User Analytics in the Telecommunication Industry

Analyze opportunities for growth and make a recommendation on whether TellCo is worth buying or selling

📋 Data   ✅ User Overview Analysis   📊 User Engagement analysis   ✅ User Experience analysis   ✅ User Satisfaction Analysis

Top 10 customers per session traffic

msisdn_number	session_dur_hr	session_frequency	session_trfc_mb
33,626,320,676	3	1,084	514,745.0102
33,614,892,860	9	17	8,436.419
33,760,536,639	10	15	8,120.3212
33,625,779,332	21	17	8,105.87
33,675,877,202	7	15	7,525.5495
33,659,725,664	3	16	7,348.8834
33,666,464,084	10	11	6,969.9296
33,760,413,819	8	12	6,801.9586
33,664,712,899	18	11	6,584.1334
33,698,792,269	6	11	6,237.8875

Top 10 customers per session frequency

msisdn_number	session_dur_hr	session_frequency	session_trfc_mb
33,626,320,676	3	1,084	514,745.0102
33,625,779,332	21	17	8,105.87
33,614,892,860	9	17	8,436.419
33,659,725,664	3	16	7,348.8834
33,760,536,639	10	15	8,120.3212
33,675,877,202	7	15	7,525.5495
33,667,163,239	12	13	5,358.1181
33,627,080,969	22	12	5,488.139
33,604,515,716	21	12	5,233.6266
33,760,413,819	8	12	6,801.9586

Top 10 customers per session duration

msisdn_number	session_dur_hr	session_frequency	session_trfc_mb
33,762,251,262	23	1	212.9315
33,688,704,037	23	1	643.0414
33,762,643,797	23	5	1,741.2446
33,659,304,235	23	2	962.4076
33,662,298,430	23	1	527.7114
33,762,644,658	23	5	3,111.7829
33,671,911,790	23	1	534.7862
33,671,902,999	23	1	78.0444
33,662,300,066	23	1	546.2477
33,762,652,313	23	1	458.2207

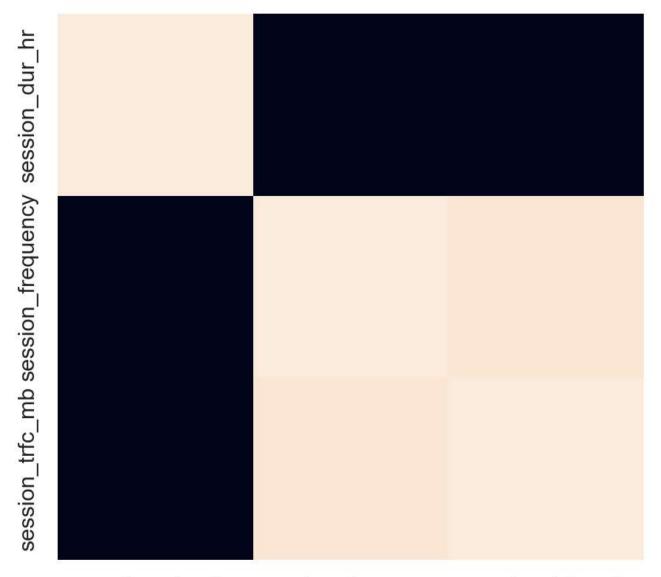# Scatter Plot with Regression Line

Select Regression Method

Linear

Polynomial

Here we found that there is a strong correlation between session frequency and session t

correlation among engagement metrics

	session_dur_hr	session_frequency	session_trfc_mb
session_dur_hr	1	0.0115	0.0114
session_frequency	0.0115	1	0.9858
session_trfc_mb	0.0114	0.9858	1

engagement_metrics