

Cloud Services Company

Customer Ownership and Usage
of Products A and B

Overview

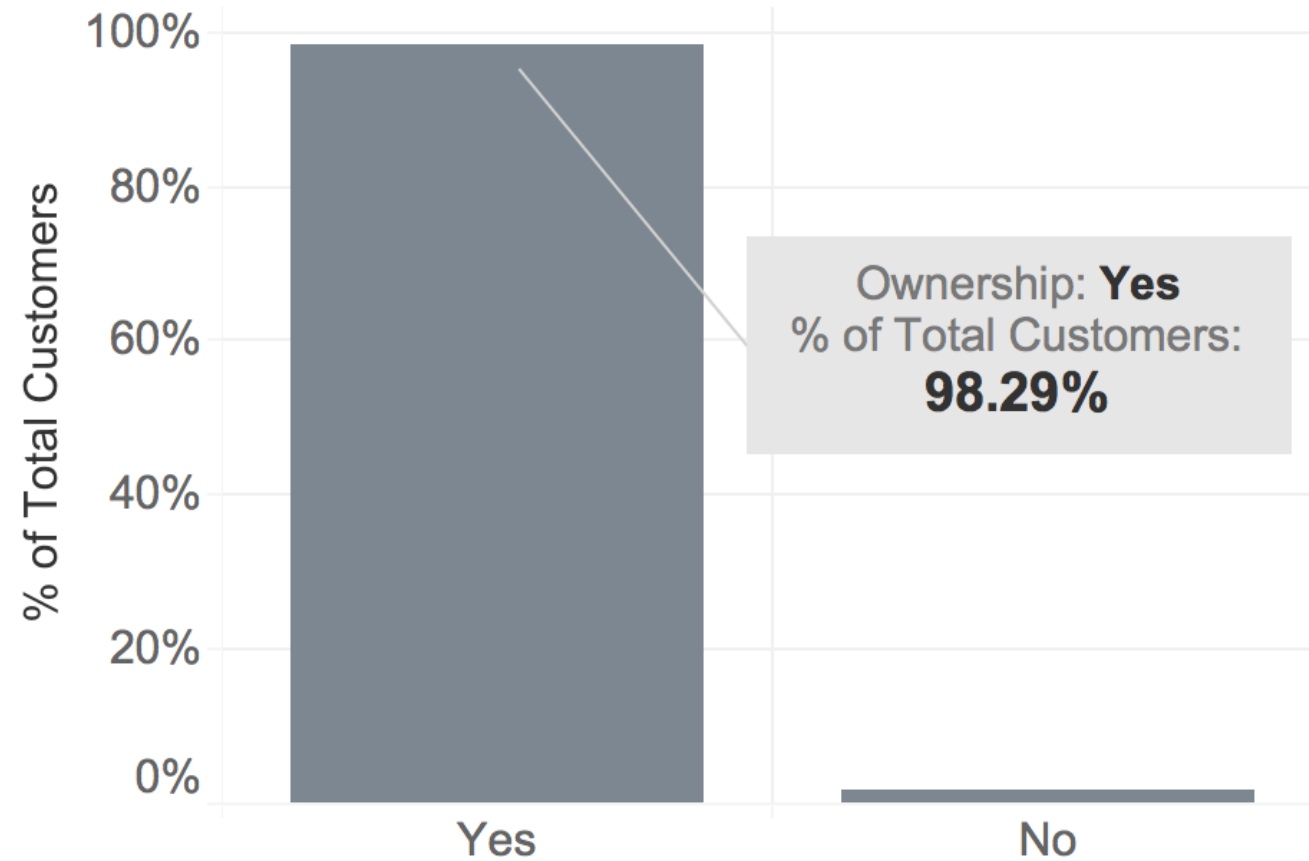
- Company: Cloud Services
- Products: A and B
- Number of Customers: 117
- Timeframe: 12 months

Objectives

- Understand customer ownership and usage patterns
- Identify revenue growth opportunities

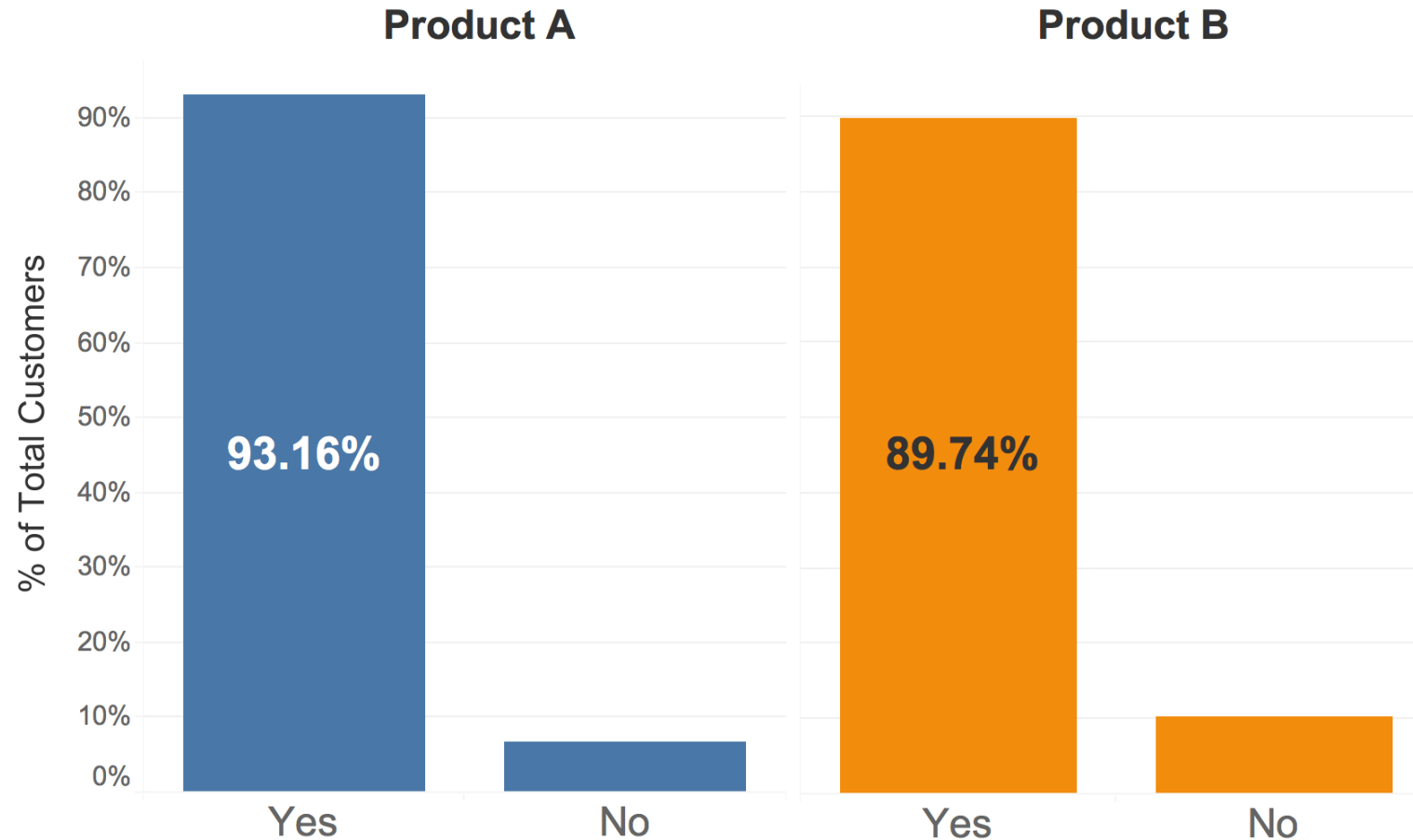
Product Ownership

98% of customers own either Product A or B



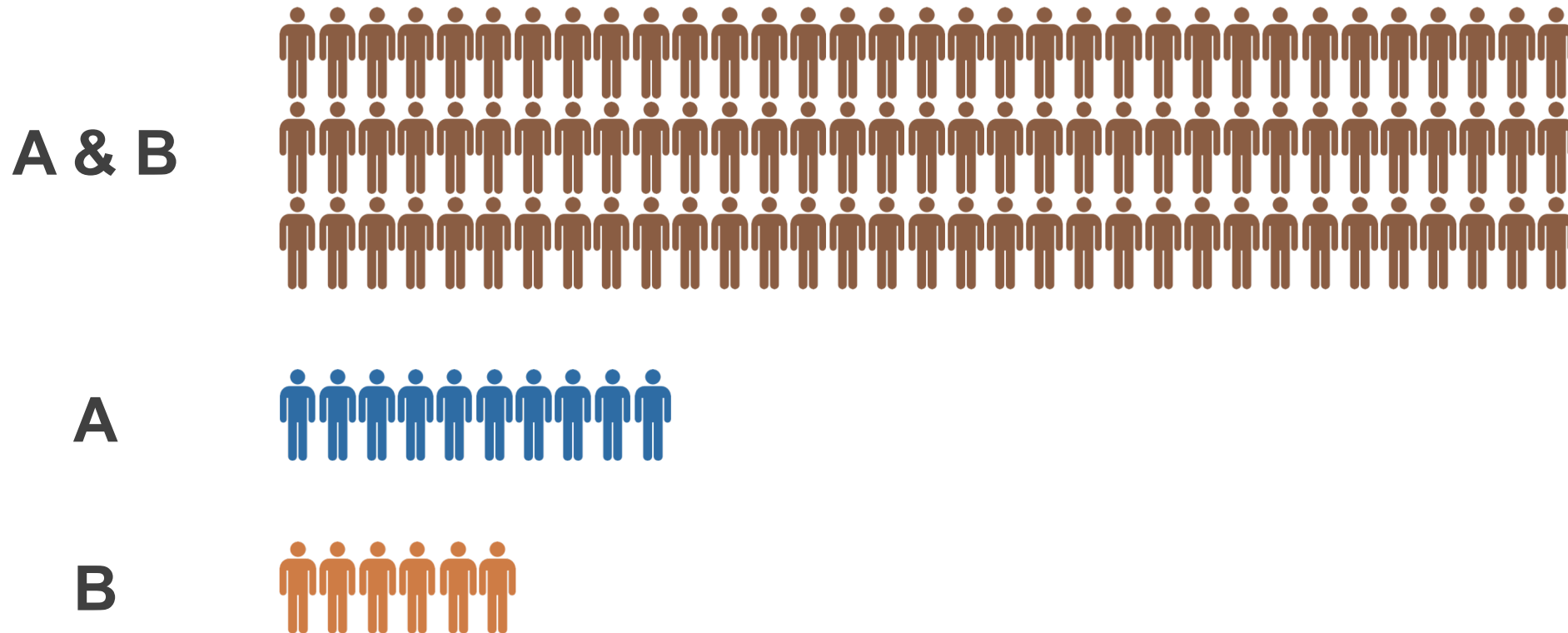
Product Ownership for A & B

Product A leads by almost 4%



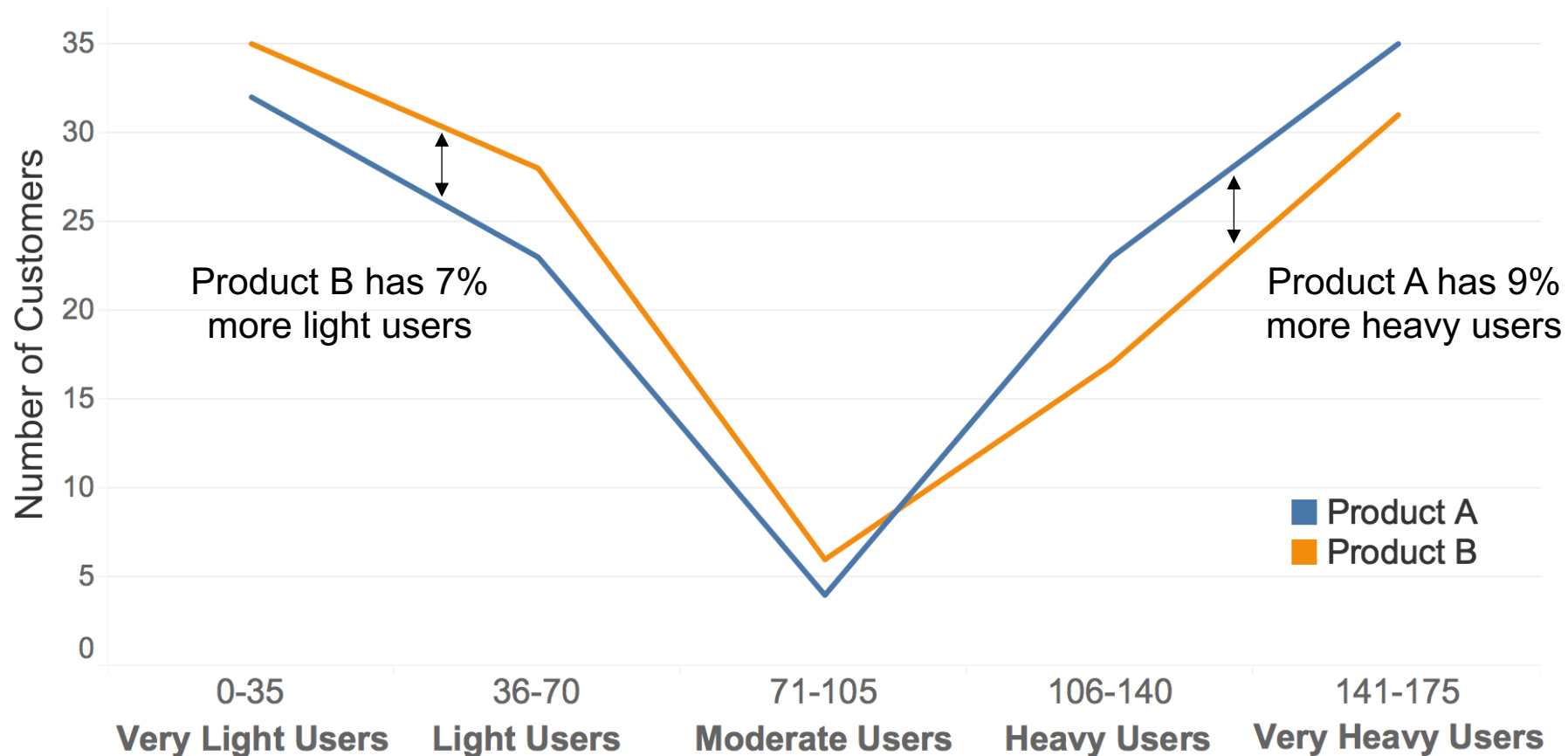
Proportion of Product Ownership

Almost 85% of customers own both products A and B



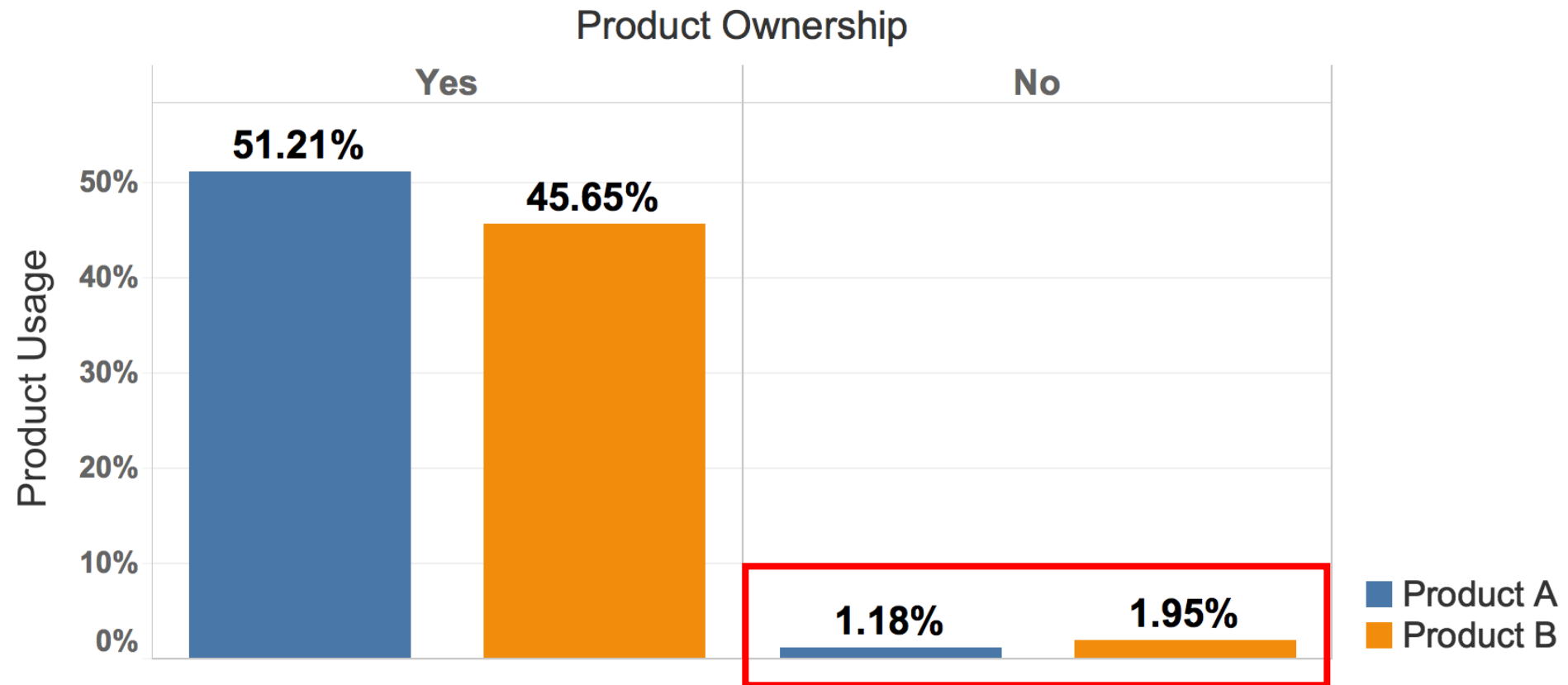
Customer Usage per Product

Majority of users are either light users (50.4%) or heavy users (45.3%)



Usage of Non-owners vs. Owners

9% of customers utilize 3% of total usage without owning any product



Key Findings and Recommendation

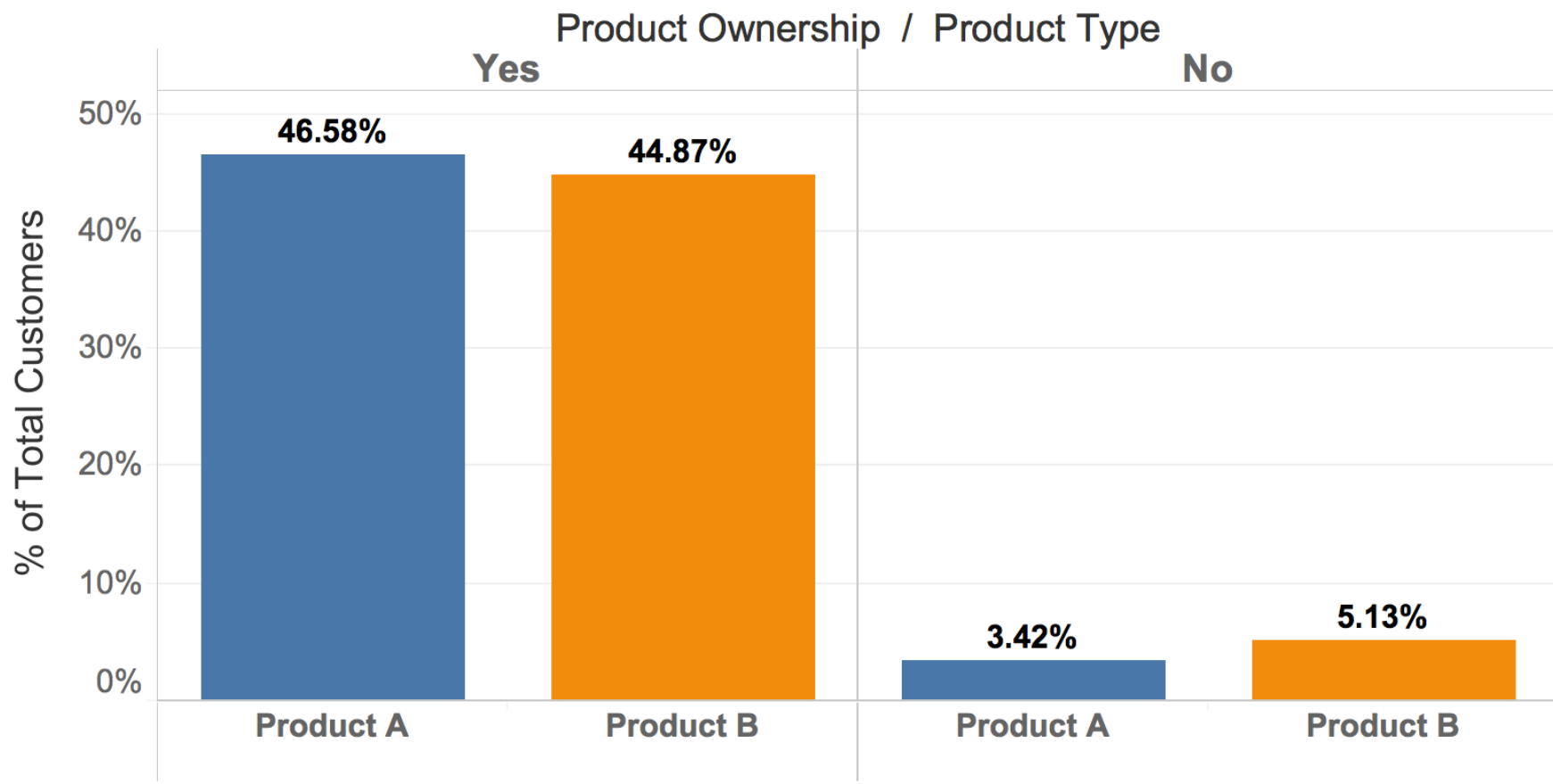
Finding	Recommendation	Objective
85% of customers own both products A and B	Offer products A and B as a package bundle	Increase sales volume and profit margins
50% of customers are light users	Educate customers and incentivize usage rates	Foster better customer satisfaction and profit potential
9% of customers are non-owners	Offer non-owners products at a discount	Increase revenue without alienating leads

Key Business Questions

- Are A and B complementary products?
- Who are our customers (e.g. profit/non-profit)?
- How much revenue is earned with a certain user group?
- How much will it cost to convert light users to heavy users?
- Is revenue more associated with product ownership or usage?
- What is the non-owner usage allowance?

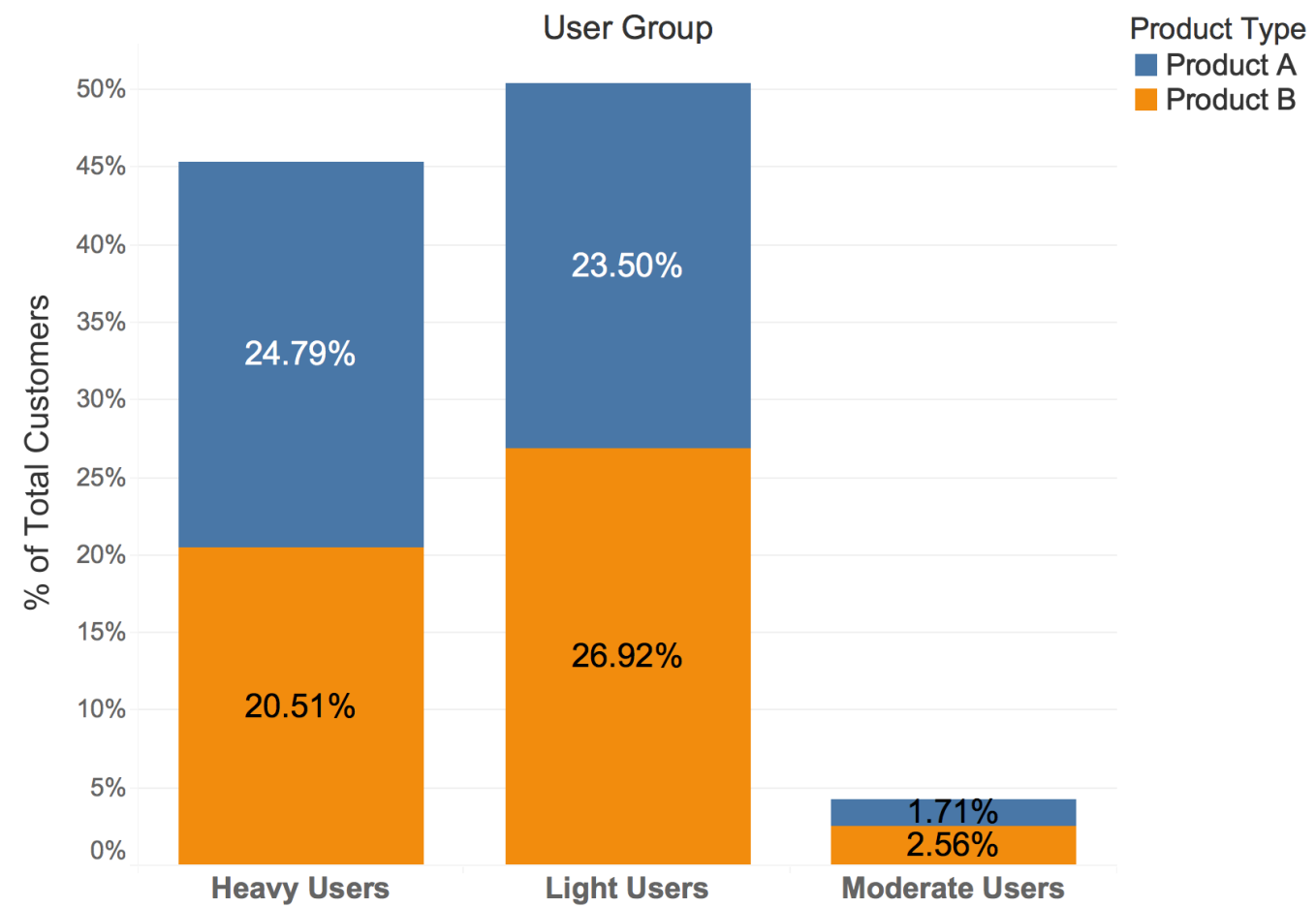
Appendix

Customers per Product Ownership and Product Type



Appendix

Percentage of total customers per user group



Appendix

Comparison of heavy and light users

