

Executive Summary

Market Analysis

Purchase Intent

Feature Priorities

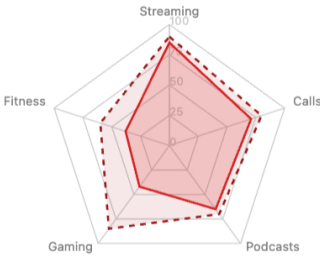
Customer Segments

Customer Segmentation & Targeting Strategy

Price Sensitivity Segments



Lifestyle Usage Patterns



Segment Targeting Strategy

Primary Target
Premium segment (\$200-299): 980 users focused on streaming & calls

Secondary Target
Mass Premium (\$100-199): 1,715 users for volume growth

Future Opportunity
Gaming segment: 42% usage with high engagement potential