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Customer Case Study: Competitive Intelligence through Business Analytic and Data Mining Environments

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ABSTRACT

Competition for products and services in the telecommunication market increases every day. To remain profitable and competitive as well as to maintain quality customer relationship management, the organization has to understand consumer behavior and the market scenario.

Companies need a way to collect more than just data. They need a way to measure and access the knowledge gleaned from this information.

Business analytics and data mining offer a way to establish an infrastructure to deliver marketing and enterprise intelligence. It is possible to build several data-mining models during the customer lifecycle – from the acquisition term to the consume period and possibly ending with churn events. These models allow an organization to acquire the best customers in an optimized way, decreasing the operational cost and increasing cross-sell and up-sell potential. The end result can be increased profitability, an increase in sales, and better prediction of churn events.

This presentation shows how to use data mining to build acquisition and segmentation models that identify the appropriate customers for your campaigns. These models can also help you understand your customers' behaviors, prevent churn, bad debt and insolvency events.

All these models were developed using SAS® Enterprise Miner™, and the analysis of the results were made using SAS® Business Analytics platform.

The presentation shows all steps needed to prepare, build and analyze data-mining models, as well as how to deploy them in an enterprise operational flow.

No paper was submitted for publication.

CONTACT INFORMATION

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