Subscribers and Mobile Plan Information

FirstName	LastName	Minutes	DataInMB	Texts	BillTotal
Ben	Grimm	533	52339	21332	131.5
Bruce	Banner	125	21563	3252	121.5
Bucky	Barnes	112	12356	12452	74.71
Carol	Danvers	359	1912	15332	87
Charles	Xavier	155	1221	12335	149
Clint	Barton	78	25352	20159	101
Eddie	Brock	250	25003	63352	141.5
Frank	Castle	702	10235	22542	224.12
Jane	Foster	320	10256	8449	97.62
Jessica	Jones	715	11256	9663	139
Johnny	Storm	988	31022	22368	194.26
Matt	Murdock	288	12568	15236	159.41
Natasha	Romanova	855	10000	10121	104
Nathan	Summers	125	52669	1752	204
Peter	Parker	101	21052	7596	112
Reed	Richards	352	36588	4253	139.41
Steve	Rogers	212	10950	1533	164
Susan	Richards	365	12635	4256	139.41
Tony	Stark	257	7259	12369	219
Wade	Wilson	311	25332	98254	179

Minute Usage and Bill by Subscriber
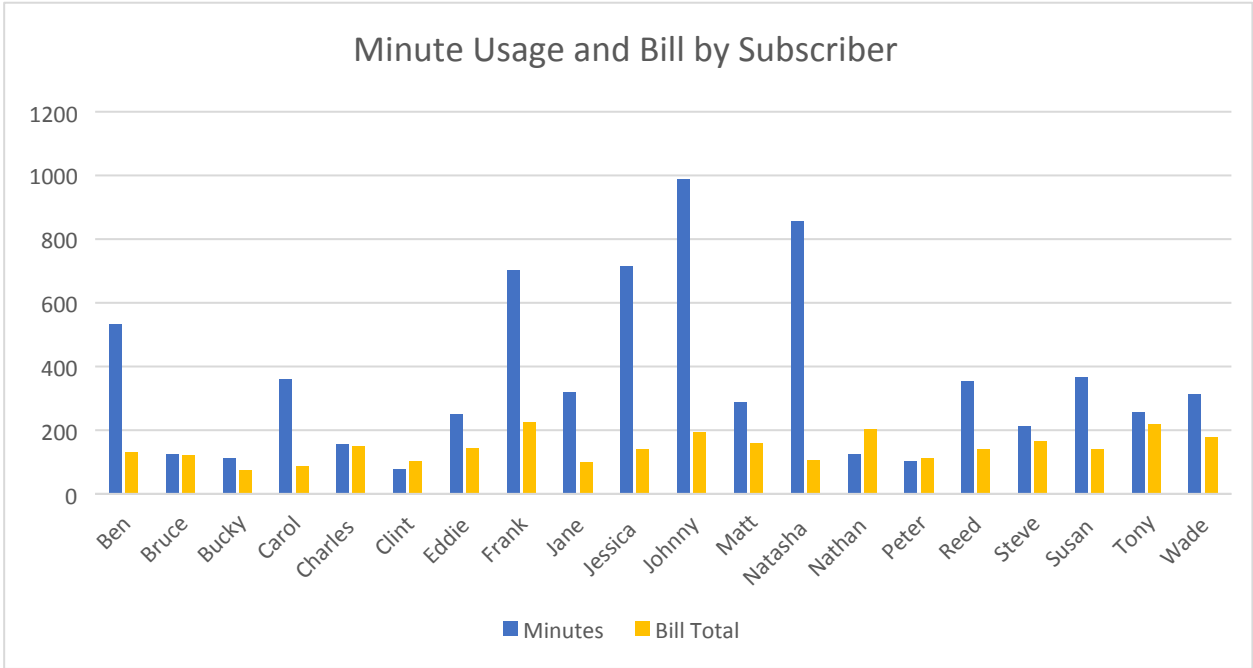
The table displays susbcribers' names, minutes, data, and text usage, as well as their bill amount from this past month. From the visual, we can see that each subscriber's bill total are roughly the same in relation to the range of minute usage. However, bills that are similar in total, such as Ben's and Bruce's, have drastically different minute usage. This demonstrates that some customers may not have the best fit phone plan for their minute usage this past month. Focusing on getting our subcribers the right plan may help establish good standing and create customer loyalty.
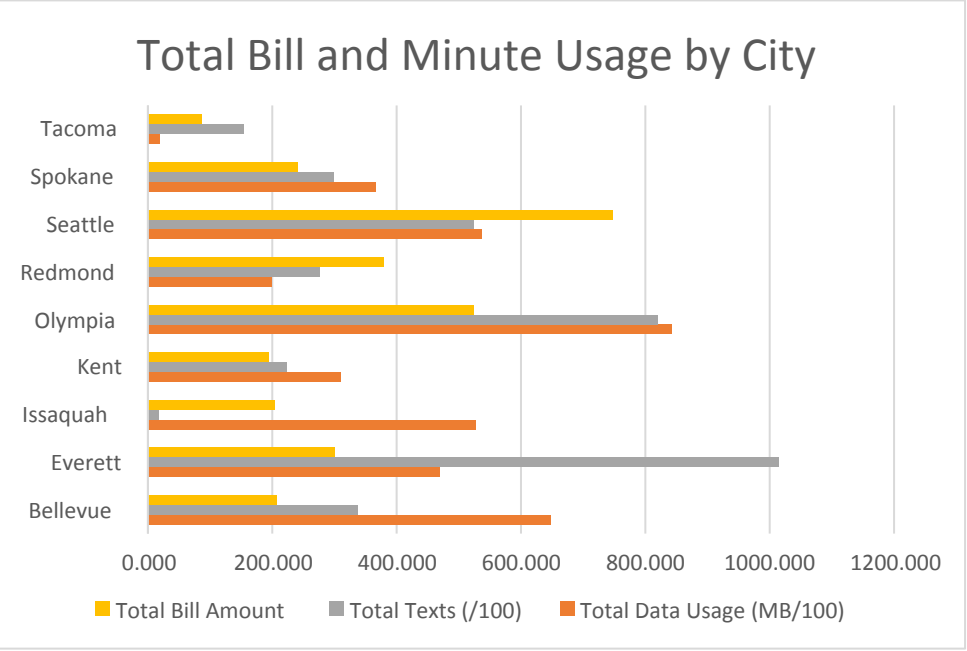
Average Service Usage and Bill By City

City	Avg. Minutes	Avg. Data Usage	Avg. Texts	Avg. Total Bill
Bellevue	322	32347	16892	103.105
Everett	218	23447	50753	150.25
Issaquah	125	52669	1752	204
Kent	988	31022	22368	194.26
Olympia	455	21056	20495	131.08
Redmond	272	9913	13802	189.205
Seattle	298	10742	10491	149.348
Spokane	396	18304	14911	120
Tacoma	359	1912	15332	87

Average Texts and Data Usage By City
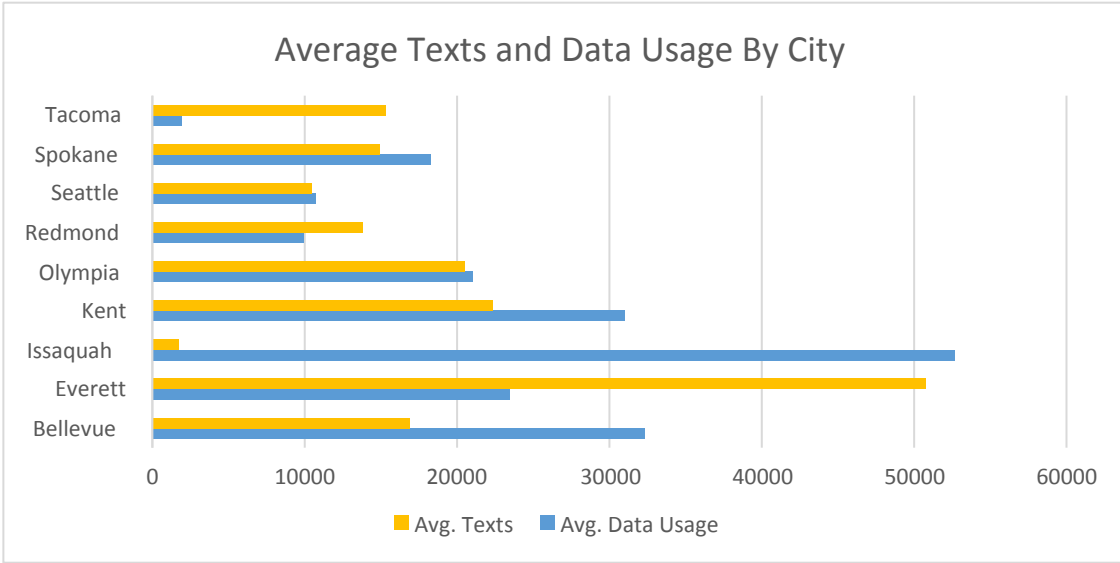
Here we have the average service usage, and average bill by city. The visual depicts the average data usage and texts by city. We can see that certain cities do not have expected average texts and data usage. For example, Seattle is lacking in averages for both texts and data usage. Meanwhile, Issaquah and Everett are leading in data usage and texts, respectively. This may be because of a lack of internet access in smaller cities or a wide variety of plans used in Seattle. Nevertheless, we should market more in Seattle and aim for higher-using customers, while trying to gain more customers in these smaller, high-usage cities.

Total Service Usage and Bill Amounts By City

City	Total Minutes	Total Data Usage	Total Texts	Total Bill Amount
Bellevue	645	64695	33784	206.21
Everett	436	46895	101506	300.5
Issaquah	125	52669	1752	204
Kent	988	31022	22368	194.26
Olympia	1822	84226	81982	524.32
Redmond	545	19827	27605	378.41
Seattle	1490	53714	52455	746.74
Spokane	793	36608	29822	240
Tacoma	359	1912	15332	87

| City	Total Minutes	Total Data Usage (MB/100)	Total Texts (/100)	Total Bill Amount
Bellevue	645	646.950	337.840	206.21
Everett	436	468.950	1015.060	300.5
Issaquah	125	526.690	17.520	204
Kent	988	310.220	223.680	194.26
Olympia	1822	842.260	819.820	524.32
Redmond	545	198.270	276.050	378.41
Seattle	1490	537.140	524.550	746.74
Spokane	793	366.080	298.220	240
Tacoma	359	19.120	153.320	87

Total Bill and Minute Usage by City

The tables shows the total service usage and bill amount by city. The second table contains the same data but with data usage and texts fitted to scale. The graph depicts the total bill, texts, and data usage. We can see that the average usage in Seattle is low because the people are not using as much of their plan as they should be, hence the higher total bill amount. We can also see that Tacoma has fallen behind the other cities in bill and service usage, despite being more populous than various other cities. This means that we should push an expansion of market within this city and try to increase our subscriber count there.
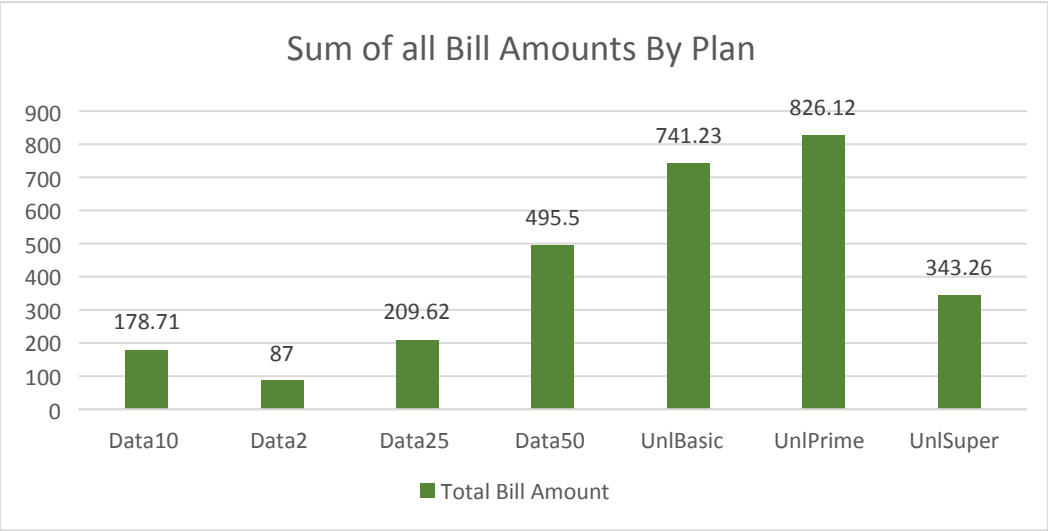
|	Average Service Usage and Bill Total by Plan			
PlanName	Avg. Minutes	Avg. Data Usage	Avg. Texts	Avg. Total Bill
Data10	483	11178	11286	89.355
Data2	359	1912	15332	87
Data25	210	15654	8022	104.81
Data50	246	31064	27023	123.875
UnlBasic	386	16799	6988	148.246
UnlPrime	348	23873	33729	206.53
UnlSuper	571	16121	17351	171.63

Average Data Usage and Texts by Phone Plan
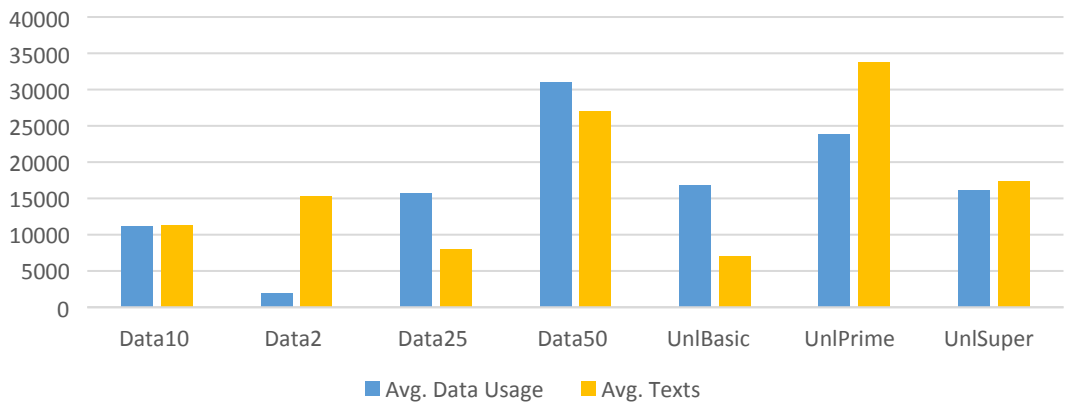
This graph shows us the average data usage and texts by phone plan, and we can see that most plans are balanced in data usage and texts. However, plans like Data2, Data25, and UnlBasic are imbalanced, reflecting specific phone usage that our subcribers may have. We can use this information to anticipate customers that need a plan for specific usages, which may be useful for elderly customers or customers buying company work phones. We may be able to expand our market by individualizing our customers to our various phone plans.

Total Service Usage and Bill Amount by Plan

PlanName	Total Minutes	Total Data Usage	Total Texts	Total Bill Amount
Data10	967	22356	22573	178.71
Data2	359	1912	15332	87
Data25	421	31308	16045	209.62
Data50	986	124257	108095	495.5
UnlBasic	1932	83997	34941	741.23
UnlPrime	1395	95495	134917	826.12
UnlSuper	1143	32243	34703	343.26

Sum of all Bill Amounts By Plan

Plan	Total Bill Amount
Data10	178.71
Data2	87
Data25	209.62
Data50	495.5
UnlBasic	741.23
UnlPrime	826.12
UnlSuper	343.26

The visual shows the sum of each plan's bill total, revealing that UnlBasic and UnlPrime are our most profitable phone plan. These two plans each bring in almost double in revenue than our other plans. Therefore, these plans should be our focus and will take priority in network updates and program maintenance.

Total Minute Usage and Texts by Plan
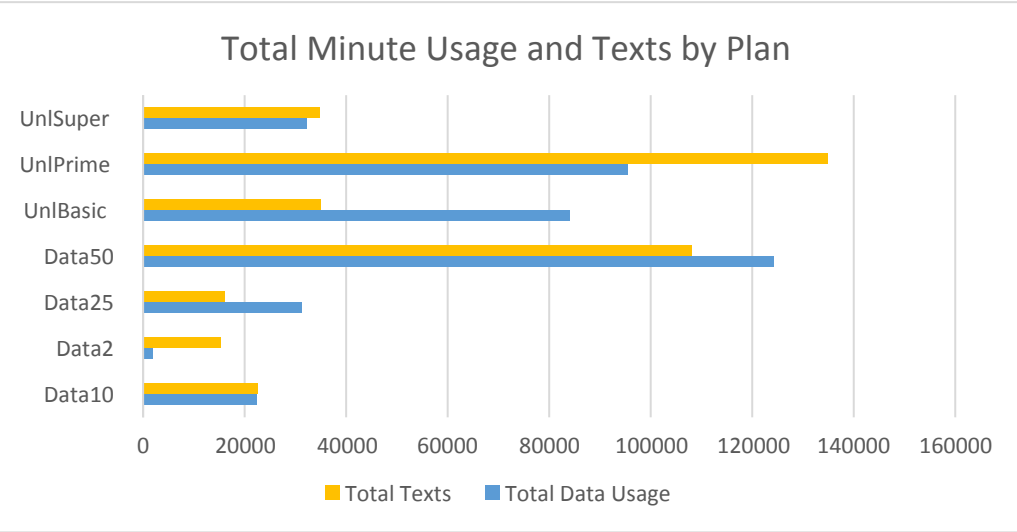
This visual depicts the total minute usage and texts by plan. We can see that our top two plans, UnlPrime and UnlBasic also have high total minute usage and texts. However, the visual depicts Data50 as also having a high total texts and data usage. This means that it may be time to increase our price rates for Data50, as it is using as much service as an unlimited plan, while costing signficantly less.

Cities with Most Customers

City
Seattle
Olympia

These are the cities we have the most customers in, and where we will be putting our efforts in increasing our customer base. Since Seattle is our most populous market, we will start a campaign effort in Seattle and expand it into Olympia after substantial recognition and increased customer base. A 25% increase in the customer base may be an indicator to expand the campaign to Olympia.

Cities with Less Than 3 Customers

City
Kent
Issaquah
Tacoma

These are our cities with the least amount of customers, with each city having less than three customers. Based on our decided marketing plans, these will be the cities that we should increase our marketing in. We will start marketing in the smaller cities, such as Issaquah, to not lose the crucial hold we have and avoid the loss of a market.

Plan with Least Amount of Subscribers

PlanName
Data2

Data2 is our phone plan with the least amount of subscribers. Since it is our least used plan, we will try to market this plan more. We can do this by training our store employees how to recognize customers that would benefit most from this phone plan and having them 'sell' this phone plan.

Cell Phone Types with Users

PhoneType	TotalUsers
Android	14
Apple	6

We have two phone types: Android and Apple. Our Android users add up to 14 users, while our Apple users add up to only 6. We can see that about three quarters of our customers use Android phones, making up a significant majoirty of subscribers.

Apple Phone Users

Apple Users
Reed Richards
Steve Rogers
Clint Barton
Jane Foster
Bucky Barnes
Nathan Summers

This is a list of our six Apple phone users, whom we will send promotions toso that they can share to their friends and family. By doing this, we can possibly increase our general customer base, as well as our Apple users in order to put our Apple-functioning programs to more use. We want to avoid losing money, or breaking even in cost to keep our Apple programs functioning.

Customers with Phones Released Before 2018

YearReleased	Customer
2014	Ben Grimm
2015	Natasha Romanova
2016	Bruce Banner
2017	Bucky Barnes
2017	Jane Foster
2017	Jessica Jones
2017	Matt Murdock
2017	Nathan Summers
2017	Wade Wilson

This is a list of our customers with the release year for phones that were released before 2018. We can see that nine of our customers have older phones. We can make an offer to them to update their phone with a special deal and try to get this large portion of our subscribers on newer phones. By offering this deal, we can have our customers move on from older working phones so that we can sell the phones we have in-store.

Top Data-Using City Without Unlimited Data

Top City
Bellevue

Bellevue uses the most data without customers that have an unlimited data plan (Unl). This means that Bellevue is inefficiently using our data plans, while surpassing the data caps that its subsrcibers have. We need to address this by pushing our unlimited plans to our customers before the next month.

Top Data-Using Cities

City
Olympia
Bellevue
Seattle

For reference, here is a list of our top three data-using cities, regardless of phone plan. We can see that Bellevue is the second most using city despite not having unlimited data plans, reinforcing the idea that Bellevue customers do not have efficient plans.

Customer with Most Expensive Bill

Highest Billed Customer
Frank Castle

Our customer, Frank Castle, came out with the highest bill total from last month. The financial department can use this information to pinpoint why we are receiving the most revenue from this customer in particular. Then, the financial department can relay this information to our marketers to find how this can translate into finding more high-paying customers.

Plan with Highest Total of Bills

PlanName
UnlPrime

One of our plans, UnlPrime, returned the most revenue out of all phone bills. Our financial department needs to verify the bill total with the invoices in order to look for any cost discrepancies in our top earning data plan. Searching for fasle charges in our top earning plans is a crucial part of the monthly financial audit.

Area Code with Highest Total Minutes

AreaCode	Minutes
758	988

Here we have the area code with the highest total minute usage. We can use this information for our campaign to advertise to regions that may need company-wide phone plans. The area code tells us that a Saint Lucia phone uses a high amount of minutes, which may be linked to an organization that we can advertise to. With only one subscriber with this area code, we can investigate this area and test this new campaign.

Cities with Largest Range of Minute Usage

City
Seattle
Spokane

This table shows the two cities with the largest range of minute usage within its respective customers, using minute usage under 200 minutes and over 700 minutes. Seattle and Spokane come out as the top two, meaning that their subscribers vary the most in terms of minute usage. We can use this to deduce that these two cities have the most diverse customer base. We will relay this to the marketing department for extra attention in advertising and marketing to these markets in order to have a more uniform service usage by city.