



# 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

## Tellco Data set

	bearer_id	start	start_ms	end	end_ms	imsi	msisdn_number	imei	last_lo
0	13114483460844900352	2019-04-04 12:01:18	770	2019-04-25 14:35:31	662	208,201,448,079,117	33,664,962,239	35,521,209,507,511	916456
1	13114483482878900224	2019-04-09 13:04:04	235	2019-04-25 08:15:48	606	208,201,909,211,140	33,681,854,413	35,794,009,006,359	L77566
2	13114483484080500736	2019-04-09 17:42:11	1	2019-04-25 11:58:13	652	208,200,314,458,056	33,760,627,129	35,281,510,359,387	D42330
3	13114483485442799616	2019-04-10 00:31:25	486	2019-04-25 07:36:35	171	208,201,402,342,131	33,750,343,200	35,356,610,164,913	T21824
4	13114483499480700928	2019-04-12 20:10:23	565	2019-04-25 10:40:32	954	208,201,401,415,120	33,699,795,932	35,407,009,745,539	D88860
5	13114483499779198976	2019-04-12 21:37:31	439	2019-04-25 08:08:09	553	208,201,402,670,191	33,668,185,951	35,298,410,295,700	T89130
6	13114483501243799552	2019-04-13 08:41:59	612	2019-04-25 08:16:21	168	208,201,448,341,047	33,665,368,271	86,762,704,322,800	916456
7	13042425910865399808	2019-04-14 02:11:59	592	2019-04-25 02:26:52	512	208,201,009,069,207	33,763,490,140	86,546,404,964,017	CELL_0
8	13114483506432499712	2019-04-14 12:48:32	121	2019-04-25 10:22:26	960	208,201,448,324,028	33,698,743,617	35,562,409,696,153	T42084
9	13042425914669299712	2019-04-15 00:32:15	0	2019-04-25 00:40:17	284	208,200,314,385,130	33,659,219,748	35,573,109,931,422	L20434