

# Data Mining in the Telecommunications Industry

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## Abstract

The Data Mining Group at BT Laboratories carries out data mining projects for other parts of the company, provides consultancy on data mining, and carries out research into new data mining techniques.

The first part of the tutorial describes the application of data mining in three areas particularly relevant to the telecommunications business: Network Performance, Fraud Investigation, and Market Analysis. A number of case studies will be presented.

The second part draws general conclusions about the process of Knowledge Discovery in the telecommunications industry. Practitioners' tips for each stage will be given, concentrating on the consultancy and customer-facing aspects of the process.

Although the presentation is aimed at a wide audience, a familiarity with basic Statistics and Machine Learning techniques is assumed.