Instructions

Context:

Telecom companies were among the earliest adopters of business analytics for internal and external metrics to manage and drive their business.

Due to increased competition and saturation rates companies and their executives are now being challenged by the need to:

- Understand their customer across all their products and services.
- Predict and analyze customer behavior to increase revenue and retention.
- Retain high-value customers with the right retention offers
- Optimize customer interactions across all channels and all products & services Revenue Generating Units with real-time offer management
- Increase the effectiveness of marketing campaigns.

All the above points need to be performed to achieve the growth of an organization and increase the market share.

Let's try to solve a few business requirements which help management to take a crucial call on the marketing campaign for next quarter.

Please refer to this dataset which will be used to solve the quiz.

Questions:

1. Identify how many variables have constant value, which cannot be used in the analysis?

2. The sales manager wants to know about a customer who has the highest recharge in the first 7 days and how many days that customer is on VLR (being on the network) in the first 10 days?

3. Marketing manager wants to know the average IC MOU (Incoming call minute of usage) in the first 7 days of churned customers, so he can plan a marketing campaign accordingly?

4. Management is planning to launch an offer where they are offering the first 7 days of free calling services. So, they must identify the customer who has churned and has not made any OG (outgoing) and IC (incoming call) calls in the first seven days. How many such customers are present in the data?

5. In telecom, DND customers are more stable as compare to non-DND customers. Management is more concern about the churn rate of DND customers. What is the churn rate of the DND customer?

6. Product manager wants to know the best-selling recharge. Which is the most common recharge amount in the first 10 days?

7. Product manager wants to know how many customers have used the balance in the first 10 days. (They have constant balance in first 4 and 10 days)

8. Management wants to understand the correlation between incoming and outgoing call in first 10 days, this will help them launch a product with IC and OG benefits separately or combined based on correlation.

9. What is the average usage spread of churners and non-churners?

10. Being on the network is the most important parameter in telecom and this is parameter is called 'count of VLR'. Management wants to know the count of the customer who is on VLR every day in the first 10 days and still churned. To launch a survey to understand the reasons for customer churn.