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6COSC023W – Final Project Report

Super VAS- User behaviour identifier while

maximizing user retention

and minimizing user churn

A Dissertation by

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Abstract

Value added services are one of the main services in telecommunication industry. Sri Lankan telecommunication partners also introduce different types of value-added services to their users. But with the current situation, telecommunication service providers are finding ways to earn revenue while maximizing the user retention. People do not tend to use more of paid services with the prevailing situation and due to that user retention in value added services has been decreased.

Dialog Ideamart is one of the major companies which provides different types of value-added services in Sri Lanka and app maker platform is one of them. Appmaker platform allows users to create android applications without using any coding knowledge and users are allowed to monetize the android apps they've created. Appmaker platform is driven by the users who are known as service providers and they are the ones who create applications. Due to the low demand for vas both the service providers and Appmaker platform are affected.

As first step, identified the problem thoroughly and the reason which caused the problem. Literature reviews showcased the current issues of telecommunication industry and MVAS, solutions for that and approaches to find out user churn. System designing took place once the analysis was completed. According to the main identified functional and non-functional requirements proposed system was implemented. Linear regression model was used to build up the prediction model due to availability of data.

Super VAS can be identified as a solution to increase service provider retention and to reduce service provider churn in Appmaker platform. Super VAS was designed after analysing the reasons for loss of revenue and service providers. Appmaker platform has a team to incorporate with service providers and minimize the issues in platform. That team does awareness sessions, competitions, hackathons to acquire new service providers while retaining the acquired service providers. Super VAS provides an analysis of service provider behaviour. Providing the correct guidance to service providers is effective to reduce the churn in platform. Through the Super VAS platform, marketing team of Appmaker platform can identify the service providers who need

guidance to drive revenue to the platform, Super VAS provides predicted data as future active service providers, future inactive service providers and current analysis as current active service providers, current inactive service providers.

As a conclusion, this proposed system has designed to identify user behaviour and predict the future behaviour of the users. With that marketing plan can be generated to maximize the user retention and minimize the user churn.