



cricketSM

wireless

By Kanak Khanna

1. Maximizers



Mostly millennials, Tech Savvy, need premium speed for high quality streaming and gaming

% of Users	27%
Average Monthly Mins	500+
Average Monthly Rev/Person	\$62
Churn Rate	31%
Have credit cards	88%
Have Children	20%
Avg Dropped or blocked	9

2. Practical Users



Middle age, use internet for purposes like searching, paying bills, emails etc.

% of Users	65%
Average Monthly Mins	400
Average Monthly Rev/Person	\$56
Churn Rate	28%
Have credit cards	94%
Have Children	40%
Avg Dropped or blocked	8

3. Minimizers



Mostly old people, spend the least amount of time on the internet, majorly use internet on smartphone

% of Users	7%
Average Monthly Mins	300
Average Monthly Rev/Person	\$44
Churn Rate	25%
Have credit cards	92%
Have Children	15%
Avg Dropped or blocked	5