

The background of the slide is a light gray gradient with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance.

ABC Telecom Marketing strategy Presentation

OBJECTIVE

ABC telecom company is a well established telecom company in Belgium. it wants to increase its presence in Brussels area. In Brussels company presence is relatively low. for that company wants to decide upon the marketing strategy for its plans in different parts of Brussels as it seems suitable after analysis.

Target Audience

Business analysts of company, Business stake holders,
Retailers and Business partners of company

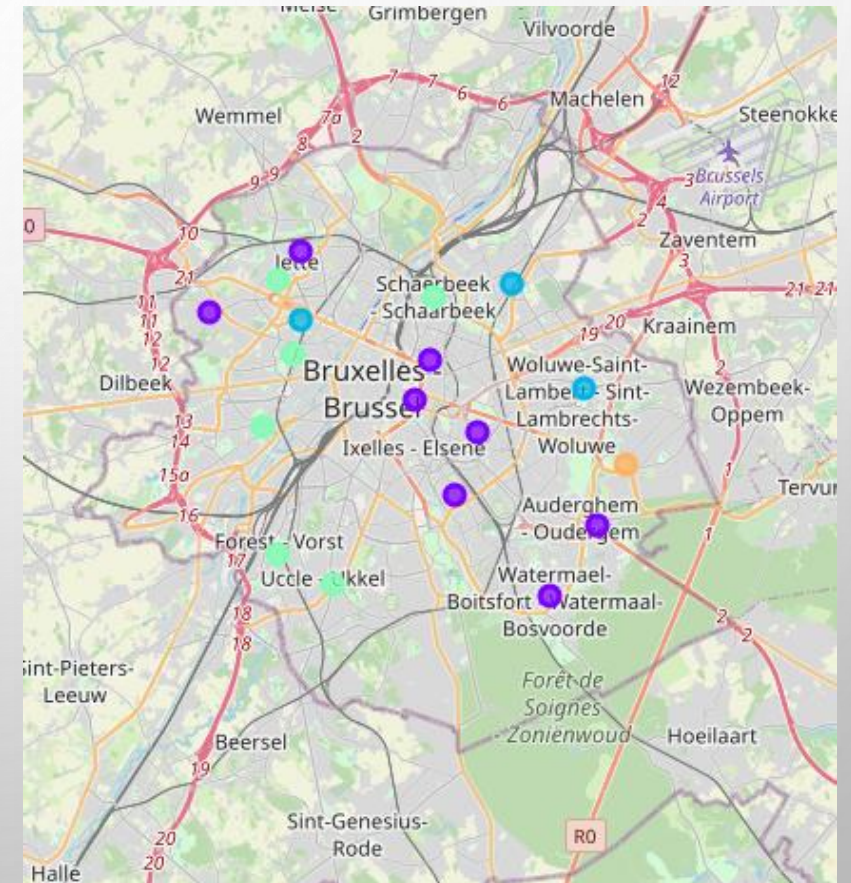
APPROACH

- Segmentation of customer offering.
- Different Marketing for different regions based on target audience.
- Analyze Brussels area with the help of four square APIs.
- Find out clusters with using k-Means unsupervised clustering algorithm.
- Map the available plans and popular venue type in the area

FINDINGS

Based on the municipalities clusters and popularities of venues in the respective areas below recommendations are made to company. Company will need to keep the plans falling under the given category while doing marketing in the respective areas

Cluster	Popular venue Classes	Plans for marketing
Cluster 0	Utilities, Tourist Places	Family plans and Traveler plans
Cluster 1	luxury, Utilities	Economical and high end Family plans
Cluster 2	Luxury, Sports	High end plans and sports packages
Cluster 3	Economical	economical Family and individual plans
Cluster 4	Tourists Places, Sports	travelers plans and sports packages



Municipalities from cluster 0-4

	FrenchName	area	density	Latitude	Longitude	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue
13	Saint-Gilles	02.52.5 km2 (1.0 sq mi)	20,188	51.226813	4.116662	0	CAT_utilities	CAT_TouristsPlaces	CAT_luxry

	FrenchName	area	density	Latitude	Longitude	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue
2	Auderghem	09.09.0 km2 (3.5 sq mi)	3,701	50.815657	4.433139	1	CAT_luxry	CAT_utilities	CAT_Econimical
3	Berchem-Sainte-Agathe	02.92.9 km2 (1.1 sq mi)	8,518	50.863984	4.292702	1	CAT_Econimical	CAT_utilities	CAT_luxry
4	Bruxelles-Ville*	32.632.6 km2 (12.6 sq mi)	5,415	50.844041	4.367202	1	CAT_Econimical	CAT_luxry	CAT_TouristsPlaces
5	Etterbeek	03.13.1 km2 (1.2 sq mi)	15,295	50.836851	4.389510	1	CAT_luxry	CAT_utilities	CAT_TouristsPlaces
9	Ixelles	06.36.3 km2 (2.4 sq mi)	13,690	50.822285	4.381571	1	CAT_luxry	CAT_Econimical	CAT_utilities
10	Jette	05.05.0 km2 (1.9 sq mi)	10,387	50.877763	4.326090	1	CAT_luxry	CAT_Econimical	CAT_utilities
14	Saint-Josse-ten-Noode	01.11.1 km2 (0.4 sq mi)	24,650	50.853074	4.372336	1	CAT_luxry	CAT_Econimical	CAT_utilities
17	Watermael-Boitsfort	12.912.9 km2 (5.0 sq mi)	1,928	50.799394	4.415818	1	CAT_luxry	CAT_Econimical	CAT_utilities

	FrenchName	area	density	Latitude	Longitude	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue
6	Evere	05.05.0 km2 (1.9 sq mi)	8,079	50.870452	4.402160	2	CAT_utilities	CAT_luxry	CAT_Sports
11	Koekelberg	01.21.2 km2 (0.5 sq mi)	18,008	50.862263	4.325708	2	CAT_Sports	CAT_luxry	CAT_Econimical
18	Woluwe-Saint-Lambert	07.27.2 km2 (2.8 sq mi)	7,669	50.846693	4.428484	2	CAT_luxry	CAT_Sports	CAT_utilities

	FrenchName	area	density	Latitude	Longitude	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue
1	Anderlecht	17.717.7 km2 (6.8 sq mi)	6,680	50.838141	4.312340	3	CAT_utilities	CAT_luxry	CAT_Econimical
7	Forest	06.26.2 km2 (2.4 sq mi)	8,991	50.809143	4.317751	3	CAT_utilities	CAT_luxry	CAT_Econimical
8	Ganshoren	02.52.5 km2 (1.0 sq mi)	9,838	50.871240	4.317510	3	CAT_utilities	CAT_luxry	CAT_Econimical
12	Molenbeek-Saint-Jean	05.95.9 km2 (2.3 sq mi)	16,378	50.854355	4.322778	3	CAT_utilities	CAT_luxry	CAT_TouristsPlaces
15	Schaerbeek	08.18.1 km2 (3.1 sq mi)	16,425	50.867604	4.373712	3	CAT_utilities	CAT_TouristsPlaces	CAT_Econimical
16	Uccle	22.922.9 km2 (8.8 sq mi)	3,594	50.801820	4.337235	3	CAT_utilities	CAT_luxry	CAT_Econimical

	FrenchName	area	density	Latitude	Longitude	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue
19	Woluwe-Saint-Pierre	08.98.9 km2 (3.4 sq mi)	4,631	50.829243	4.443297	4	CAT_TouristsPlaces	CAT_Sports	CAT_Econimical