Business Problem Addressed: A lot of calls are received daily from customers and it is consuming time to redirect customer call to the right support group specially with old customers.

- Role of data science in addressing the business problem: saving customer info from first call and use this information to identify customer’s need and redirect their calls directly based on customer usage.

- Targeted business objective(s):

1- Increase customer & user satisfaction.

2- Enhance customer services.

**2. Data Science Classification**

- Approach: Predictive, predict the cause of customer’s call and needs.

- Type of Model: Supervised learning, use classification and deep learning to determine the customer’s status (new/old) and specify the needs of his call.

**3. Data needed for project and sources for that data**

We need customer information such as mobile number, ID, last status of previous call. And the source from CRM.

**4. Magnitude of opportunity (with justification)**

With the huge number of calls every day and a lot of repeated customer’s calls, it’s high.

**5. Cost and complexity of development and implementation**

source of data is ready, we need a tool to apply it. In this case the cost and complexity will be acceptable which is not complex.

**6. Likelihood of value capture (Low/Medium/High) with justification**

High, as a lot of customers return back to call in case they face any issue and the idea is already implemented partially.

**7. Key Business Stakeholders**

1. Call center.
2. Business director.
3. IT development.
4. IT operation.

Cybersecurity.