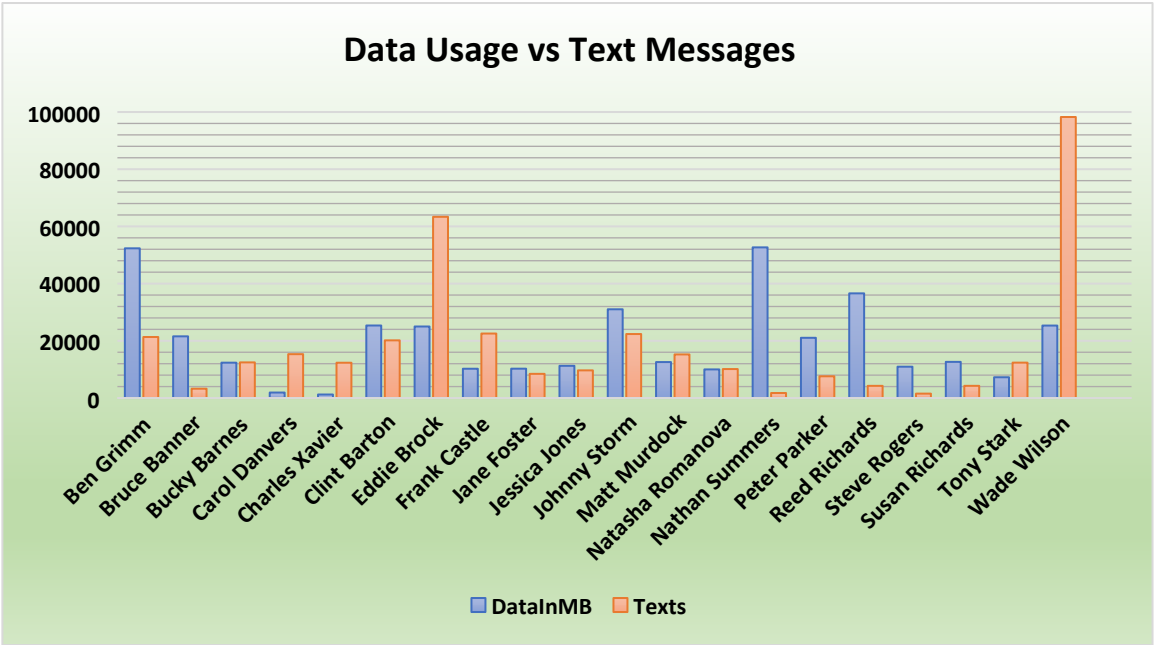
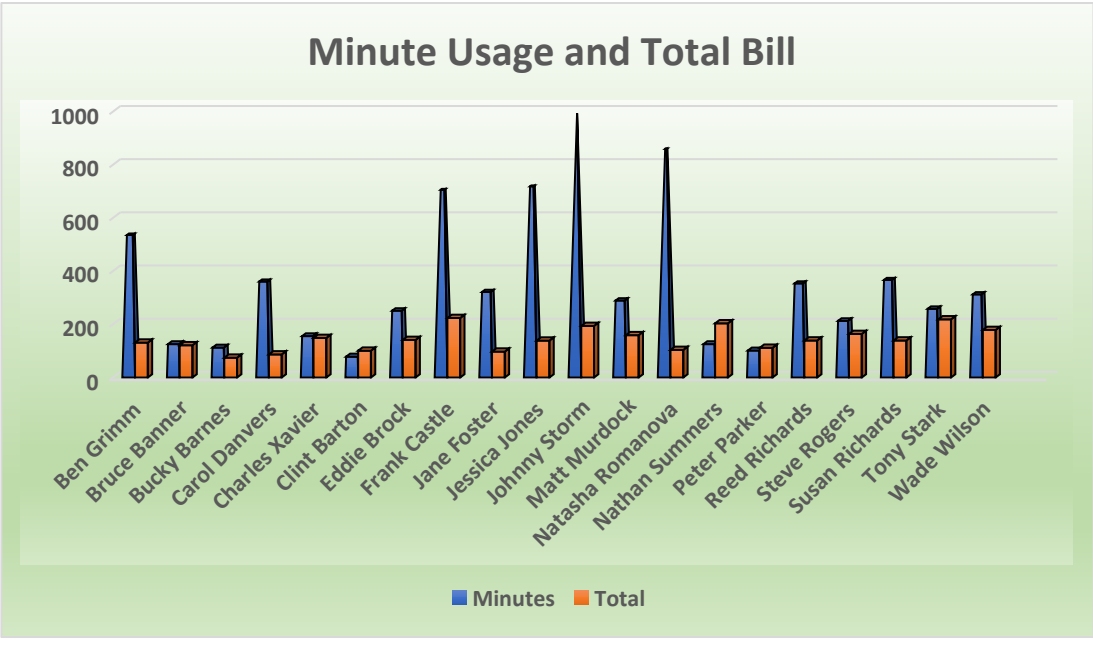


1A				
Subscriber Name	Minutes	DataInMB	Texts	Total
Ben Grimm	533	52339	21332	131.5
Bruce Banner	125	21563	3252	121.5
Bucky Barnes	112	12356	12452	74.71
Carol Danvers	359	1912	15332	87
Charles Xavier	155	1221	12335	149
Clint Barton	78	25352	20159	101
Eddie Brock	250	25003	63352	141.5
Frank Castle	702	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

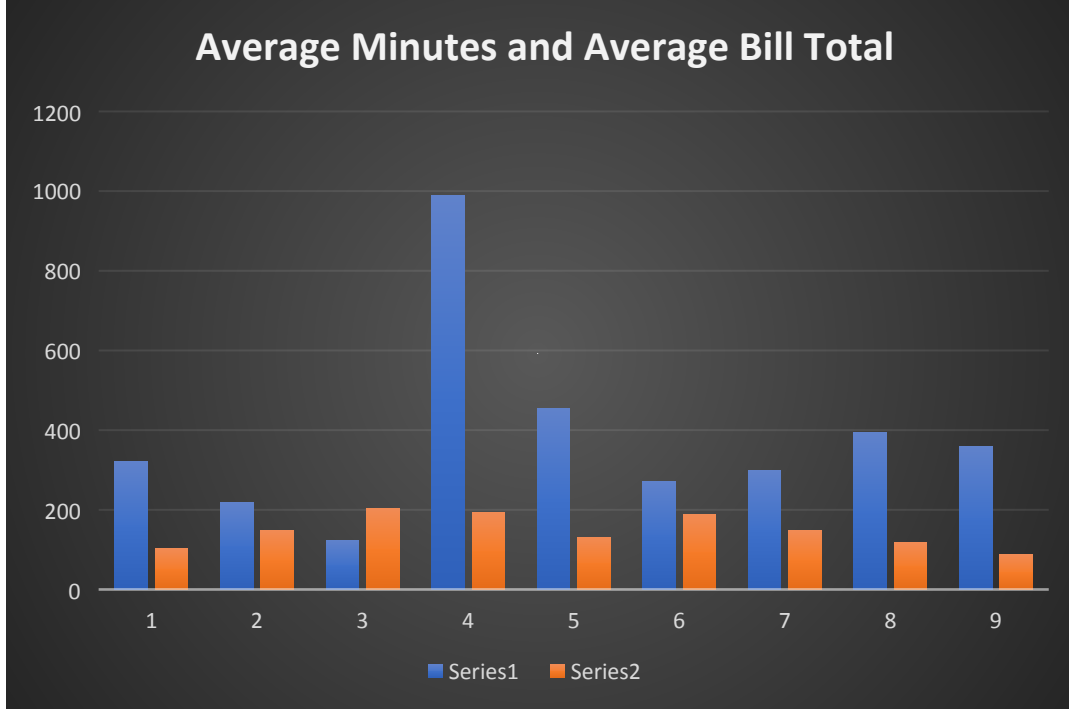


It is evident that the amount of texts sent varies per person, and the data used is contingent upon the texts sent. Those who do not make use of the plan's text message functions should receive notices of plan deals to increase their usage of texts.

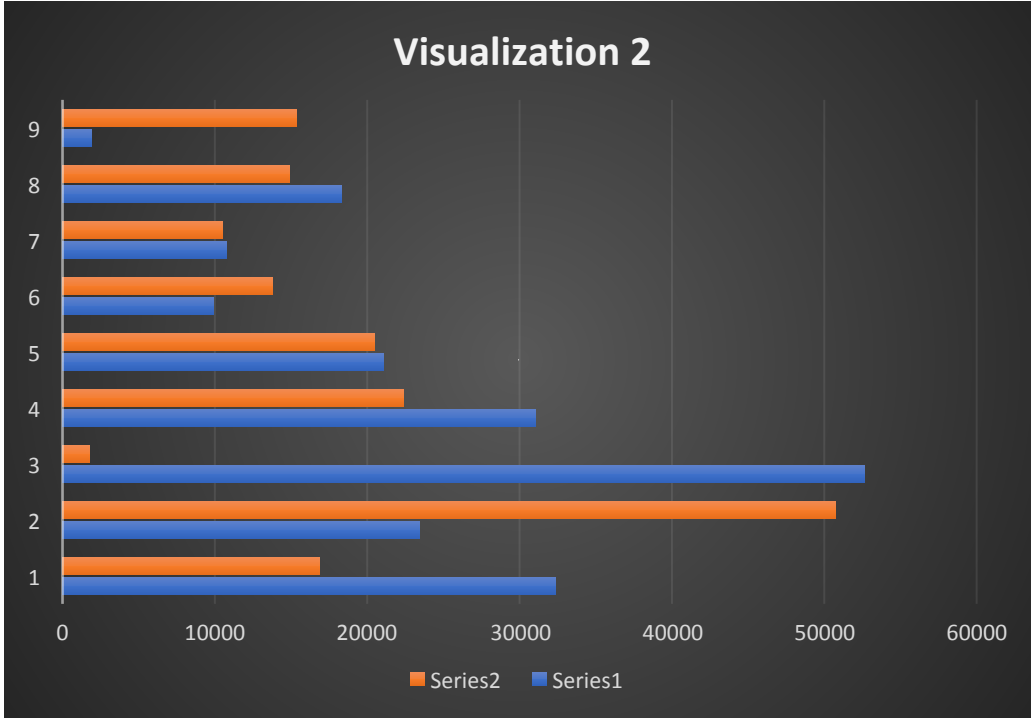


The minutes used on the phone are less varied, however, the subscribers who are not amounting to a bill higher than 100 should be offered a cheaper plan that allows them to manage their minutes according to the less costly plan they choose.

1B				
City	AvgMins	AvgData	AvgTexts	Average Bill To
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

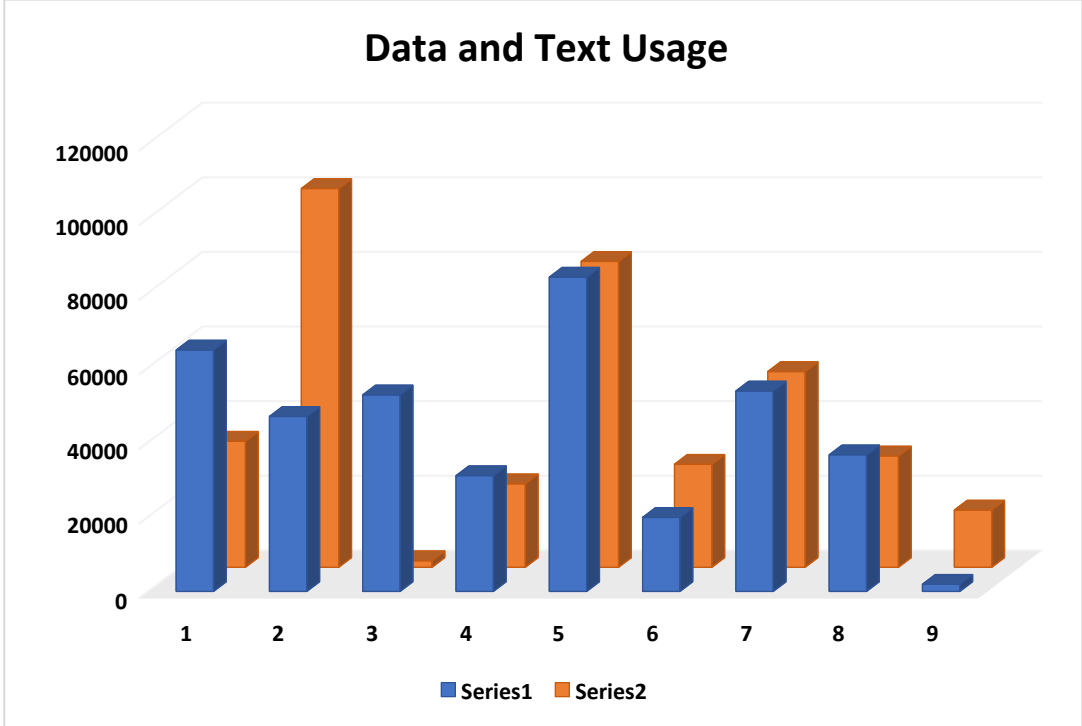


The average bill totals are roughly the same in both Kent and Issaquah, but have very contrasting average minute usage. Therefore, we must market more heavily in Issaquah so that subscribers are taking advantage of the plan deals and not feel like they are overspending.

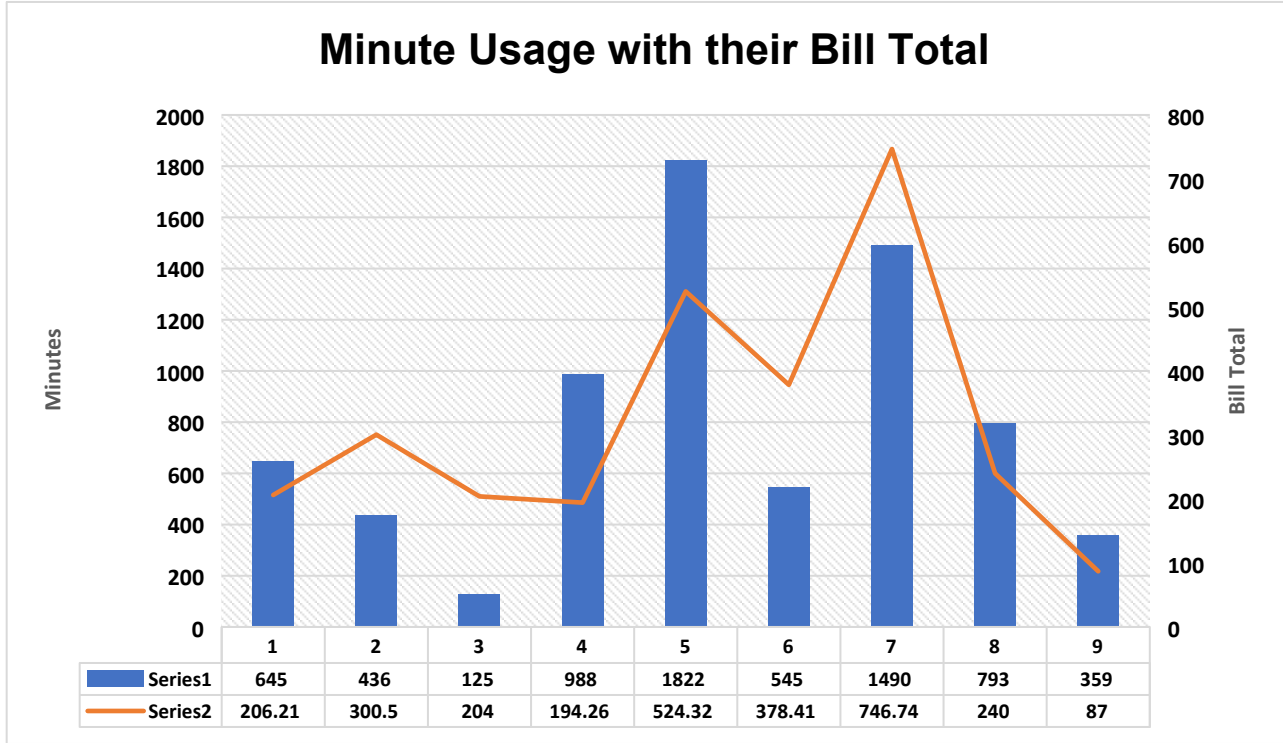


As Issaquah, Bellevue, and Kent all make the highest average data usage, we must focus on providing the subscribers with benefits in order for them to continue with Excelsior Mobile. This can be done through monthly discounts depending on the data that they use.

1C				
City	Total Mins	Total Data	Total Texts	Bill Total
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

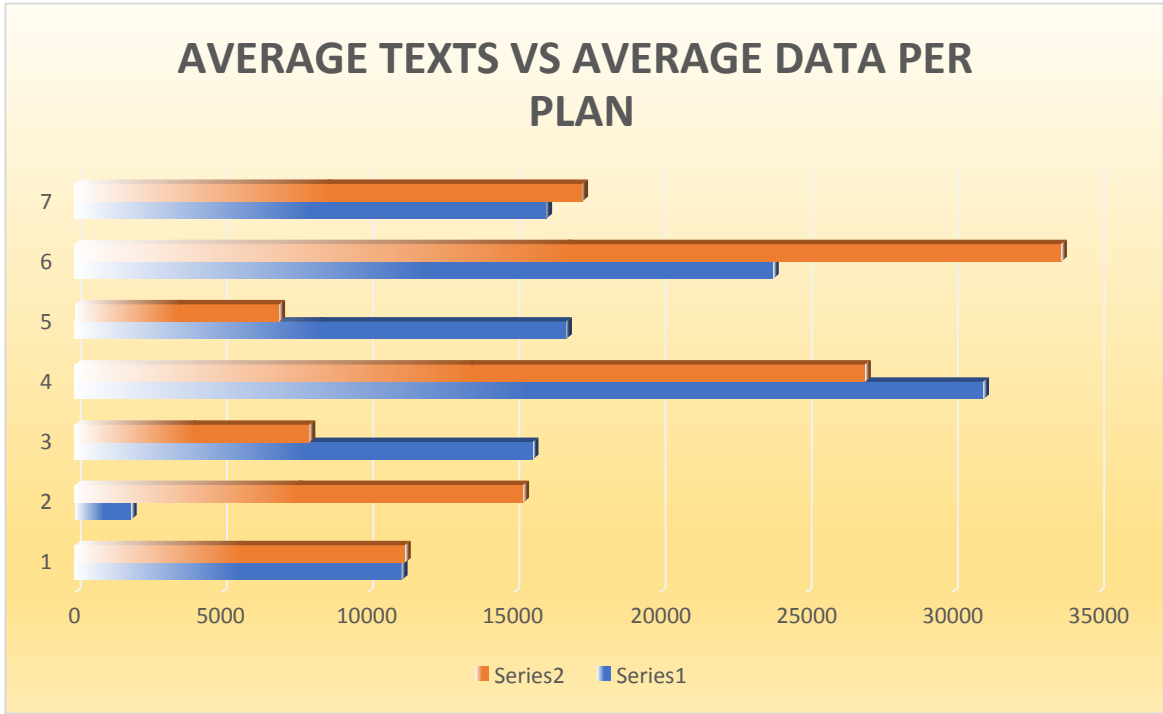


It appears that Tacoma has the least usage totals, which should prompt us to provide them with customer satisfaction surveys to assess whether they have been experiencing troubles with their plan and that is causing the discrepancy.

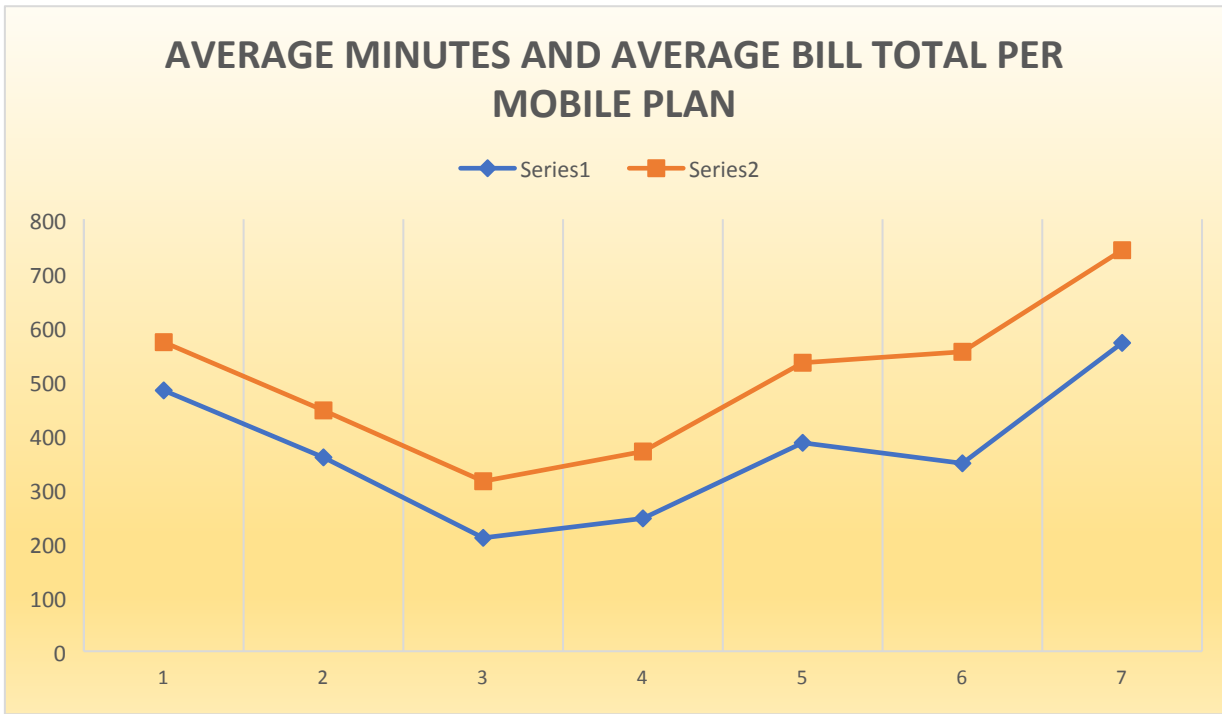


Bill totals in Olympia are much lower than other cities even though they are producing the highest total minutes used. We need to revise each plan and ensure that they are paying the correct amount according to their usage level.

1D				
AvgMins	AvgData	AvgTexts	Average Bill To	Mobile Plan
483	11178	11286	89.355	Data10
359	1912	15332	87	Data2
210	15654	8022	104.81	Data25
246	31064	27023	123.875	Data50
386	16799	6988	148.246	UnlBasic
348	23873	33729	206.53	UnlPrime
571	16121	17351	171.63	UnlSuper

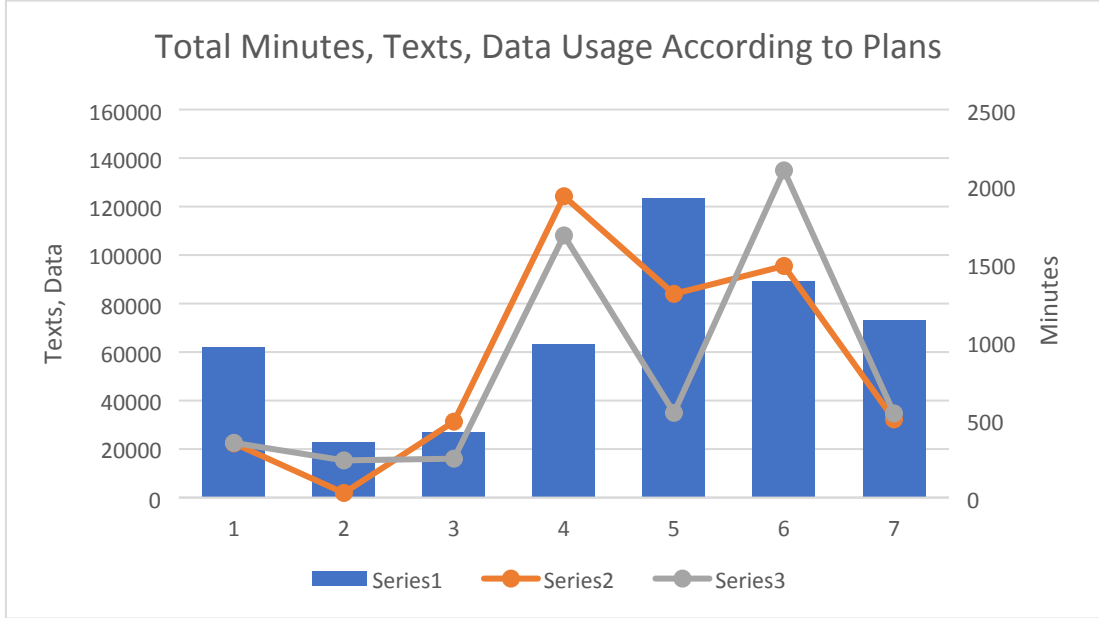


It seems like the higher averages of data usage with texts messages are likely ones from subscribers who send heavy loaded text messages. With this, we can infer that the majority of the content they are messaging could be pictures or videos, so we should ensure our satellite speeds are always running properly.

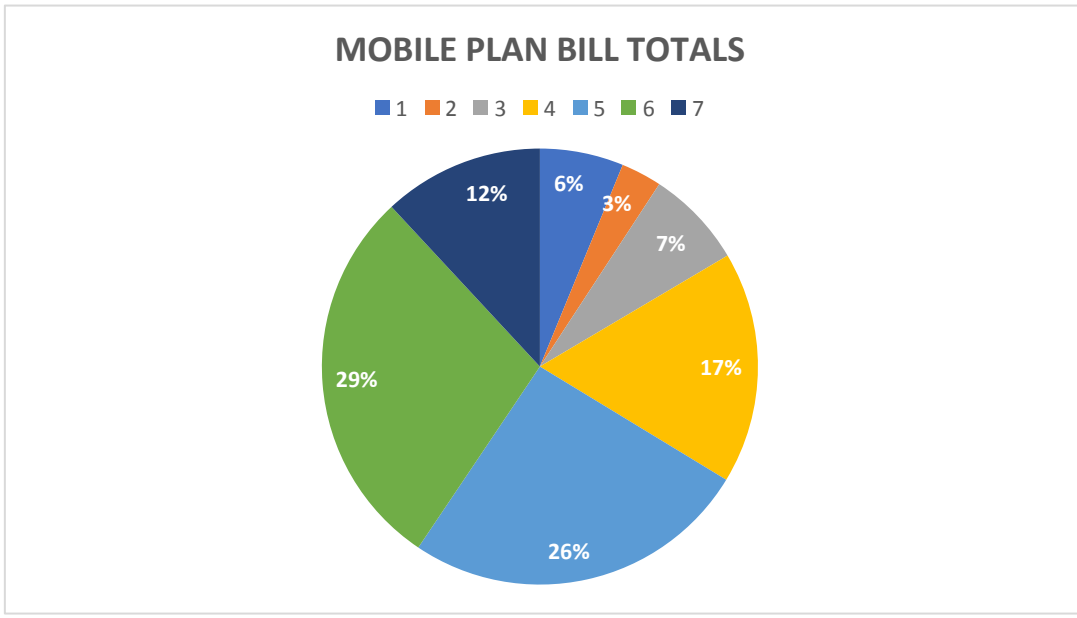


Our least utilized mobile plan seems to be Data25, with a slightly lower price than Data50, but both being the least popular. Within our budget plan for the upcoming month, we need to make sure to discount these plans in order to increase the subscription numbers.

1E				
Total Minutes	Total Data	Total Texts	Bill Total	Mobile Plan
967	22356	22573	178.71	Data10
359	1912	15332	87	Data2
421	31308	16045	209.62	Data25
986	124257	108095	495.5	Data50
1932	83997	34941	741.23	UnlBasic
1395	95495	134917	826.12	UnlPrime
1143	32243	34703	343.26	UnlSuper



The totals for minutes, data usage, and texts are all below average on the national scale of overall mobile plan usage. To elevate these numbers, we must put the highest priority on providing exceptional customer service through regular surveys, better UX design, and overall plan content advertising.



The Data10 and Data2 plans should be placed under audit review due to budget cuts and financial planning. As they are not generating as much revenue, we must assess the amount of advertising, and current subscriber numbers to decide whether it fits our forecasted budget plans.

1A

Cities with most customers
Seattle
Olympia

1A) Since both Seattle and Olympia are accessible cities for marketing, we must implement the same strategies of media reach for cities that are not as populated.

1B

Cities with the least customers
Issaquah
Kent

1B) These cities have heavy use of billboard marketing, and due to the COVID-19 pandemic most people are not outside to see these billboards. We will be transitioning to more digital forms of marketing in the next month for these two cities.

Least popular plan
Data2

1C) We will be reviewing Data2 and its features before fully deciding if it should be eliminated from our mobile plans offered as it is lacking popularity, and it is increasing our marketing costs.

2A

Number of customers	Type
14	Android
6	Apple

2A) The Apple device has experienced bandwidth malfunctions in the last month so we must manage those issues in order to level out with the quantity of Android device types we supply.

2B

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

2B) These are the customers that must be sent a promotion in the mail for their friends and family. We have to make sure to format the offer in a concise and inviting way, and mail it out within the next week.

2C

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

2C) The following customers have outdated devices, and should be receiving marketing promotions in the next month including a one-week free trial for our newer versions so that they can compare the new and improved options we have to offer.

3

Most Data Used Without UNL. Plan	City
52339	Bellevue

3) Bellevue subscribers have expressed they are not willing to pay for the unlimited plans, but have successfully made use of our cheaper plans through maximum data usage. We will be offering them a 10% discount for a full year if they decide to upgrade to any of the unlimited plans.

4A

Customer
Frank Castle

4A) Frank Castle has been our most loyal customer for almost two years now. As he engages the most with our content and promotions, we will be sending him a discount promotion for two references he sends to Excelsior Mobile as well as a guaranteed upgrade to a newer device version after a full two years of subscription.

4B

Cost	Highest Bill Plan
224.12	UnlPrime

4B) Make sure to include the Unlimited Prime Mobile Plan in our highest revenue yielding section of our monthly budget report. With this, we can begin utilizing predictive analytics to aid us in future costs and plans for more potential mobile plan options.

5A

Minute Usage	Area Code Number
1822	360

5A) The total minutes surpass our forecasted minute usage for the month in this city. With this, we can adjust our plans to a more inclusive minute usage range so that subscribers feel more satisfied with the plan implications.

5B

City	Most significant difference
Spokane	637
Seattle	601

5B) This large discrepancy in minute usage can be accredited to the more prevalent use of zoom meetings for business and office purposes. We will be sure to provide our subscribers who are in full-time positions the option to decrease their plan features so that there is more flexibility within our plans.