

# ABC TELECOMMUNICATIONS

## CLUSTER ANALYSIS

NOTE: ONLY 6 MONTHS OF CUSTOMER DATA WAS ANALYSED.



**ABUJA (20.91%) LAGOS (20.05%) & PORTHARCOURT (20.03%)** have the **largest customer base respectively**.  
**PORT HARCOURT (9.41%) & ABUJA (9.27%)** have the **highest number of "Tier 1 Priority Service" Customers**.  
**KANO (4.88%) & PORTHARCOURT (4.7%)** have the **highest number of customers under "Tier 4 Priority Marketing + Incentives"**.  
**ABUJA & LAGOS** have the **highest quantity of Data Subscribed and Bonus Used**.

### SUMMARY OF ANALYSIS



TOTAL NUMBER OF CUSTOMERS

9947



QUANTITY OF DATA SUBSCRIBED

18.28M

GB

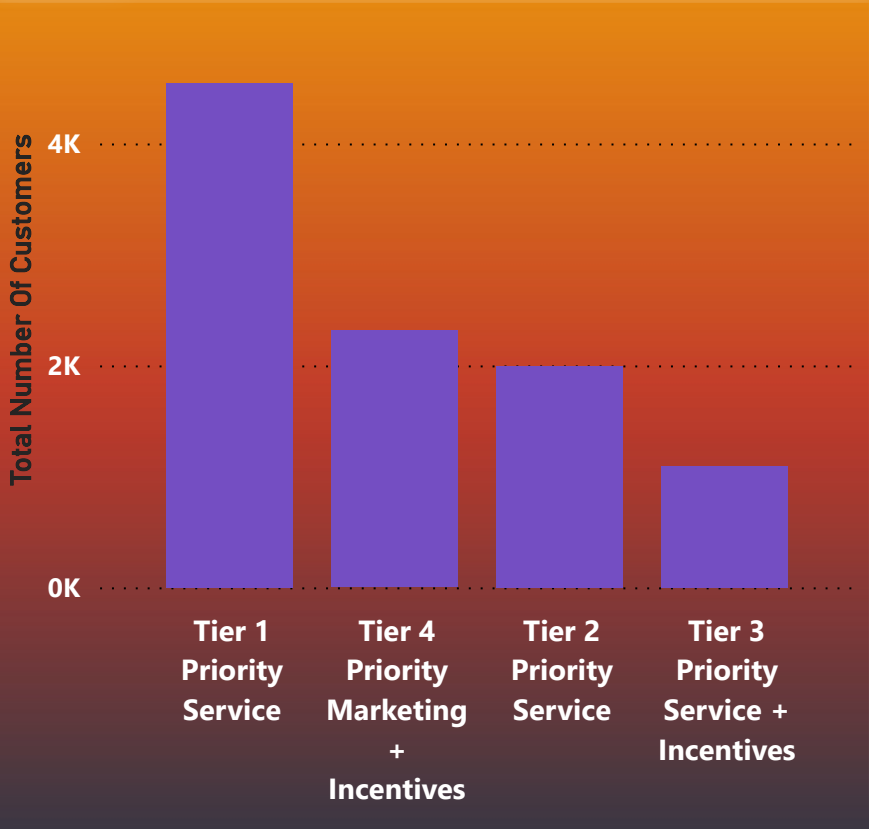


QUANTITY OF BONUS USED

3.82M

GB

### CUSTOMER TIERS



### % CUSTOMERS BY LOCATION

