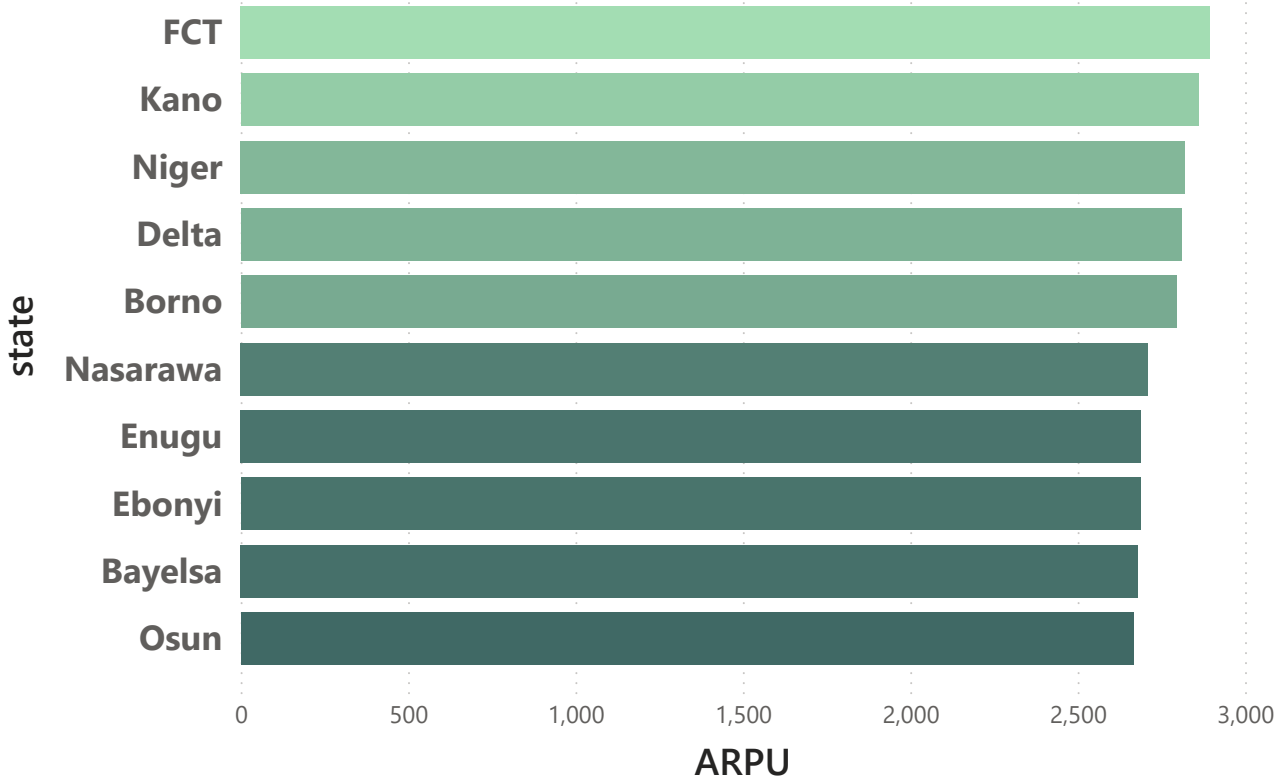
Payment Status By State

payment_status ● OVERDUE ● PAID ● UNPAID



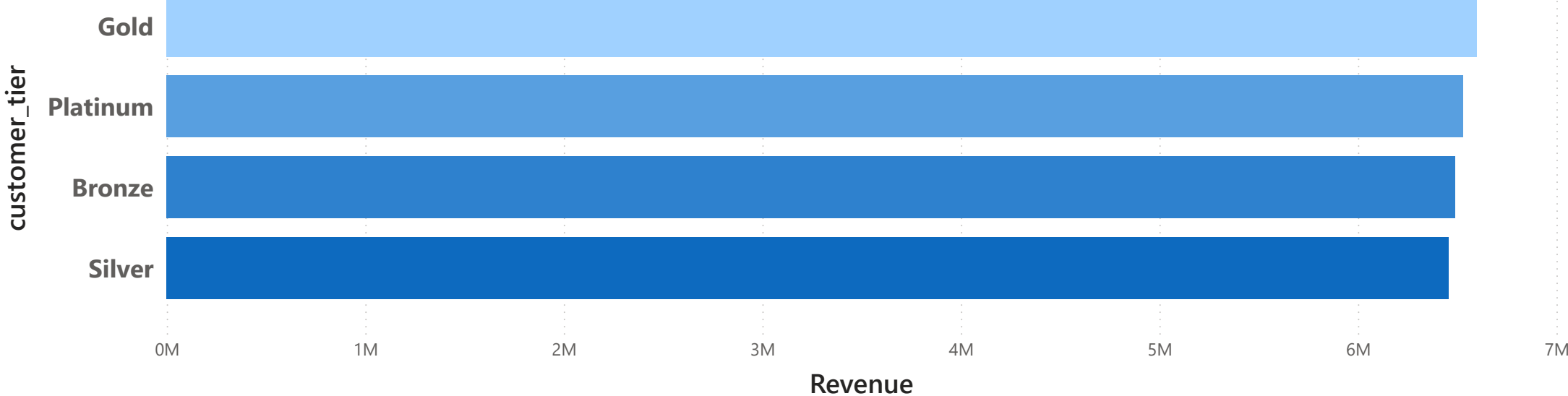
ARPU by state

ARPU 2.67K 2.90K



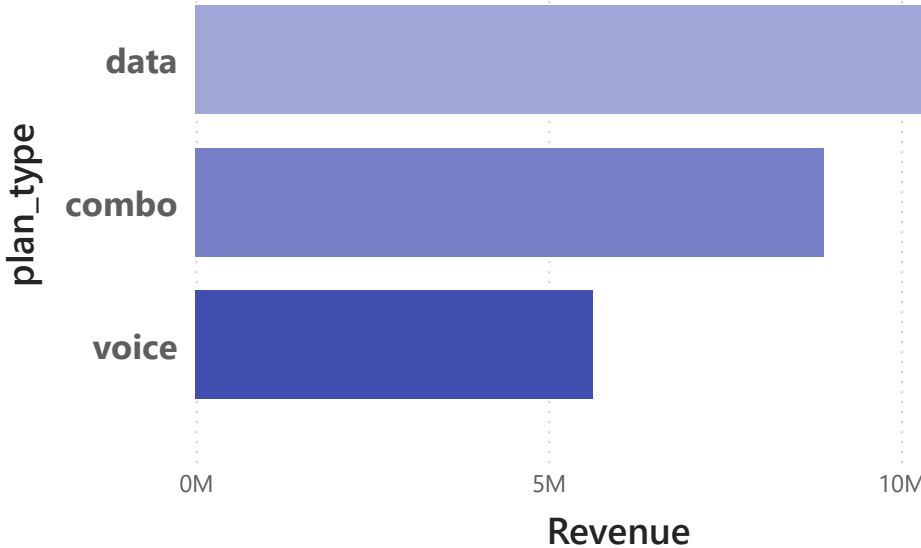
Revenue by customer_tier

Revenue 6.46M 6.60M



Revenue by plan_type

Revenue 5.63M 11.53M



DEEP DIVE INTO NIGER STATE'S NETWORK QUALITY AND CUSTOMER EXPERIENCE

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NIGER STATE METRICS

STATE OF PARTICULAR
CONCERN

2.91

Niger State Customer Sat...

914

Total Support Tickets Nig...

2.82K

ARPU

0.36

Unpaid Rate in Niger State

NATIONAL METRICS

3.00

National Customer satisf...

50K

National Total Support ti...

2.61K

ARPU

0.33

National Unpaid Rate

Average Netowrk Quality Scores - Niger St

2021

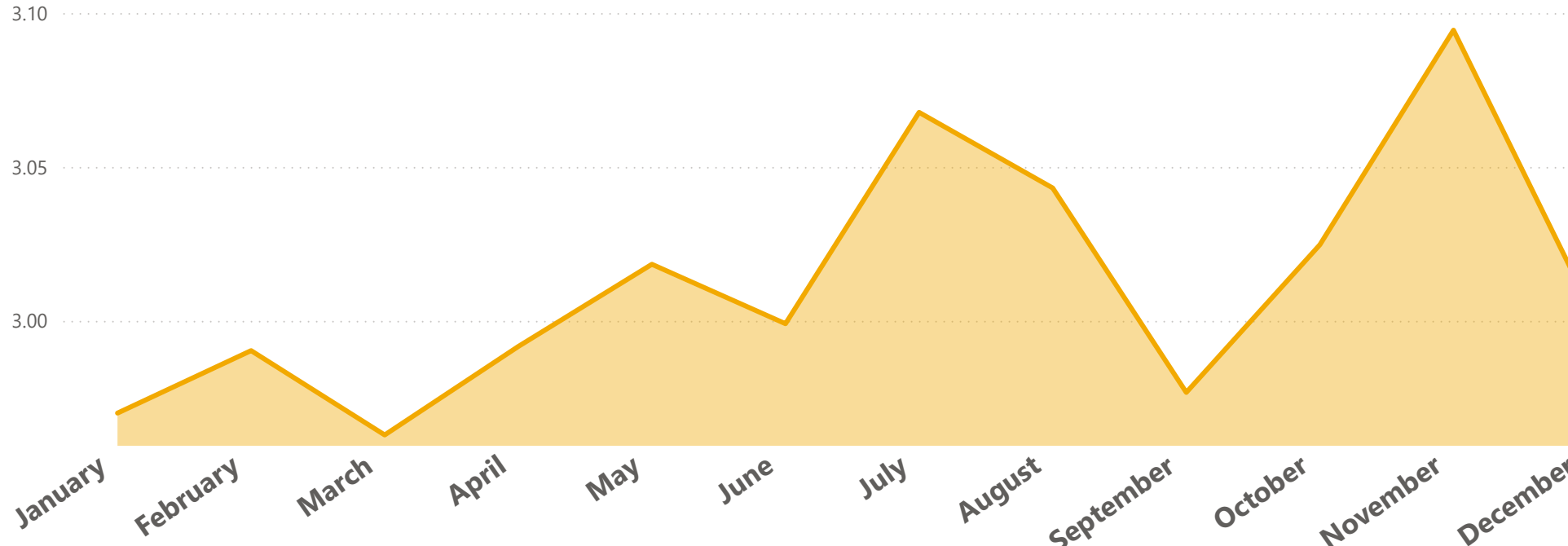
2022

2023

2024

2025

Average of network_quality_s...



Month

Insights

- Revenue is growing consistently from near zero in 2021 to approximately 14.85 Million in 2025. However only 33% of the revenu has been paid while the remaining 66% remain essentially unpaid. This problem is a collections problem and must be addressed immediately as the gap between billed and actually received cashflow may continue to increase.
- Niger , Borno, Kebbi, Edo and Cross River states all failed in both network quality and data speed. This shows there is a serious network infrastructure failure among these five states.
- Also call drop rate failures and network quality failures are not occurring exactly among similar states. Delta and Nassarawa have call stability problems while Niger and Kebbi have overall network quality problems with only Borno and Cross River experience both simultaneously.
- There is a weak correlation between call drop rates and customer satisfaction score across states. This shows that customer satisfaction is not dependent only upon call drop rates but is affected by other factors.
- Niger State had the lowest network quality, third lowest satisfaction score and fourth lowest data speed in the country hence it's reason for the deep dive investigation. This is unlike Borno and Cross river which being among the worst in network quality, data speed and call drop rate.

Recommendation

- States with the highest overdue and unpaid segments happen to be the states with the highest paying customers and total revenue overall.. Collections campaigns should be launched within these states (Ebonyi, Imo and Enugu) to ensure quick increase in payment compliance.
- Niger Borno, Kebbi, Edo and Cross River states should be treated as a zone to be investigated based on its Network Infrastructure and avoid loss of customers to competitors like Globacom and Airtel.
- Borno and Cross River have the highest network risk across all states and should also have the highest network investment priority.
- Adequate Data should be provided to help determine the factors which most affect the satisfaction of customers. The data needed would likely be support ticket resolution times.
- Although Borno and Cross River have the highest Network Risk. Niger State is the only state which has a high Network risk and high customer dissatisfaction rate. It has a higher than national unpaid rate and a higher average revenue per customer than the national average and hence should be addressed first in order to prevent loss of existing customers.

Customer Tier

- ☐ Bronze
- ☐ Gold
- ☐ Platinum
- ☐ Silver

Plan Type

- ☐ combo
- ☐ data
- ☐ voice

OS Type

- ☐ Android
- ☐ iOS
- ☐ Other
- ☐ Unattributed
- ☐ Windows Phone