

Electrical & Computer Engineering and Computer Science Department (ECE&CS)

Conference

Customer Behavior Modeling: A Practical Application for the Telecommunications Industry:

Offered by: Dr. César M. Guerra-Salcedo*



Telecommunications oriented businesses such as wireless service providers, Internet service providers, and cable television providers tend to have millions of customers. Each customer is characterized or profiled by hundreds, or even thousands of variables or features. It is common that wireless providers have three or four different information systems running concurrently at any time. Unfortunately most systems act as islands of information allowing the company to operate by monthly consolidations of data but rarely sharing real-time information between the applications.

The research presented in this talk is a practical application of customer behavior modeling for a medium-size wireless service provider and covers the following topics:

- *Definition of a centralized, virtual data-mart that combines data, in real time, from different sources.*
- *Explanation of a standardized INF data set used to build churn prediction models.*
- *The definition and creation of variables to be used in the dataset. Also, an extension of the approach to handle intervention gaps as well as intrinsic nonstationarity.*
- *Finally, preliminary evaluation of results measuring effectiveness of the models.*

Date: Thursday, January 27, 2005

Time: 3:00 - 4:00 PM

Place: Room L301, ECECS Department

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