# **Customer Segmentation for JIO telecom.**

* **Elicitation:-**
* JIO has approached a data analytical firm for creation of customer segmentation dashboard for Indian region.
* Points to be noted, Gender, Locality, Plan Price, Sales, References.
* **Analysis and Documentation:-**
* After communicating with company team got the initial reports and information for analysis and documentation for data base.
* **Validation and Verification:-**
* Validation of given points like Gender, Plan Price, Geography, Sales and Reference has been completed and conclusion is only gender, plan price, geography and references can be used as data base.
* **Prioritization and negotiation:-**
* After prioritizing above four points, company has also demanded information in 5 days, which was impossible because team has to process huge amount of data.
* So team has negotiated and took the timeline of 10 days for 150000 amount.
* **Change Management:-**
* Suddenly company has requested changes for year-to-year dashboard that can help to reflect yearly customer classification on yearly basis.
* **Traceability and Impact Analysis:-**
* After completing all analysis team was able to create a best version of customer segmentation for company and it impacted all customer base of company.
* **Implementation and Testing:-**
* All the implementation and testing is done by team and the dashboard/ project turned out so good.
* **Validation and Acceptance:-**
* Client has given Validation and acceptance for the project.
* **Deployment and Maintenance:-**
* Finally the deployment is done and project is on air.
* Maintenance is done backend.

## **The project is completed.**