



# Choosing Intro

School of Information Studies  
Syracuse University

# Patterns in Retail Behavior

- Obtain
- Scrub
- **Explore**
- **Model**
- **iNterpret**





# Our Challenge This Week?

verizon✓

U.S. Cellular



at&t

T-Mobile

Sprint



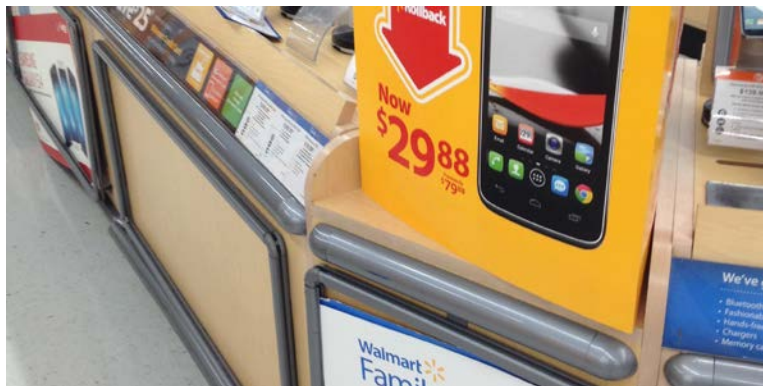
# What Do We Recommend?



# How Do We Retain Customers?



Get  
**Unlimited Data**  
*when you have AT&T wireless  
and DIRECTV®*





# But How to Choose?

