**Improving Decision Making: Wireless Services Cost Evaluation**

**Problem Description**

This project involves researching and comparing wireless service plans and smartphone costs for a sales team of 20 based in Birmingham, UK. The goal is to find the best pricing over a two-year period for providing each team member with an iPhone 14 (128 GB) and unlimited talk, text, and data plans.

**Cost Comparison**

The table below shows the cost comparison for three potential wireless service providers, including both direct purchase and installment options for the iPhone 14, as well as the total costs over two years.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Provider** | **Plan Cost (per month)** | **Phone Cost (direct)** | **Phone Cost (monthly)** | **Total Cost (2 years, direct)** | **Total Cost (2 years, installment)** |
| **A** | **£50** | **£900** | **£40** | **£2100** | **£2160** |
| **B** | **£45** | **£850** | **£37** | **£1930** | **£1968** |
| **C** | **£55** | **£950** | **£42** | **£2270** | **£2328** |

**Conclusion**

Based on the analysis, the best provider for the sales team can be determined by selecting the option with the lowest total cost over two years. This ensures cost efficiency while meeting the team's communication needs.