Parcus Group

Telecom Analytics and Predictive Modelling Training Course

TRAINING COURSE OUTLINE

LEARN	IMPROVE	GROW
TELECOMSPECIALISED TRAINING COURSES	INCREASED STAFF PRODUCTIVITY AND COLLABORATION	IMPROVED PERFORMACE AND FASTER GROWTH

- **Overview of Analytic and Predictive Modelling**
- **Data Requirements for Model Building**
- **Advanced Modelling Techniques**
- **Risk Areas and Methodologies**
- **Machine Learning Techniques**
- **Model Implementation and Monitoring**

Training Course Overview

This course is structured as a comprehensive and practical program, mixing theory with case studies as well as team exercises. Our approach is built on over 20 years of experience and is tailored to the requirements of telecom operators. It provides an in-depth insight into Analytics and Predictive Modelling specifically for the telecom industry.

Course aim: Acquire knowledge and skills required for planning, development, implementation and monitoring of analytical predictive models in the telecom industry.

Course Modules Breakdown (Example 2 Day Course)

Module	Short Description
Day 1	
Market Definition	Key questions to ask in order to define the problem and modelling requirements
Application Process	Define key business processes where modelling will intersect with other systems
Account Management	Marketing and financial implications of predictive modelling and impact on customers
Outcome/ Response Definition	Define required outcomes, criteria, time limitations, volumes of data.
Data Requirements for Model Building	Availability, complexity, requirements. History and applications data. Internal & external data. Customer demographics, product and billing data.
Introduction to Modelling Techniques	Overview of univariate analysis, correlation analysis, variable reduction techniques and statistical regression
Day 2	
In-Depth Advanced Modelling Techniques	Univariate Analysis - Catalogue of indicators, data quality (missing, invalid values, improbable values), predictive power, stability analysis Variable Reduction Techniques - Correlation analysis, co- linearity Regression - Clustering for market segmentation, inference for declined profiles, decision trees, survival analysis techniques
Machine Learning Techniques	- Where it is used and description of key techniques - Explainability and interpretation difficulties, over- fitting concerns - Neural networks - Random forest - Genetic algorithms - Predictive text mining
Strategy Design and Using Your Model	How to use your model, how to set cut offs, risk based pricing, rule setting, cross sell/up sell/ down sell
Model Monitoring	What to monitor - model characteristics, performance, stability, strategy adherence.