

CASE STUDY

Customer Base Segmentation

RapidMiner & QlikView deliver
optimized sales management

Customer

Mobile Sector Leader

Location

Global

Industry

Telecommunication

The seamless integration of RapidMiner's lightning-fast predictive analytics engine and QlikView's strong visualization capabilities drive revenue optimization and reduce costs.

The Company

A telecommunication sector leader in both mobile and fixed line markets. In the future their goal is to keep this position and breach into other markets such as energy. The client is also a leading visionary in business and industry, developing new technologies to make it easier for customers to stay connected.

The Solution

Connect, combine and analyze both structured and unstructured data coming from multiple data sources with RapidMiner. Create an automated segmentation system based on users specified parameters provided directly from QlikView dashboard. Use QlikView connection to enable users to trigger a workflow directly from QlikView and evaluate different models based on those parameters.

The Challenge

One of the most important challenges this company is facing is customer segmentation due to multiple data sources and different business needs. Because IT has to prepare the data and modify the model to fit each business scenario manually—time and money is lost in process.

The Outcome

Business users are able to visualize the customer base before and after segmentation in QlikView to quickly identify most valued segments. They gain a greater understanding of customer based results reduced cost of sales and improved revenue opportunities. Business users are empowered to receive customized results and immediately deliver accurate and timely decisions.