Finding a Goldmine in Cellular Data

Ref :- <https://www.accenture.com/us-en/blogs/blogs-finding-a-goldmine-in-cellular-data-a-new-opportunity-for-telecom-in-the-big-data-era>

Summary: -

As Per IDC the big data market is expected to grow from $3.2 billion in 2010 to $16.9B in 2015.  In the last two years, we have produced more data than all human existence has in the years prior, and that number is expected to multiply in ways we can only imagine, thanks to the growth of the Internet of Things (IoT), the concept that all devices – everything from smartphones to appliances to heart monitors – will eventually connect and automate, and thanks to mobile, which has more than 5 billion people calling, texting, tweeting, and browsing worldwide. It is becoming clear that data analysts are not capable of handling the influx of stats and figures, while machines fail to make real sense of it all, lacking the ability to create a logical picture. As the Users are increasing the Data is also increasing day by day which is another challenge to drive something useful from such massive data.

Visual touch heatmaps are another useful feature. Heatmaps aggregate all users’ gestures – taps, swipes, pinches – and provide an inside view of where users are engaging with your app and help you understand your user behavior, the reasons for their actions, and where on the screen they are focused.

Analyzing cellular data for position information has a variety of applications. Due to privacy concerns, the existing applications typically provide aggregate mobility information and claim to be anonymous. Despite this, the cellular data has proved its value in a wide range of areas. Examples include customer behavior analysis for retail, property, leisure and media, business location selection for retail, and trip matrix analysis for city/transportation planners.

[Mobile big data can be used for a variety of purposes, but it is often used for the optimization and personalization of mobile services.](https://intelligence.businessinsider.com/mobile-and-big-data-will-change-tech-2013-6?utm_source=House&utm_medium=Edit&utm_term=LB5&utm_content=link&utm_campaign=BIIMobile) App developers, for example, might use analytics to improve their apps. Developers can use the Data for improving of their apps and can also read the user comments and can check the problems user are getting with the application and can be used for the betterment of the services.

Most operators conduct analytics programs that enable them to use their internal data to boost the efficiency of their networks, segment customers, and drive profitability with some success. But the potential of big data poses a different challenge: how to combine much larger amounts of information to increase revenues and profits across the entire telecom value chain, from network operations to product development to marketing, sales, and customer service — and even to monetize the data itself.

Analysis: -

Analysis from the Cellular data is quite new to the world, infect some developing countries are still working on the user and pattern behavior of the people using the Data. Once of the Leading Industry in Telecom Reliance (INDIA) CEO Mukesh Ambani quoted that “Data is the New Oil” which tells about the how data Is important for the Industries to generate the revenue. Big data promises to promote growth and increase efficiency and profitability across the entire telecom value chain. It includes the areas that Optimizing routing and quality of service by analyzing network traffic in real time, analyzing call data records in real time to identify fraudulent behavior immediately, using insights into customer behavior and usage to develop new products and services.

I personally think that operators must learn from companies such as Google and Facebook, where data is king and virtually every product decision flows from what the available data says about customers and how it can be used. Currently telecom operators are now also facing the challenges with the newly developed applications like WhatsApp and Facebook which provide VOIP services over internet rather than using the telecom signals.

Previously, very less amount of money cellular operators has used in the R&D section for the user behavior and user preferences, but now the Key objective of every cellular companies is to get about the user preferences and behavior. Using the mobile phone as a mobility sensor, the tracked objectives could be as large as the entire human population living on earth. The sample size is simply the same number as the mobile phone subscribers.

Number of Data is increasing Data by as we are considering a mobile as a sensor. INDIA second largest users of cell phone. Now Indian cellular Industries has cut down the Call rates and Data packs so that more collection of the Data can be generated. Key Challenge Which Industries are currently facing is Infrastructure and the Storage Capacity to store such a massive Data and to generate the Valuable information from the same.

Big data offers telecom operators a real opportunity to gain a much more complete picture of their operations and their customers, and to further their innovation efforts. The industry spends far less on R&D than any other technology-oriented industry as a percentage of sales, and its efforts to change its ways have not yet proven broadly successful. Big data demands of every industry a very different and unconventional approach to business development. The operators that can incorporate new strategies into their organizational structure fastest will gain a competitive advantage over their rivals.

As like the Other Industries Telecom Industry has massive Information it’s like having the Gold mine of the Data they just need to develop the Knowledge from the Information.