

Zayo / Big Data: Business Intelligence Collaboration

Goal

Use a reproducible and scalable method to analyze Zayo's full dataset and provide business intelligence on the questions below. You will later use the insight you've created in your hackathon/presentation at Zayo.

Questions to Answer

1. Of the Tranzact accounts that have services: What industries/verticals spend the most money and on what products/services?
2. If Zayo only had enough team members to focus on two products, which products would you prioritize?
3. If Zayo only had 5 representatives, which states would you prioritize for in-person meetings?
4. If Zayo sent quotes to all Tranzact accounts, how would you prioritize the customer account list? (And list the prioritized accounts from 1 to #####).
5. Of the Tranzact accounts without services: How would you prioritize which accounts to go after first and which products would they potentially buy?

Deliverable Format

Answer the above questions in an interactive web page.

- Your method of analysis should be reproducible and scalable.
- Use an effective presentation method (data visualization, narrative, etc) for each question. Think about [Dr. Szafir's](#) insight.
- Be aware! Zayo will be providing an additional dataset (on delinquency/failure-to-pay rates) at the hackathon event. You may want to keep this in mind as you structure your program so that it has the flexibility to ingest and analyze new data with respect to your current sets.

Questions for Zayo?

Do you have questions for Zayo? Add them to [this doc](#) and Zayo will respond. Answers from your questions the previous week are listed.

Information on the Datasets

TAP Customer Account Data

The first set of data provided contains information for Zayo's TAP (Target Account Priority) customer accounts. These accounts are given a TAP rank based off their relationship with Zayo through marketing and corporate sales opportunities. You have already conducted preliminary analysis using this data set, which can be used to project onto the second, larger data set.

Tranzact Customer Account Data

The second set of data provided is of our Tranzact-owned customer accounts. These are customers who are not highly ranked in our TAP hierarchy, but have great potential for sales opportunities. From your findings for the TAP accounts, please project your analysis to the Tranzact customer accounts.