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This specification outlines V Mobile’s business requirements for subscriber behaviour analysis in relation to a recently launched campaign.

Business Requirements Document  
Subscriber Behaviour Analysis for Campaigns

PBT Academy  
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# Project Introduction

## Scope

<<write your scope of the project>>

## Business Problem

<<write your refined business problem of the project>>

### Qualification Criteria

* <<criteria used in data preparation to decide on master record & qualifying subscriber>>

### Assumptions

* <<assumptions used in the project>>

### Business Rules

* <<business rules used in the project>>

# Project Solution

<<write your introduction to the solution you built>>

## Data Analysis

<<all the understanding gained during the analysis of the project>>

### Data Flow diagram

<<assumptions used in the project>>

### Solution Diagram

<<Your solution diagram>>

## Data Preparation

* SQL/Python scripts to combine all subscriber information from the three source systems. The following is the resulting tables:
  + **Individual tables** from the three source systems
  + The **combined subscriber data** **table**.
    - Combined with master record identified
  + The **combined subscriber data** **table**.
    - Only master records
  + The **qualifying subscriber** **table**.

## Data Visualisation

The following visualisations will be created.

### Visualisation

<<write the details of what needs to be created, detail of how the structure and fields should be>>

## Client Presentation

<<specifications for the presentation to business>>

## Technology

The following technology was used for each stage of the project.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Data**  **Analysis** | **Data Preparation** | **Data Visualisation** | **Client**  **Presentation** |
| **SQL Server** |  |  |  |  |
| **Python** |  |  |  |  |
| **PowerBI** |  |  |  |  |
| **PowerQuery** |  |  |  |  |
| **Excel** |  |  |  |  |
| **PowerPoint** |  |  |  |  |
| **Canva** |  |  |  |  |