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Revenue Assurance through Data Mining and Business Analytics

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ABSTRACT

Competition in the telecommunication market increases every day. To remain profitable and competitive, organizations must understand their operational processes as well as the market behavior, not just in terms of customer but also at the revenue assurance perspective.

Companies need a way to collect more than just data. They need a way to measure and access the knowledge gleaned from this information, and hence, use it to generate competitive intelligence, increasing and improving their operational efficiency.

Business analytics and data mining offer a way to establish an infrastructure to deliver enterprise intelligence around the corporations. With that environment, it is possible to build several data-mining models during the value chain, assigned to the revenue streaming and even the customer lifecycle, looking at the acquisition term, passing through the consume period and ending on the churn events, all of them related to the financial aspects. These models allow organizations to identify revenue leakages associated to the value chain and acquire best customers, reducing the operational cost, augmenting cross-sell and up-sell, increasing the revenue, and retaining good consumers, keeping invoicing associated to the customer life cycle.

This presentation will show how to use data mining to identify possible points related to revenue leakage, and also predict and explain invoicing differences through time periods. Additionally, the suitable sequence to develop models assigned to the customer life cycle, considering the acquisition, consume and ending phases, will be showed in a practical way.

No paper was submitted for publication.

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