

Company Name:	Virgin Media
Team / Department:	Data Insight Solutions
Address:	Hammersmith, London & Hook

Provisional title for project:

Customer Engagement Insights

Short abstract of what the project would probably entail, and the data to be used:

Across the UK and Ireland, Virgin Media offer four multi award-winning services: broadband, TV, mobile and home phone. We are focused on making our customers' lives easier, richer and a little bit more fun. This focus drives us to understand our customers further and how they interact with our products; we are constantly looking for better ways to engage with our customers. We are fortunate to have a wide range of data about how our customers interact with us and our products to help us with this goal.

As part of your project, you would be working alongside the Data Innovation team, who are looking at new ways to add value using data within VM. They are constantly exploring new data sources and technologies in order to provide real benefit to VM and, in particular, our customers. You will start with an introduction to the organisation and the team, and continue to work in partnership with them throughout your time.

In a world in which consumption of data and media is changing, it is important for VM to understand how our customers are interacting with our products. By understanding how our customer's interact with our products and how this is changing over time, we are able to better meet the needs of each customer and engage with them more appropriately.

The aim of this project is to understand how engaged our customers are with our products and whether this is changing over time. Determining if there are different groups of customers engaging in similar ways that could provide insight into the providing a better service for our customers.

Essential and desirable skills that the student would need to have:

Essential skills (NB):

Confident working with large volumes of data in SQL, R/ Python or similar.

Desirable:

Knowledge of new and existing data mining and machine learning techniques that may offer us a new perspective
Experience working with techniques such as cluster analysis/customer segmentation could be advantageous

Preferred degree programmes (if any):

NA

Would any work by the student need to be carried out on site at the Company with the exception of supervisory meetings?

There is no requirement to work on site except for an introductory week; however it is recommended that regular visits to either site (Hook/Hammersmith). Students would be welcome to work on site as frequently as they preferred.

Any issues of data confidentiality and IPR that would need to be resolved?

None anticipated

Preferred selection method

Face to Face meetings are preferable, but telephone interviews would be acceptable

Support and training offered by the company

An initial period of training will be offered introducing the company and the data; after this initial period regular weekly catch ups will be offered as well as a regular contact for ad-hoc queries.

Financial assistance offered by the company

I agree to pay the student £500 (plus travel expenses)

For details on how to apply, please visit:
<https://www.cdrc.ac.uk/retail-masters/details-for-students/>