INSAID Questions for the analysis

1. Distribution of Users(device\_id) across States.
2. Distribution of Users across Phone Brands(Consider only 10 Most used Phone Brands).
3. Distribution of Users across Gender.
4. Distribution of Users across Age Segments.
5. Distribution of Phone Brands(Consider only 10 Most used Phone Brands) for each Age Segment, State, Gender.
6. Distribution of Gender for each State, Age Segment and Phone Brand(Consider only 10 Most used Phone Brands).
7. Distribution of Age Segments for each State, Gender and Phone Brand(Consider only 10 Most used Phone Brands).
8. Hourly distribution of Phone Calls.
9. Plot the Users on the Map using any suitable package.

**Following are the questions one can seek answers from the merged dataset**

* What is the count and split of users?
  + across the nation
  + across each of the 6 target states
* What is the count and split of users by gender?
  + across the nation
  + across each of the 6 target states
* What is the count and split of users across nation in the dataset by gender and age?
  + across the nation
  + across each of the 6 target states
* What are the top 10 phone brands and their user coverage?
  + across the nation
  + across each of the 6 target states
* What is the gender and age group wise distribution for each of the top 10 phone brands?
  + across the nation
  + across each of the 6 target states
* How many events are generated by user?
  + across the nation
  + across each of the 6 target states
* Across the nation, what is the ratio of
  + Events volume to population
  + Events volume to device volume
  + Device volume to population
* In each of the 6 states, what is the ratio of
  + Events volume to population
  + Events volume to device volume
  + Device volume to population
* What are the top 10 phone brand which has maximum number of users
* What are the top 10 Device Model usage across states
* What is the Distribution of mobile device with respect to Male v/s Female
* What is the Age v/s Gender distribution of mobile devices
* What is the Overall Gender distribution of mobile across states
* What are the top 5 cities with more mobile usage
* What are the top 10 Phone Brand Distribution Across Metropolitan areas
* What is the Distribution of Gender across Metropolitan areas
* What is the Distribution of Gender across Non Metropolitan areas(Top 10)
* What is the Distribution of Users across Cities
* What is Distribution of Users across Age group
* What is the Distribution of Gender by eventid
* 10 most popular and least popular phone brands
* 10 most popular and least popular models
* Popular phone brands agewise and genderwise (teens,adults,male,female)
* Usage pattern daywise (weekend/weekday).
* Usage pattern based on time of the day (morning,afternooon,evening,night)
* Usage pattern based on age and gender
* Distribution of users across city,state and nation.

Sarika

* Increase customer base
* check if there are any competitors in that area
* tie ups with mobile companies

Pratik

* what are the white spots (opportunities) in terms of geographies & population where INSAID should focus on to improve business performance?
* how should INSAID customize its offerings based on demographics & user behaviour?

Girish

Understanding the business data of rivals and make a good plans to suceed in the business and add value added servcie. short comings of rivals

Avinash

To see usage of devices across different states given, and to plan accordingly. if usage is less then they can give better plan to these states. If usage is good then better to plan how more devices can be increased with better plan for existing customer

Manoj

* identify the area where less revenue is generating and how it can be improved
* customer retention
* Areas where more revenue can be generated

Karthik

* What are the addressable opportunities that I am unaware of?
* How can you make me aware of any unforeseen risks?

Jyothi

To analyse the usage in INDIA in different states accordingly , where they can increase the business by improving the network strength and introducing new offers . also how we can inspire the people to use INSAID network where it isl less used

Sagar

* Cities where INSAID can improve the business by launching good plans to users.
* Probably they can release good plans to users based on the age group.
* They can provide good network in non metropolitan areas with good and basic plans by targeting users.