Consumer Data Research Centre

# CDRC Masters Research Dissertation Programme

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| **Company Name:** | Virgin Media |
| **Team / Department:** | Data Insight Solutions |
| **Address:** | Hammersmith, London<br>& Hook |

**Provisional title for project:**

Wi-Fi Usage Trends and 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.

One of the interesting data sources that is being explored is our WiFi assurance data which offers a wealth of information about the usage profiles and devices connected across our network. It gives us the ability to improve our customer's experience whilst connected to WiFi. Analysing the trends in usage allows the opportunity to not only optimise our network, but opens up a completely new perspective when understanding our customer's needs. With the increased reliance on WiFi and greater demands and expectations for internet connectivity, this data source has greater importance for us.

The aim of this project is to explore whether WiFi assurance data can be used to detect issues with a customer's WiFi set-up. This would enable us to proactively contact them with tips on how to improve their broadband experience and potentially save them needing to call us to report a fault.

**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):**
No degree programme is required; however a background in statistics is preferred.

**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**

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

**Support and training offered by the company**

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| 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** (e.g. £500 stipend, travel and other expenses).

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| 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/***