

BIGDATA IN TELECOM INDUSTRY

CHARACTERISTICS OF BIG DATA

Volume	The telecom companies collect large amount of data through call records, customer reviews, geo data, public data from social networks.
Variety	Telecom industry has call records(audio), customer reviews(Text),social media(images)etc.,
Velocity	As there are large number of users, the generation of data is also rapid.
Veracity	Large amount of data results in uncertainty (inconsistent).
Validity	Customers data are valid until they turn into churn.
Value	Telecom data are valid data for digital marketing, fraud detection, churn prevention, etc.,
Viscosity	Telecom data takes more time to process the data and draw insights from it.
Volatility	Telecom data have timeline for the data processed.
Visualization	Visualization used to analyze the relationship between complex data easily.

DATA SOURCES FOR TELECOM INDUSTRY

Telecom industry has a complete knowledge about their customers like where they were connected frequently, or what are their daily usage patterns. This comes from records of call details, location data, social media and network traffic data.

The following are the several data sources for Telecom industry;

- Network Data
- Performance monitoring data
- Call Management Data
- Subscriber Data

Use cases of Telecom data:

- ❑ **Customer satisfaction** – Telecom companies collecting large amount of data because of which they could easily generate a 360-degrees view of their customers by using their own data namely – call data, geo data, and internet usage data from social networks
- ❑ **Smarter networks** – Algorithms could be used to monitor network traffic data that would ultimately improve the quality of services or optimizing routing.
- ❑ **Reduction of Risks** – Understanding the latent need of the customers can help in decreasing the churn rates.
- ❑ **Benefits to the third party** – The third parties like insurance and financial services providers might be very interested in some particular data streams.

