



AP telco leader achieves 80 percent predictive accuracy with analytic model

A large telecommunications leader in Asia-Pacific wanted to drive more targeted, data-driven marketing campaigns based on customer insights harnessed from various data sources to generate business income. They had company-wide data silos, a high dependency on IT for analytic purposes, and no real data management strategy.

Celsior Technologies was brought in to develop an enterprise data lake and predictive models to support more targeted marketing campaigns. Celsior implemented the data lake using the open-source Apache Hadoop, which facilitates solving problems involving massive amounts of data and computation. The prediction models were implemented using R and Python. This ecosystem encouraged use of information to support a variety of business purposes. We also established a data management system and mechanism to maintain the quality of data.



Through implementation of the data lake and predictive models, we were able to give the telecommunications company:

- An enterprise view of its customer data for greater insight into customer experience and increased profitability.
- *80% predictive accuracy* in analytical models for customer behavior, helping influence business decision making for campaign programs.
- Higher performance than the legacy data marts.
- Reduction in operation and maintenance time.