



ABC Telecom Marketing strategy Project Report

Introduction

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

Business Problem

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.

Company has segmented its plans in below categories

- High-end family Plans
- Economical family Plans
- High-end individual Plans
- Economical individual Plans
- Traveler Plans
- Sports Packages

Brussels is the capital of Belgium having 19 sub municipalities. Company wants insight into the neighborhoods and local businesses in the cities living standards, quality of life and target audience in that particular area. This project will explore the similarities and dissimilarities between neighborhoods in the city, and determine which neighborhoods fits for which plan segment of the company and that will help to finalize the marketing strategy of the company.

Data

The data used for this project will be acquired from the respective Wikipedia website pages. The datasets consists of the postal codes, neighborhood names, latitude, and longitude information for each neighborhood.

Foursquare API search feature will be used to collect neighborhood venue information. Details about local venues and locality will be provide insight into the qualities of a neighborhood. In addition to Foursquare,

various python packages will be used to create maps and machine learning models to further provide insights into our neighborhood battle project.

I have used below websites to get the required data

<https://en.wikipedia.org/wiki/Brussels>

https://en.wikipedia.org/wiki/List_of_municipalities_of_the_Brussels-Capital_Region

<http://www.mapquestapi.com>