

Title: Data Science into Tele-Communication Sector

Team: DS_2020_3 (Maldini P.A.N.,
Perera G.Y.V.,
Weerasooriya P. A. A.)

Git Repository: https://github.com/NMaldini/DS_Group-project.git

Data: The dataset contains the details of 400 prepaid users of a leading global telecommunication company. It has 38 attributes such as; data usage, talk time, recharge amount for a month. The data were collected in 2018.

Research question to be explored: In order to increase the mean revenue for a given month, we would like to suggest giving some offers for a target group. Further analysis has to be done to identify the target group.

Outcomes: A descriptive analysis will be done to get an overall idea about the sample. A diagnostics analysis will be done if there are any causality to be investigated, A Predictive analysis will be done to predict the revenue or the usage of a new user. And a Prescriptive analysis will be done in order to explore the above mentioned research question.

Assumptions: The sample dataset is a representative dataset for the entire population.