



## Telecommunications

### Network

- Segmented traffic analysis
- Usage analytics
- Performance analysis
- Bandwidth analytics
- Network tower and cell-site decision support
- Capacity planning analysis
- Predictive network reliability
- Network topology optimization
- Predictive maintenance for towers / cell-sites
- Predictive weather impact modeling

### Sales & Marketing

- Sales & retail channel analysis
- Sales planning & forecasting
- Marketing campaign score-carding
- Portfolio allocation optimization
- Competitive intelligence
- Reseller / Retail location decision support
- Social media analysis

### Customer Centric

- Price-point / elasticity analysis
- Profitability analysis
- Customer journey / experience analysis
- Customer lifetime value
- Usage analytics
- Cross-sell / up-sell optimization
- Behavior modeling

Please contact Mosaic today to learn more.

