***Requirement analysis in customer segmentation (Telecom- JIO, Reliance)***

**Definition:** Customer segmentation is the process of dividing customers into groups based on common characteristics so company can market to each group effectively and appropriately.

***Business objective:***

* Customized pricing: Creating Customized pricing model for different type of customers.
* Service expansion: Identifying untapped market.
* Churn reduction: Identifying customers who are likely to shift to other service providers and implementing innovative and attractive strategies to hold them.
* Enhanced business planning: Based on the market requirement (demand) determining business plans and enhance them when its required.
* Personalized experiences: Creating customised experiences for different segment customers.

***Customers segmentation also depends on various factors like:***

Demography/Geography

Revenue

Behaviors ETC…

***Stake Holders***: They are client (like Company management personnel or any one), Product manager, Developer, Tester etc. We have to make the collaboration between Tech. Team with client to solve the business objectives.

***Functional Requirement:***

* Data Collection: Collection of Data of various types of customers.
* Correct Data: Rectification of errors on data.
* Billing: It helps to determine the customers buying behavior.
* Digital Media: It also helps to understand the pattern of customers who are accessing Internet more.

***Segmentation criteria:***

* Purchase History: Depending upon the purchase through different Channels gathering that history.
* Payment History: Depending upon the payment through different Channels gathering that history.
* Call Data: Deriving Customers Calls data also helps to segmenting customers.
* Demography: Customers pattern depending upon Age, Sex, Population, Income, Education etc.
* Usage based: Customer are grouped based on their usage patterns like call duration, App usage etc.
* Customer Value: This segmentation determines customers life time value to telecom provider.

***Non-Functional Requirements*:**Its some set of specification that define how to perform, behave and be used.

* Accuracy:
* Security:
* Performance:
* Reliability:
* Usability:
* Capacity:
* Compliance:
* Scalability:

***Data Requirement & Documentation:*** Based on the Functional and Non Functional requirements different types of data are collected from different sources which are also been documented and shared to clients for verification & validations.

***Tools & Technique:*** Collected data are been measured, visualized and presented to the clients based on different techniques like SQL, Power BI, Tablu etc.

***Prioritization & Negotiation:*** Among all critical Requirements, prioritization and negotiation of requirements with clients (based on resources, time and budget) for fulfilling business objective.

***Risk Factor:*** Risk management is essential for telecom companies to identify and mitigate risks that could impact their business. Some of the most common risks faced by telecom companies include natural disasters, cyber attacks, regulatory changes, and competition from other providers.

***Communication & Collaboration:*** Communicationstake holders, developer, tester and end user helps to understand the requirement and implication. Also collaboration between team helps to maintain a shared vision of the project.

***Traceability and impact analysis***: It can be used in the telecom industry to improve the quality and consistency of system development.

***Implementation & Testing:*** This is done by Tech team with the help of different coding, design components that ensures the specific requirement and function are intended.

***Validation & Acceptance:*** After development and testing client will validated the same and will ensure that its fulfilling their desired business needs.

***Success Criteria:*** Some success criteria for the telecommunications industry include:

* **Average Revenue:** This metric measures the average revenue a company generates per user over a given time.
* **Churn reduction:** Consistent reduction of Customer Churn leads to gain business in long run.
* **Customer Satisfaction:** Innovative and attractive service at affordable price leads to customer satisfaction.

***5G Testing:*** 5G testing is important for product development as it promises faster data rates and less latency.

***Data analytics:*** Thishelps to understand about customer behaviour and feelings which leads to customer satisfaction.

***Conclusion:*** Timely upgradation, maintenance, monitoring are required to ensure that it is fulfilling business objectives.