

USAGE OF CLUSTERS FOR BUNDLE FIT AND MARCOM

THE CLIENT CHALLENGE

Our client, a major broadband service provider in Belgium, wanted to use data analytics to better understand the actual usage patterns of their client base. The analysis will allow the client's customer experience team to customize service propositions (bundle fit) and communications (marcom and promotions) based on the actual usage of Internet, TV, Voice, Mobile, and OTT services.

THE GEMSEEK APPROACH

We deployed an Agile data science team consisting of a business analyst and data scientists working in twice weekly feedback loops with the client's stakeholders to ensure that the quantitative analysis remained closely aligned with business objectives. As a first step the team explored the variables, cleaned the dataset, and created a detailed data dictionary. To correct for large households, GemSeek used a Random Forrest model to predict and ascribe the number of persons in each household based on a small sample with confirmed values. We employed a K-means cluster analysis to group usage groups of clients which delivered a mapping of customers in 11 groups along four dimensions - data, phone, premium TV and OTT services. Our analysts deep dived in the data to find discernable patterns and insights for the composition and behavior of the customers in each cluster.

THE DELIVERABLES

The effectiveness of the client's programs and campaigns can now be tracked individually for each segment, which allows for a targeted approach. The insights generated by the analysis will serve as an input for new products and features development, like a new bundling strategy currently being developed.

