

Zayo's Data Landscape

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Questions

What is the average total spending per industry?

Telecommunications: 263578.4
Government: 147470
Data Center & Cloud Services: 98940
Professional Services: 77514
Healthcare: 76900.25
CATV/Satellite: 71609.33
Finance: 68217.29
Energy & Manufacturing: 55421.67
Media & Content: 49279.29
Other Enterprise: 42542.33

Which product does each industry prefer?

Media & Content: D
Healthcare: Other
Energy & Manufacturing: Other
Finance: D
Other Enterprise: D
CATV/Satellite: Other
Data Center & Cloud Services: D
Telecommunications: A
Professional Services: Other
Government: Other

Which State A has the highest average revenue?

WV: 13534.22
AZ: 11936.01
ID: 11914.83
MI: 11771.2
CO: 6671.3

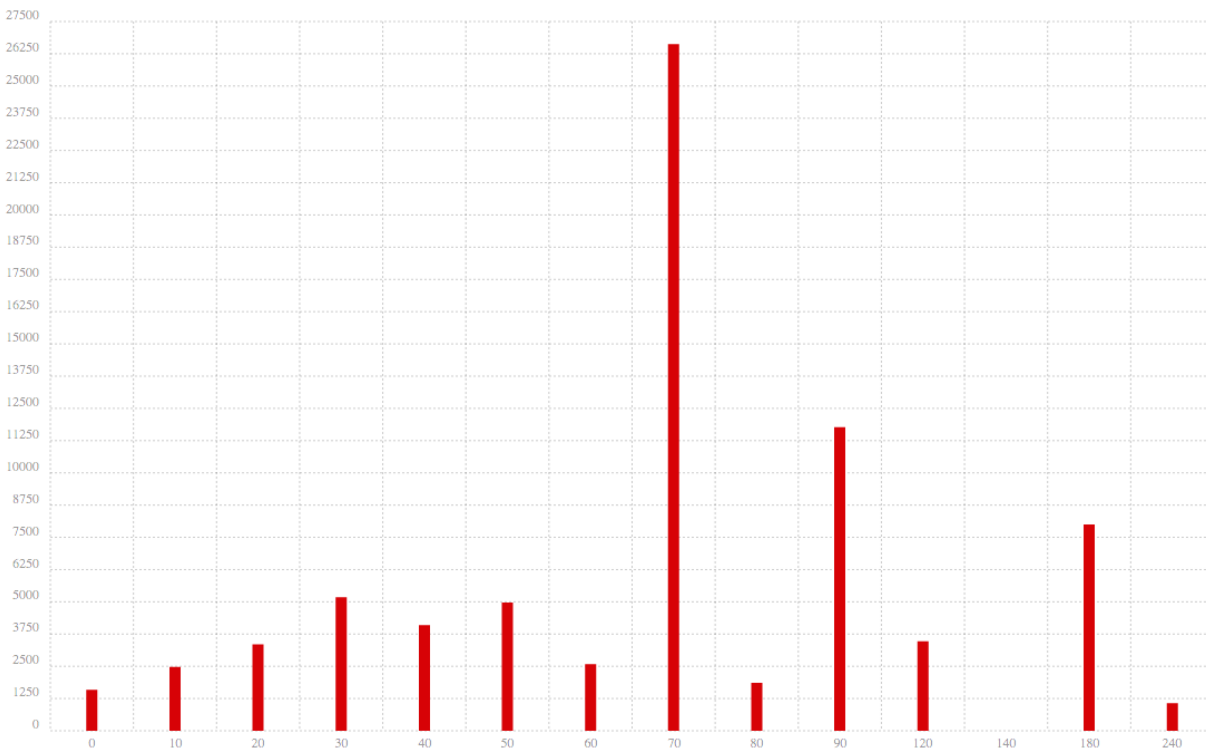
Which State Z has the highest average revenue?

MI: 34612.69
OH: 11313.57
MN: 9751.41
MD: 6739.46
VA: 6544.05

Which product pushes the highest average revenue?

Product E: 7925.52
Product F: 4299.16
Other: 2880.06
Product B: 2627.9
Product D: 2286.84
Product A: 499.71

What term periods have the highest average monthly revenue?



What is the (1) number of accounts; and (2) combined MRR for each Zayo customer?

Customer ID accounts: 883473,156; 865931,136; 746926,105; 957010,88; 890004,75; 869023,65; 811264,57; 404968,49; 435349,48; 867725,37; 450667,30; 580425,26; 941572,23; 441630,20; 522147,19; 721656,17; 760718,15; 435806,14; 908110,14; 404549,12; 729199,11; 138755,10; 212246,10; 360311,10; 448353,10; 824568,10; 870970,10; 797980,9; 912303,9; 959691,8; 837905,7; 610306,6; 191253,5; 251358,5; 174769,4; 370062,4; 812744,4; 890026,4; 258844,3; 367495,3; 163318,2; 400119,1

Customer ID MRR: 957010,548950; 890004,294779; 746926,284931; 811264,209916; 865931,154868; 367495,147624; 435349,136350; 912303,135770; 580425,112955; 883473,107927; 212246,102695; 941572,98915; 729199,83322; 450667,82164; 797980,78487; 867725,76862; 721656,75144; 448353,70721; 404968,68700; 441630,68353; 869023,66556; 138755,63006; 812744,60683; 522147,56348; 760718,45253; 400119,44858; 435806,43939; 959691,43182; 908110,42452; 360311,39765; 404549,37321; 870970,35352; 890026,34222; 610306,31869; 837905,30947; 174769,24954; 824568,21279; 370062,16828; 191253,14400; 258844,13681; 251358,7403; 163318,7249

Discussion

We decided to focus mainly on a customer's willingness to pay based on several different factors. This way, we would be able to discern a new customer's expected revenue based on the industry they're in, and what state they are going to/from. We can also look at what kind of product each type of consumer may want depending on their industry, and the average amount of revenue generated from that product. Since our goal is to look for candidates with profit maximizing characteristics, we can use these questions to find candidates that match some or all of our findings.

For Zayo

- What are the average costs for each product?
- Why do some of the revenues of each product not always add up to total revenue from a particular consumer?