Slack message

Hey all 👋
quick summary from the usage analysis:

1️⃣ **How much data does a subscription typically consume?**
Daily usage is very skewed:
- Full data: **avg 126.6 MB/day**, **median 9.4 MB/day** → group of heavy users pulls the average up.
- After trimming top & bottom 5%: **avg 43.3 MB/day**, median still **~9–10 MB/day**.

👉 For "typical" behaviour, the **median (~9–10 MB/day)** is the right reference.
I also pulled a list of **top 5% heavy users (≥ 604 MB/day)** for follow-up, as they likely drive a large share of total traffic.

2️⃣ **How does usage look at different plan data allowances?**
Same skewed pattern by plan type (mean ≫ median):
- **1GB:** 14.8 vs 5.6 MB/day
- **5GB:** 74.3 vs 29.5 MB/day
- **No Allowance:** 528.5 vs 95.0 MB/day
- **Unlimited:** 511.7 vs 144.5 MB/day

After trimming, averages drop but medians again stay more stable.
❗ **No Allowance** shows high median usage (~47 MB/day) despite no nominal allowance → could be data/plan-coding, or add-ons / pay-as-you-go behaviour.

If we want to take this further, I'd suggest:
- Decomposing the **recent average-usage peak** by plan, org, and heavy vs non-heavy users.
- Looking at **share of usage vs share of subscriptions** per plan type (e.g. Unlimited = X% of subs, Y% of usage).
- Doing a small **deep dive on "No Allowance"** (lifetime, orgs, device types) to confirm whether this is a data issue or a real pattern.

3️⃣ **How the newest project behaves vs the older ones** in terms of plan retention:

a. **Older projects (Connect – ACME & SmartDevices)**
- **ACME**: 3 plans, all very **long-lived (~21 months)** and then archived **on the same day** → looks like a coordinated portfolio change, not plans failing individually.
- **SmartDevices**: 3 plans, all **still active**, with lifetimes of **~7–8 months** so far → early, but already looks quite stable with only light experimentation.

b. **Most recent project – People Mobile (API – Phones)**
- Early on, several plans (No Allowance, Unlimited) churned after **~1.5 months**, which points to a phase of **iteration / testing** rather than stable pricing.
- The current plans have now been live for **~4–7 months** and are still active, so the portfolio has **stabilised**, but the path there was much more experimental than in the Connect projects.
- That's likely linked to the setup: the **API-based project** makes it easier to change plans quickly, so the higher early "churn" looks more like **product / integration tuning** than customer churn.

Happy to walk through the analysis if that's helpful. 🙌