**BUSINESS UNDERSTANDING**

**Business Overview**

MTN Ivory Coast is a phone communication company in Ivory Coast that connects the citizens of the country between different cities in the country and outside the country.

The company's headquarter is in the country’s capital Abidjan where there are most of the users.

Business Objective

The plan here is to help MTN Ivory Coast to identify areas where they will upgrade their technology infrastructure in the country according to the mobile users traffic and congestion using the data collected from the last three years.

Business success criteria

The company’s success criteria will be to strengthen the communication between the users so that they can get more subscribers thus reducing competition from other network providing platforms and increasing the dependency rate on their network for efficient communication.

Assessing the situation

According to the current situation, the situation of the business is fair among the users since they are using the platform more in the peak hours where most people make calls. Strengthening the infrastructure would bring an increase to usage by reducing the traffic.

Data mining goals

We are mining the data so that we can make better decisions in future and also identify the areas that need certain upgrades as well as maintenance incase of a downfall.

Data mining success criteria

**DATA UNDERSTANDING**

During the process the following data was collected,

cells\_geo\_description.xlsx [[Link]](https://drive.google.com/a/moringaschool.com/file/d/1-rIM5ihDu79RaH7rAs-d-7SQSAQhrY9N/view?usp=sharing)

[(Links to an external site.)](https://drive.google.com/a/moringaschool.com/file/d/1-rIM5ihDu79RaH7rAs-d-7SQSAQhrY9N/view?usp=sharing)

cells\_geo.csv [[Link]](https://drive.google.com/a/moringaschool.com/file/d/1ABZux280OjL3yWcOn8BDA_f5QsyO0QPU/view?usp=sharing)

[(Links to an external site.)](https://drive.google.com/a/moringaschool.com/file/d/1ABZux280OjL3yWcOn8BDA_f5QsyO0QPU/view?usp=sharing)

CDR\_description.xlsx [[Link]](https://drive.google.com/open?id=1cVoNXl25IO5-_yQk97ThdeqhE6yw8YTD)

[(Links to an external site.)](https://drive.google.com/open?id=1cVoNXl25IO5-_yQk97ThdeqhE6yw8YTD)

CDR 20120507 [[http://bit.ly/TelecomDataset1] (Links to an external site.)](http://bit.ly/Telcom_dataset1)

CDR 20120508 [[http://bit.ly/TelecomDataset2]](http://bit.ly/Telcom_dataset2)

[(Links to an external site.)](http://bit.ly/Telcom_dataset2)

1. CDR 20120509 [[http://bit.ly/TelecomDataset3]](http://bit.ly/Telcom_dataset3)