

To first begin the analysis we wanted to understand who Zayo's customers were and what industries bought the most amount of product. As you can see from figure 1 below telecommunication, media and content, and data centers were the industries that did the most business with Zayo.

The next question that followed was what product do each of these industries use the most? BRR data was only available for products A-D. Looking at figure 2 below we it is interesting to see that there there is a wide range of commonly used products by the top spending industries.

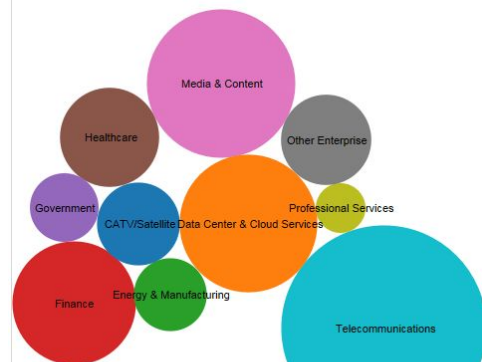


Figure 1

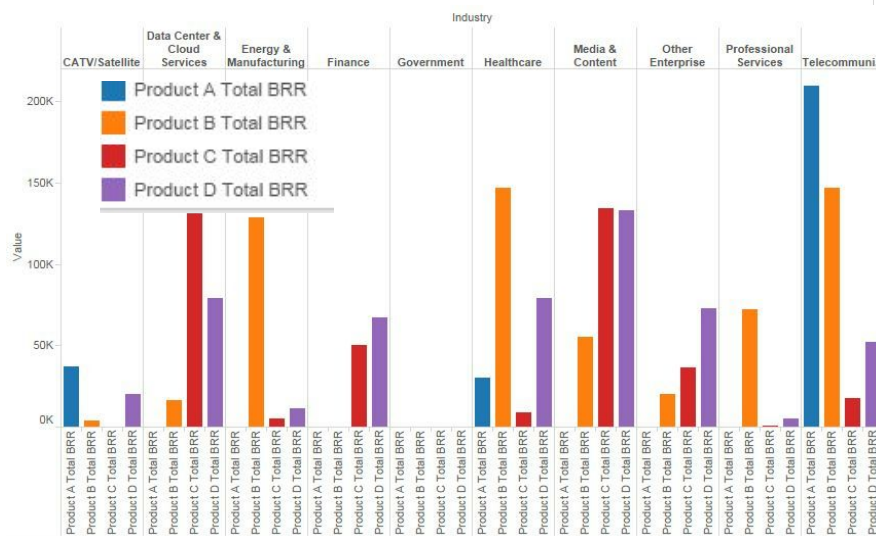


Figure 2

Moving on to different data we wanted to see where geographically the most money was spent. We looked at both where the broadband started and where it went.

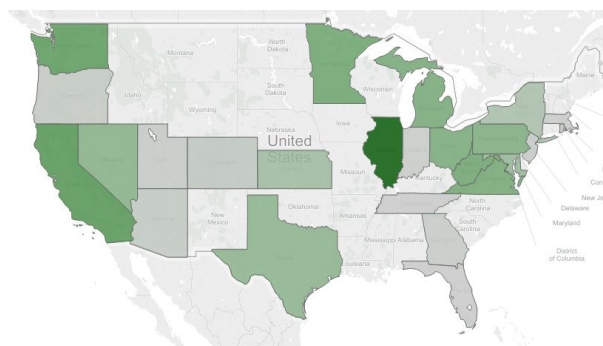


Figure 3

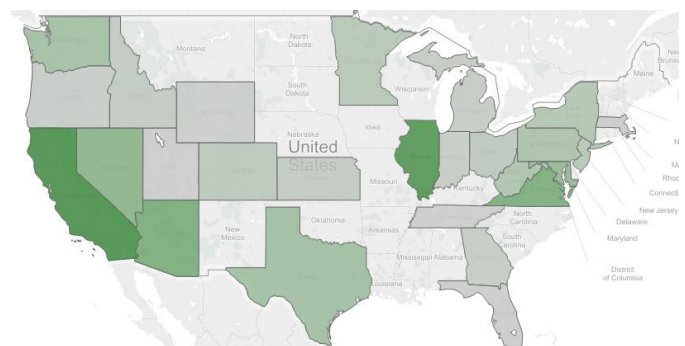


Figure 4

Figure 3 shows where the wires start and where they end. The color shows the Total monthly revenue from the states. This can show us where to focus efforts for finding new customers, by knowing what industries to focus on, where and what product to sell them.