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TELECOMMUNICATION BUSINESS

DATA COLLECTION

Customer profile

- Customer Id
- Demographic
- Geographic
- Customer status
- Start Date
- End Date

Transaction

- Customer Id
- Billing cycle date
- Calling duration
- Internet used
- Cost per billing
- Payment channel
- Payment date
- Main package
- Add-on package
- Earn point
- Use point

Call center

- Customer Id
- Report a problem
- Complaint
- Request change promotion
- Ask for a lower promotion

Communication

- Customer Id
- Topic
- Channel
- Engagement

ANALYSIS AND ACTION

Objective

- Up spending and retain current customer

Use case 1 : Up spending current customer

- Analyze
 - Find spending index with period snap.
 - Find Customer lifetime value(CLV).
 - Customer segmentation by CLV , customer profile(Demographic).
 - What main and add-on packages most of the same customers are using by using the association rule.
- Action
 - Recommend product(package) to customers who spend more.

ANALYSIS AND ACTION

Use case 2 : Retain current customer

- Analyze
 - Churn prediction.
 - What main and add-on packages associated with their use.
- Action
 - Special offer or promotion to customers who low churn rate.