

**DISCRIMNANT ANALYSIS ON FACTORS THAT DISTINGUISH TYPES OF
CUSTOMERS AND/OR PROVIDING NETWORK SERVICES USING
QUESTIONNAIRE APPROACH.**

(A CASE STUDY OF MTN AND GLO)

BY

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ABSTRACT

The study was carried out with the aid of discriminant analysis to determine the factors which distinguish different type of customers and/or services on the basis of survey. This study was carried out through the administering of questionnaire method. The questionnaires were distributed around some specific areas in Abeokuta. These questionnaires were collated and analyzed using SPSS. The result gotten shows the difference between the service providers and also classified the customers into groups they belong to. A linear combination was derived to show the difference between the products using the variables that were selected for the analysis, linear combination was also derived to allocate customers to groups. In the study two network providers were chosen for the study. The network providers were given piece of advise to improve their service provision. The study shows the effectiveness of discriminant analysis for classification and grouping.