

NICHOLA CHRISTIE

- long-term career in government data
- competent with a number of different programming languages and business intelligence platforms
- good at problem-solving and coming up with a workable solution

DANIEL EVANS

- worked with a diverse set of stakeholders
- easily able to build rapport with others
- worked on personal data science projects for the past five years
- particular interest in text analytics, NLTK and Python

MATTHEW MOORE

- long-term career in ICT
- competent programmer but new to Python and R
- has experience working with regex and unstructured data



MICHAEL COLUZENS

- long-term career in Telstra ICT
- comfortable managing senior executive stakeholders
- good at identifying issues or business problems and developing a solution
- no prior experience with programming until the Master of Data Science

AUTHOR

- Preferred roles:
- Data analyst
 - Data scientist
 - Statistician (maybe)
 - Report writer and aggregator

- Key skills and professional experience:
- long-term career in federal central agencies so experienced looking for insights decision-makers can use across different data sources and methods
 - experienced data analyst and a lot of recent experience with unstructured text data
 - tertiary-level statistics education
 - competent programmer (Python, R, SQL and DAX) and user of business intelligence platforms
 - able to develop baseline knowledge of new techniques and concepts fast

Project Overview
MDS Project 008: Vodafone Net Promoter Text Analysis
Client organisation: Vodafone Australia (VA)

Key stakeholders

- Dr Neil Fraser (Program Director Data Science and Analytics, JCU)
- Mr Adrian Cunningham (Head of Customer Care WFO, Platforms & Technology, VHA)
- Ms Karina Sant'Ana (Head of Analytics, Growth & Decision Science, TPG Telecom)

Assessment Task 1: Problem Scoping
Nikki Fitzherbert 13848336
16 July 2021

Part 2b: Processes and Methods of Data Science Consulting

Possible Methods of Enquiry

Client data

Benchmark/proxy data for code framework and model training

Part 2a: Problem Scoping and Background Research

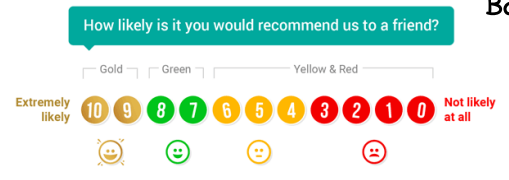
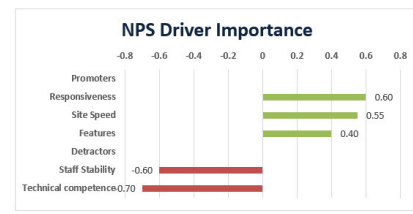
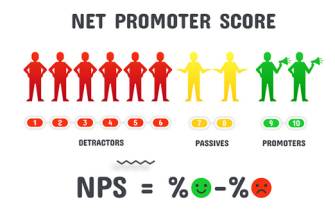
Part 2e: Additional Information from the Client

Processes

Possible Methods of Enquiry

Client data

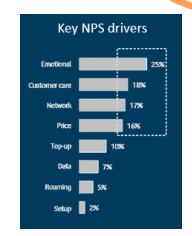
Benchmark/proxy data for code framework and model training



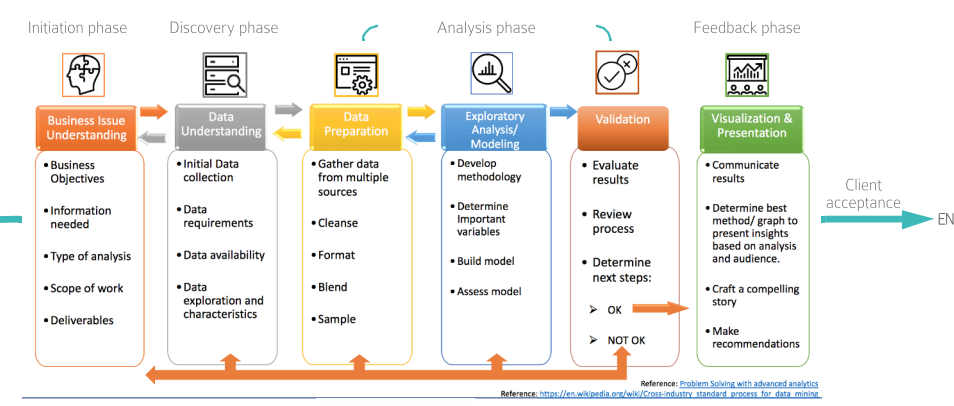
If client data becomes available, pre-process and perform an EDA

Problem Scope

Client Organisation



- Known for its customer-first culture.
- Known for its cost-cutting culture.
- Became a subsidiary of TPG Telecom in 2020 after a protracted court battle with the ACCC.
- Sensitive about their NPS data and any potentially negative findings
- Only the NPS ratings and text responses will be provided; no additional metadata or personally identifiable information as originally suggested by the scoping document.
- Will need to sign a contract.
- All supplied data must destroyed upon project completion.
- Some analysis has previously been done and client is willing to share that work, plus relevant domain-specific phrases.
- No significant work in this space or procurement of a suitable off-the-shelf tool is planned for the near-to-medium term.



Literature Review

Desktop/preliminary research (set context and client's strategic environment)

