

Data Scientist AVP Case Study



We Are Part of Global Sources

Ooredoo Group is an international communications company operating across the Middle East, North Africa and Southeast Asia. Serving consumers and businesses in 10 countries.

CK Hutchison is a renowned multinational conglomerate committed to innovation and technology with businesses spanning the globe. With operations in about 50 countries/markets and 300,000 employees worldwide, CK Hutchison has four core businesses - ports and related services, retail, infrastructure and telecommunications.

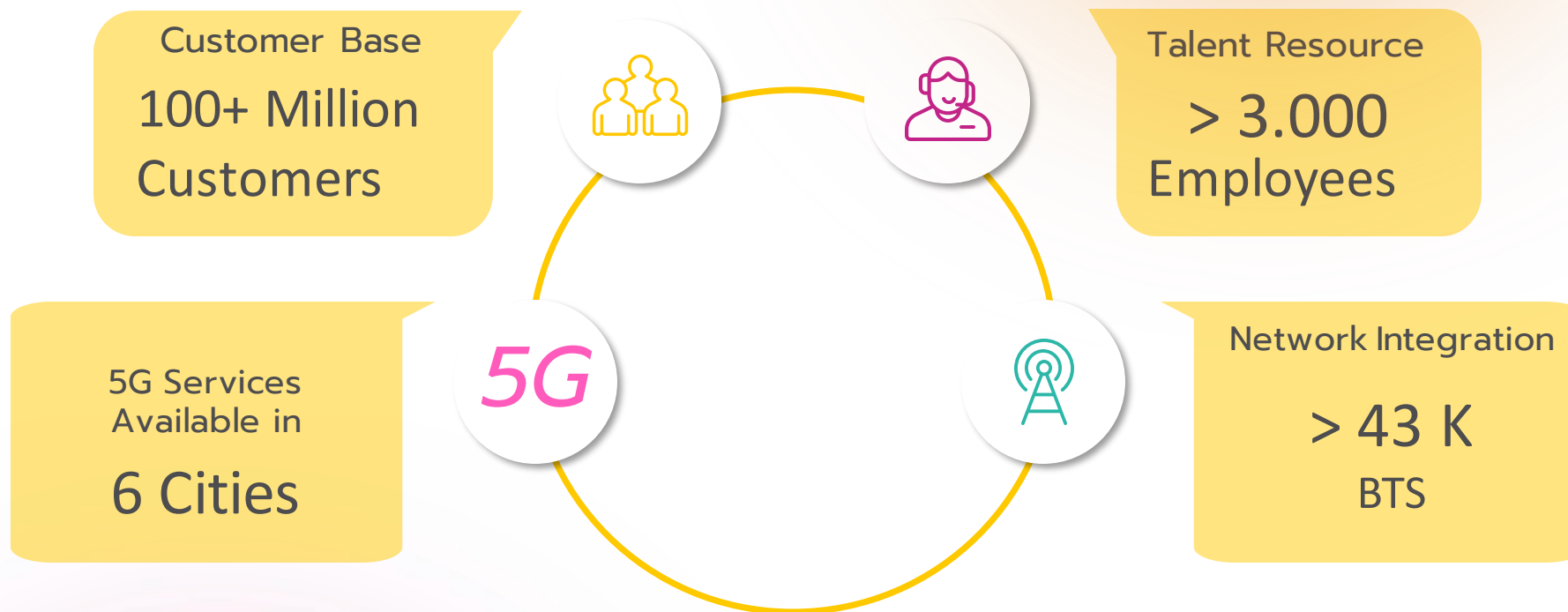
With the support of 2 leading global telecoms, we deliver the leading digital experience through a broad range of content and services via its advanced, data-centric mobile and fixed networks.



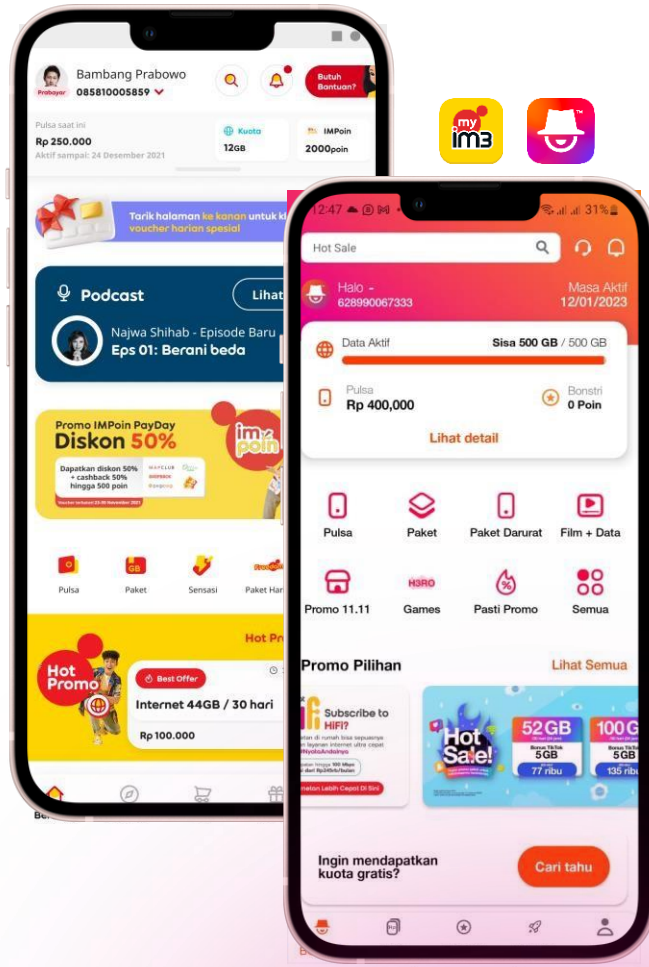
Our Milestone



Strong #2 Player
in Indonesia with
Greater Scale



Our Apps Overview



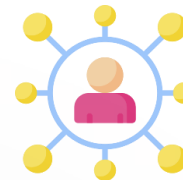
>29Mn & 8Mn

Monthly Active User & Daily Active user



+73.5% YoY

Tremendous user growth YoY



>50 partners

Who already engage with us



>8Mn

Monthly Paid User



Avg >80%

Retention rate



Rank #1

Most engaging telco Apps*

*with the biggest active user

And many attractive features..



Online Payment
(e-wallet, WA & CC/DC)



SIM Card Online Purchase



Bima+ Market
(Bargain products on Your fave e-coms)



IMPoin
(Indosat Loyalty Program)



myIM3 Lifestyle
(News, OTT, e-comm)



myIM3 GamesClub

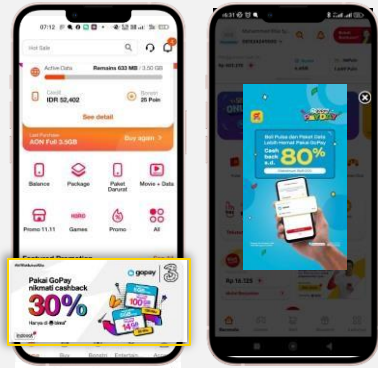


Bima+ Agent
(Sell pulsa or Package)



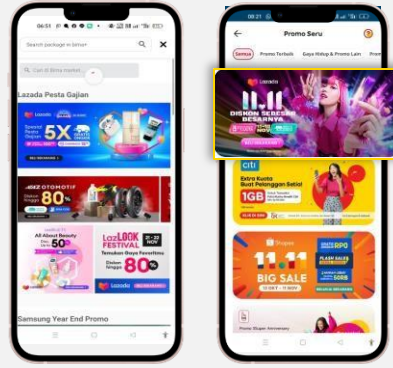
BonsTri
(Tri Loyalty Program)

Various type of campaign we have created



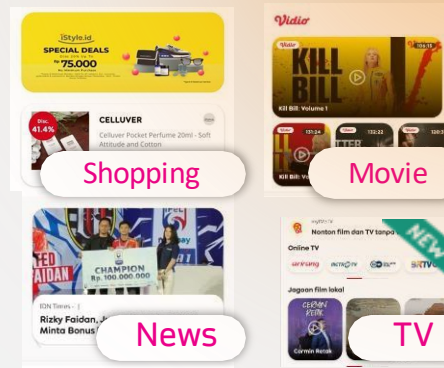
REVENUE DRIVER

Always on cashback promotion for purchasing inside the app



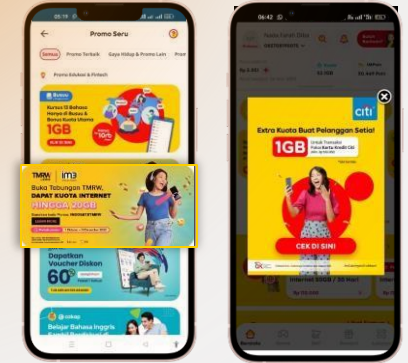
AFFILIATE

Increase the GMV by promoting partner on the apps



CONTENT STREAMING

Providing one stop entertainment to our users



FREE-GIFT DATA

Giving free telco benefit to intensify direct customer experience



Lifestyle



Education



Investment



Travel



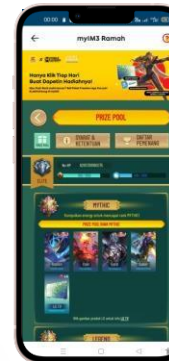
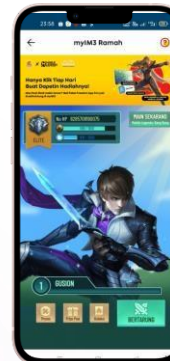
Commerce



Health

BARTER EXPOSURE

Growing together with partner by pushing quality user through traffic



With PRIZES



Skin MLBB



Meet & Greet with Pro Player

And many more...

SPECIAL PARTNERSHIP

Increase engagement with special gamification & exclusive prizes



CAMPAIGN ACTIVATIONS

Collaborate with OTT Partners to create Engagement Quiz

Case Study: Data Scientist

Using the dummy dataset via the link provided (<https://www.kaggle.com/datasets/blastchar/telco-customer-churn>), please build the ML model to predict customer churn, and share your script / notebook / notes including the following:

- Please use Python / PySpark, with IDE of your choice
 - Please include and describe key design choices, including:
 - Data preparation & cleaning
 - Feature engineering
 - Dataset splitting
 - Algorithm / implementation selection
 - Model training
 - Hyperparameters tuning
 - Performance measurement
 - Model fairness / bias
 - Please describe how you would approach pushing such model into production / key stages and components behind this process. What kind of tools / solutions you can leverage here, as well as what would you check / monitor for while the model is in production?
 - Please follow best software engineering principles (e.g. standard naming conventions, code modularization / use of functions / consistent coding style / code documentation etc.) while building your code
 - Please outline any business and commercial considerations that marketing managers will need to think through / align with analytical team owning the model before using it for retention campaigning purposes.
 - Please share how would you communicate the value that this kind of model can generate for the business while used as a targeting vehicle for retention marketing campaign.
 - Please be prepared to present the above briefly (30m max), as you would do during the peer review process with your colleagues.
 - You may share in whatever format that you prefer (e.g. a script, deck, Jupyter workbook)
 - You will need to accomplish this case study within **3 working days** and Please send your case study to our email
1. Wita.Shauni@ioh.co.id
 2. hesty.damayanti@ioh.co.id
 3. mona.binilang@ioh.co.id
 4. andre.madian@ioh.co.id and hendry.syaputra@ioh.co.id