



DATA SCIENCE IN PRACTICE MGT-415

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Seminar #2

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Networking !

Your boss at the Telecom company has seen your progress, and considers it to be very promising ! Hence, he has instructed you to perform your first project. In a recent security breach, the company earned itself a very bad reputation... and we need to earn their trust back ! It is crucial that the company can spread the message fast, among our customer base, of how good we are ! Convincing each user one by one is time consuming and expensive, so you need to find a way to get across our customer base as quickly (and as inexpensively) as possible !

For this assignment, use the data on `SMS-network.txt`, which has a node-to-node relationship of SMS sent by our customers. Identify "influencers" within each community who can be targeted from our Customer Relations team, who have the potential to make the message go viral, minimising costs. Try clustering the customers too, based on their networks.