





# Cricket Wireless – Customer Segmentation

Customers are divided into 4 segments based on their contribution to the revenue

- To grow the revenue, focus on high value customers and try to move medium value customers to high value segment.
- For each customer segment churn falls in the range of **27% - 31%**, but **95%** of these did not got a retention call.
- Overall, **20** is the avg no. of months in service. **60%** gets a coverage quality from 5 to 7. **2%** opted out of mails. **10%** does not have a credit card. **5%** have referred someone and majority referred only one. **25%** belong to Income group 6. **80%** belong to urban or suburban area.



	Low Value	Medium Value	High Value	Premium Value
	 <b>15%</b> users contribute less than \$30 per month revenue	 <b>40%</b> users contribute b/w \$30 & \$50 per month revenue	 <b>35%</b> users contribute b/w \$50 & \$100 per month revenue	 <b>10%</b> users contribute \$100 or more per month revenue
# of Customers	5.5k (15%)	14k (40%)	12.5k (35%)	3.5k (10%)
Revenue/Month	less than \$30	between \$30 & \$50	between \$30 & \$50	more than \$100
Total Revenue	\$110K (5%)	\$535K (26%)	\$845K (42%)	\$543K (27%)
Churn (%)	31%	27%	27%	29%
Avg. Monthly Min	147 min	284 min	611 min	1031 min
Avg .Overage Min	5 min	8 min	36 min	206 min
Avg. Customer Care Calls	0.41	1.17	1.99	3.46
Avg. Dropped/Blocked Calls	3.2	5.8	11.8	23.9
Responds to Mail Offers	60%	55%	49%	44%
Web Capable Handset	81%	88%	92%	95%
Refurbished Handset	13%	12%	15%	18%
Avg Current Equipment Days	494	428	353	273
Avg Credit Rating	5.76	5.48	5.15	4.98