

Diversification of income and monetization of MegaFon Big Data



MegaFon is the leading mobile operator in Russia. By the end of 2016 the total subscriber base reached more than 77 million.

Problem

- Optimization of processes and increase in efficiency within the company
- Diversification of income and monetization of own Big Data
- Creation of innovative products for the financial sector and getting additional profit

Solution

MegaFon was specializing on predictive analytics, using only its own telecom data. But for deeper analysis and making more precise solutions outside the telecom industry - for the financial sector, the operator required a competent external partner that can enhance analytics with additional Big Data sources. oneFactor became the key technological partner for MegaFon. Within the framework of joint cooperation the operator used a number of platforms, developed and supported by oneFactor. The high-level accuracy of data analysis is achieved by application of the Artificial Intelligence systems and

Machine Learning technologies.

Big Data analytics using oneFactor technologies has become an important branch for MegaFon which on the one hand allows to optimize business processes and increase efficiency within the company, on the other – to diversify sources of income and offer the financial sector advanced analytic services.

The number of customers using Big Data services included a large number of banks from the TOP-100 and a wide range of microfinance organizations. In 2016 several Federal Russian banks became MegaFon' clients using oneFactor unique technologies.

Effect

The revenues generated from Big Data in retail revenue of MegaFon in 2015 was estimated at more than 1.7% and the market share among the telecom operators in this sector grew up to 75%.



MegaFon

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"For our corporate clients we offer Big Data analytics services in the financial sector. For example, our solutions based on Machine Learning technologies allow banks and financial institutions, including insurance and retail companies, to optimize customer base management at any stage of work. In this context, oneFactor acts as our technology partner. The high accuracy of Big Data analysis is provided by the Artificial Intelligence system and Machine Learning platform".