Vodafone ATLAS

Purpose: Analyzing customer details and to provide quick resolution to the customers’ complaints which in turn helps to improve business of service provider.

Helps to analyze details like

* Most used services by customer
* Highest revenue generated service
* Finding loyal customers so that exclusive benefits can be provided to them

Flow of project:

1. Data Migration: Data is collected from 3 sources which can be in the form of RDBMS or Sensor logs from Sensor devices and is being dumped into hive for further processing and then Analyzing the same data for further decision making. Data can be sourced from the below tools:

* BRM- Billing & Revenue Management- Mainly contains data w.r.t subscriptions, pricing, rating, invoicing etc. (RDBMS Type)
* Customer Churn complaint data- Mainly contains data w.r.t complaints registered by customers through customer portal. (RDBMS Type)
* Sensor logs- Sensors send CRDS logs when a call is initiated by the customer of every region to service provider. (Sensor Logs Type)

1. Data Processing: Once data is received, it is processed(partitioning/bucketing) to serve different purposes like

* Most used services by customer
* Highest revenue generated service
* Finding loyal customers so that exclusive benefits can be provided to them

1. Data Analysis: Once the data is processed according to the requirements, it can be used for decision making. E.g.: Analyze situations like whether the customer would unsubscribe or stay loyal to the service provider and find a solution to retain them.

Reports/Charts can be prepared using Tableau.