David Elgas

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Early in my career, I mapped wireless municipal network coverage using an old laptop, a GPS device, and an antenna duct-taped to the roof of my truck, analyzing network coverage to guide strategic investment decisions. It was a makeshift setup, but I was determined to make it work. After analyzing over 100,000 data points, I had a coverage map that revealed a hard truth: our technology couldn't deliver the service quality we'd promised customers. That meant real people weren't getting the connectivity they needed.

- A small area of the Anaheim network was surveyed to determine signal coverage.
- Blue markers indicate AP locations.
- Red markers indicate where signal strengths were measured.
- Not all areas were accessible.

- Colored areas indicate approximate Wi-Fi signal strengths from APs.
- Test data suggests that devices may have difficulty making connections in the blue shaded areas.
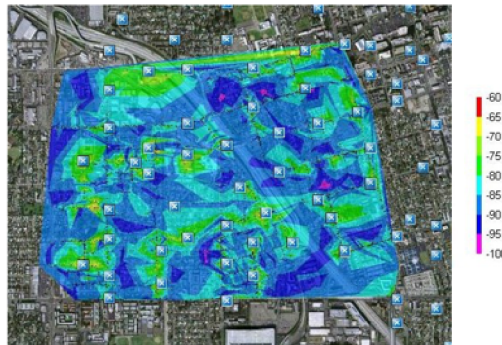
N=112k data points

N=2.8k data points

This data-driven approach has defined my work since. At TruConnect, where we worked to deliver broadband connectivity to underserved communities, I reduced churn by 16% and increased NPS by 20 points through deep analysis using AI/ML. At Boingo, I reduced military network errors by 70% and customer care call volume by 40% by leading cross-functional teams to redesign our customer portal UX/UI.

Do you have 15 minutes to discuss how my telecommunications background could help your efforts ? I'd love to make a difference in the world.

Sincerely,
David Elgas

P.S. I did the same exercise in Taipei during a typhoon. But that's a story for another time.