**1 Sep, 6 (mp3cut.net) (2)**

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Okay, can you hear me? I can hear you. Okay, cool. So let me reshare my screen.

Is it visible? Yes. Okay. So, here you see, this is the aggregated IVR self-service table.

And here below, you will see, this is the another table. So basically, the below table records all the process flow of the IVR for a particular subscriber. For example, when the call started, yeah, every option it is recorded.

Now, this above table is the derived table from this SFC IVR info. So ideally, we should refer to this table. That confirmation we have received already.

Okay. Yeah. Now, let's say, this MSISD.

I have just taken one example. This was involved into the campaign, which was run onto specific data. For example, let's say this is the Digicoff student info type.

Campaign code was this and that particular MSISD falls into this targeted group. Now, let's say, so let's say, if I want to get the information for that particular MSISD. So here is that information.

And when I look at these options selected by him or her, then I would be more interested into this option. Check swap without pay. So now my campaign is saying that this was the student info, something like that.

Let me open the email also. So what I'm trying to infer here. So this is the thing that Mary has shared with us.

And these are the items, right? Seam swap, PUKM, seam card related issues. So how we would know from those selected option that this particular parent or subscriber has responded to it. Whether they have used it or not.

And whether they used it when they really called it or not, which is necessary for this action. Yeah. So I'm going to discuss this with her.

So I have to set up a call with her tomorrow. But one way, wouldn't one way to do it be like checking? Do this is only self-service for the IVR. It's only the IVR.

What if someone has done self-service from some other portal or channel? Would you have visibility of that? No. Because as far as I discussed with Patrick, Salim, what I got to know is this IVR is the only information which stores the campaign related details. But I'm not confident on to the conversation I had with them because they are having a partial information.

So ultimately, they recommended me to check with Mary. Okay. So they're not sure.

Yeah. So yeah, just ask Mary about it. So IVR is a good indicator because most people will call and then we will.

And actually, could you switch? Could you show me the messages? Just show me the messages again. They're telling visitor dealer. Huh.

Huh. But if these are the messages they send, like IVR wouldn't be able to show you. Show you this.

You could ask Mary this as well. Yeah, maybe. Yeah, so if the information they're sending is do POK send this, dial this.

So I guess the question would be dial. And do you know what they do to decide which of these to send? I mean, do you know how they decide which to send? No. Which message to send? Because like, yes, there's a... So like, for example, even for our data, the data that we were meant to send to them, like this is a student.

So, okay, what do they do with the student data? No idea on that. Okay. Yeah, I think we can raise that tomorrow.

Yeah, so through that, we could at least get some additional input and maybe that can help us to infer those. Or maybe we can make some slight changes to our metric to calculate the conversion rate. But it's always good to have this conversation.

I was trying to get in touch with everyone. It seems they have another task on the priorities. So I'm getting a delay in the reply.

Yeah, yeah. No, I understand. It's fine.

But like, I think, hopefully, as they interact with you, they'll sort of avail themselves more. Yeah. All right.

Yeah. Okay, so just last quick thing before we just close. So I was again thinking about the others data to proceed further.

But as far as I understood about this data, what I think is, I mean, I have just one question to you. Let's say there are few subscribers which appeared during this data sources or into this data sources. There would be a possibility that those MSSDN may again appear into this other data set numerous times.

Is that correct? Yeah, true. So if I look at this for around this all the remaining data set. So the majority of MSSDN has been captured already.

But those sessions comes into others may get duplicated one more time if I just try to join those. And ultimately, we end up with just additional 10 to 20 percent of MSSDN. So to get that additional 10 to 20 percent, I would say let's freeze this data first after performing the next action.

And let's see whether that is going to add some value or not. And we already have the script ready. Then we can utilize the SageMaker notebook to work around this 9.4 TB.

Yeah. So the fingerprint idea where we are trying to see, OK, who has the most exact matches. This is most likely going to be the person that approach like benefits from more data, as you'd expect.

So but I think because we don't need like I agree with your approach. We don't need to use this data just yet. We can use everything else, everything that is already in green.

With the next step, the fingerprints approach, like just looking at the distribution and then like identifying individuals. Yeah, we can do that. If the only time we should probably look at other is if we are seeing too many scenarios where like we can't narrow down to a single person.

Let's say, for example, 90, 80 percent or even 60 percent of the data has at least two people who've matched across the 14 days. So I don't expect that. But if that's the case, then that would be a scenario.

That would be an example where it would probably be a good idea to add the amount of data we are using to find more matches, unique matches. Yeah. Yeah.

Yeah. We'll be on the same page on that. Yeah.

Got it. OK. Awesome.

Cool. Yeah. If there's anything else, if there's nothing else, can you allow me to jump to a different session? Yeah, sure.

You can. I'm done. Awesome.

Yeah. Thanks for the updates. I mean, for the session.

Looking forward to tomorrow's session with Mary. It's tomorrow, right? Yeah. Tomorrow's session.

I will update the Jira board as well. I will close those items. I will add some new.

When are you having the session with Mary? Tomorrow, 10. OK. OK.

Cool. Yeah. I'm looking forward to that.

All right. Yeah. Enjoy the rest of your day now.

Yeah. Happy evening. See you tomorrow.

All right. Bye. Bye.

Bye. Bye.

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