1. Purpose

The purpose of this study is to gain insights into the patterns of telecommunications usage, specifically internet, phone calls, and SMS, of residents in Milan and Trentino. By examining the volume of Call Detail Records (CDRs) generated during November 2013, this research will inform strategic decision-making to capitalize on opportunities or address emerging threats.

2. Date of Analysis

The analysis was conducted on November, 2013.

3. Geographical and Temporal Scope

The dataset covers telecommunications activity within Milan and Trentino, spanning from November 1st to November 30th, 2013.

4. Core Elements of the Analysis

- Internet usage behavior

- Phone call behavior

- Text messaging (SMS) behavior

- Comparative and correlative analysis

- Major insights and implications

5. References for Data

The data utilized in this study can be found at:

https://www.nature.com/articles/sdata201555

https://dataverse.harvard.edu/dataset.xhtml?persistentId=doi:10.7910/DVN/QLCABU

Strategic Development

We welcome the opportunity to delve deeper into the monthly cyclical patterns within the data, aiming to distill insights that could enhance customer acquisition and revenue growth for the business team.

Hint: Proficiency with SQL and Python scripts will be key in assessing your capabilities in both areas.