



Case Study

Virginia, USA-Based Telecommunication Industry Get Sotluions in User Behavior with NMF

Technology Utilized:

Non-negative Matrix Factorization (NMF)
Data Analytics Tools
Network Quality Metrics

Scenario:

Imagine you have data about how people use the internet, like how much they download and upload, and the quality of their internet connections. This data is useful, but it doesn't show us why people do what they do.

Sample Data:

The data includes things like:
How much people download and upload
How long they spend doing these activities
How good their internet connection is and more.

To understand why people use the internet in certain ways and how good their experience is, we use a special tool called Non-negative Matrix Factorization (NMF).

What We Do:

Find Hidden Patterns: We use NMF to find hidden patterns in the data. These patterns help us understand why people use the internet, like for watching videos, browsing, or downloading files.

Check User Experience: We look at things like internet speed and whether there are any problems. This tells us if people are having a good internet experience.

Make Internet Better: Once we understand how people use the internet, telecom companies can make their services better. For example, if a lot of people watch videos, they can make sure videos load quickly.

Benefits for the Telecom Company:

Improved Services: Telecom companies can make their services better by understanding what people do. If lots of people watch videos, they can make sure videos work well.

Find Problems Early: We can use data to find internet problems early and fix them. This makes people happier and keeps them as customers.

Smart Investments: Telecom companies can use data to decide where to spend money. If many people use the internet for big things, they can make sure the internet is good for those things.

Special Offers: Telecom companies can make special offers for different groups of people based on what they do online. This makes people more likely to buy their offers.

♦ https://codinix.com | ✓ info@codinix.com