

# Week 1 Project Report

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## Problem Statement

How do price, service quality, and regional market (circle) differences influence wireless subscriber demand in India?

India is one of the world's most competitive telecom markets, with thin margins, rapid technology upgrades, and strong regional heterogeneity. Carriers face a critical strategic tradeoff:

- Lower prices to protect volume, or
- Invest in quality and premium plans to drive growth and loyalty

However, these decisions are often made without a clear, data-driven understanding of how price, service quality, brand, and region interact to influence subscriber demand over time.

## Articulation of value

India's wireless telecom market is one of the largest globally, with over 1.17 billion subscribers, according to the Telecom Regulatory Authority of India (TRAI, 2025). Wireless services account for more than 96% of all connections. The market is highly competitive and dominated by Reliance Jio, Bharti Airtel, and Vodafone Idea. Operators are shifting away from pure price competition. Premium plans and network quality now matter more. Understanding how price, quality, brand, and regional differences affect subscriber growth is therefore critical for pricing, investment, and growth decisions.

## Mock Calculation: Potential Economic Value

Below is an illustrative calculation of the potential economic value:

### Assumptions:

- Carrier has 100 million subscribers
- Average monthly ARPU = ₹200
- Monthly churn rate = 2%
- Insights from this analysis reduce churn by 0.1 percentage points (2.0% → 1.9%)

### Step 1: Retained subscriber per month

- Baseline churn =  $100\text{M} \times 2.0\% = 2.0\text{M}$
- Improved churn =  $100\text{M} \times 1.9\% = 1.9\text{M}$
- Subscribers retained per month = 100,000

## Step 2: Revenue retained

- Monthly revenue retained =  $100,000 \times ₹200 = ₹20M$
- Annual revenue retained =  $₹20M \times 12 = ₹240M$  per year

This research project is valuable because a very small improvement in churn driven by better pricing and quality decisions can generate hundreds of millions of rupees in annual revenue. The Indian wireless market operates at a massive scale, even minor improvements identified through data analysis create meaningful economic value.

## Project plan

### Week 1 – Problem Definition

- Define the modeling problem and business value. Group Discussion.

**Deliverables:** Written problem statement, business case, GitHub repo, JupyterHub setup

### Week 2 – Data Ingestion

- Load data and explore variables

**Deliverables:** Jupyter notebook, initial EDA, updated GitHub

### Week 3 – Exploratory Data Analysis

- Split data. Perform EDA. Identify data issues.

**Deliverables:** EDA notebook, written summary, code output

### Week 4 – Data Preprocessing

- Clean and preprocess datasets.

**Deliverables:** Preprocessed dataset, notebook, code output

### Week 5 – Feature Engineering

- Create and finalize features.

**Deliverables:** Feature engineering notebook, updated dataset

### Week 6 – Baseline Modeling

- Build and evaluate simple models.

**Deliverables:** Baseline model notebook, evaluation metrics

### Week 7 – More Complex Modeling

- Build and tune more complex models.

**Deliverables:** Model comparison notebook

### Week 8 – Advanced Modeling

- Build and evaluate final model candidates.

**Deliverables:** Tuned models, evaluation results

### **Week 9 – Model Selection**

- Select best model using test data.

**Deliverables:** Final model, test performance report

### **Week 10 – Data-Centric Improvement**

- Improve model via data and features.

**Deliverables:** Refined dataset, improved results

### **Week 11 – Ethics & Explainability**

- Analyze bias, risk, and feature importance.

**Deliverables:** Explainability analysis, ethics section

### **Week 12 – Deployment & Monitoring**

- Package model and define monitoring plan.

**Deliverables:** Saved model, monitoring plan

### **Week 13 – Final Integration**

- Assemble finished project.

**Deliverables:** Final report, final notebook, merged GitHub repo

### **Week 14 – Peer Review**

- Review peer projects.

**Deliverables:** Written peer feedback

## **Dataset**

The datasets were provided and compiled by Jiayi, covering Q1 2021 and Q1 2023. All datasets are structured at the company–plan–circle–time level, allowing them to be merged into a unified panel for regression analysis.

- **Subscriber Quantity (Demand)**

This dataset reports wireless subscriber counts by company, service plan (generation), regional market (circle), and time period. It includes both total and active subscribers and represents the demand-side outcome variable. The data are sourced from official subscription reports published by the Telecom Regulatory Authority of India (TRAI).

- **Price**

The price dataset contains tariff and plan information for each company, segmented by plan type (e.g., 2G, 3G, 4G), circle, and time period. It captures plan-level prices offered to consumers, enabling comparison across carriers and regions.

- **Service Quality Metrics**

The service quality dataset includes quantitative measures of network performance at the

company, plan, and circle level. Key metrics include service activation success rates, data transmission success rates, latency, drop rates, and average data throughput. These variables capture the quality dimension of wireless service provision.

## **Model**

This project uses a supervised learning approach. The primary modeling task is a regression problem, as the outcome variable—wireless subscriber count—is continuous. Regression-based models will be used to estimate how subscriber counts relate to price, service quality, company, and regional market differences. Model complexity will increase gradually, allowing assessment of the individual and combined contributions of each factor.

## **Appendix: Data Source**

Telecom Regulatory Authority of India. (2025). Telecom subscription reports (Q1 2021, Q1 2023).  
<https://www.trai.gov.in/release-publication/reports/telecom-subscriptions-reports>