

- 1 Better Network Data, Better Decisions
- 2 About me
  - Building networks since before the web
  - Engineering at a regional ISP: network monitoring for ISPs, enterprise & state governments
  - At Preseem to help operators move from reactive to proactive — turning network data into decisions
- 3 "Why does more data so rarely lead to better decisions?"
- 4 A Benchmark for Your Network
  - Billions of US metrics per day
  - End to end payload, TCP RTT
  - Peak vs. Off-Peak
- 5 2024-2025 Year over Year Change
  - Active Subscriber Download = 7.7 Mbps avg. up from 7 Mbps
  - 14.5 GB/day median
  - Latency holding steady
- 6 Download Data Consumed Per User Per Day
 

Technology	Median (GB)			Average (GB)		
	2024	2025	Change	2024	2025	Change
FWA	6.33	6.65	+5.07%	13.02	14.31	+9.83%
Fiber	10.29	11.62	+12.83%	18.48	20.54	+11.25%
- 7 Operator & Home Network Latency
- 8 Preseem Plan Speed vs. Monthly Downloaded Bytes: Trendlines
- 9 (Detail) Plan Speed vs. Monthly Downloaded Bytes
- 10 What the data says
  - Download avg at 7.7 Mbps: growth slowing
  - 14.5 GB/day median, still slower
  - Latency medians steady: home still drives the lat. under load
  - DLUL, SHIMing, ST-7.7, plan for ST
  - Peak 100 Mbps: fiber & wireless both deliver: WiFi is the bottleneck
  - Multi-tenant is the norm

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