**Background Information**:

Ninja Telecommunications is an Internet Service Provider in Nigeria.

To support their revenue drive and marketing effort, they want to have a better understanding of their customers, especially with regards to how they use their Internet Data Plans.

Ninja Telecoms has over the past 6 months offered different types of Free Internet Data to their customers as incentives based on anything from new signups, data plans, locations and other special promos.

The company would like to be more efficient in their Free Data Offerings and has provided 6 months customer data for profiling before further analysis.

The Data

* Six months of Customers Data.
* Primary City represents the city where customer resides.
* Account Number represents the customer’s unique Identification.
* Customer Type indicates whether a customer is corporate or retails.
* Data Subscribed is the amount of Internet Data Purchased by the customer at a particular time in a month.
* Data Bonus is the amount of Free Internet Data given to the customer at a particular time in a month.
* Bonus Used is the amount of the Free Internet Data used by the customer at a particular time in a month.
* YM represents the Months in the year for the transactions, covering a six month period.

What the Client Requires:

A customer profiling for further analysis. This profiling should be based on the below rules:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Assigned Scores → | 20 | 15 | 10 | 5 | 1 |
|  |  |  |  |  |  |
| Indicators ↓ |  |  |  |  |  |
| Loyalty | Purchased Data Every Month | Purchased Data 5 out of 6 months | Purchased Data 4 out of Six Months | Purchased Data less than 4 out of 6 months | Did not purchase data in the 6 months period |
| Bonus Usage | Did not use bonus at all in 6 months | Did not use bonus at all in 5 out of 6 months | Did not use bonus at all in 4 out of 6 months | Did not use bonus at all in less than 4 out of 6 months | Used bonus data in all of the 6 months |

Based on the customers final scores on the above, classify the customers into the following:

Tier 1 Priority Service – Above 85%

Tier 2 Priority Service – Between 75% and 85%

Tier 3 Priority Service + Incentives – Above 60% and Less than 75%

Tier 4 Priority Marketing + Incentives – Less than or equal to 60%