Abstract

A solution was customized to understand the structural factors of the Brazilian cities for cross-selling purposes. The ArcGIS Geostatistical Analyst extension was used for exploratory spatial data analysis and to create a statistically valid surface. The analysis was developed using a municipal Geodatabase (more than 800 variables and 5,561 cities). The final cluster (market segments) was composed for 12 groups with different patterns for cultural, infrastructural, and urban behavior. The results were integrated to marketing users of one big Brazilian wireline operator for forecasts and cross-selling purposes.

Maria Pereira
Brasil Telecom
Marketing
SIA SUL ASP - Lote D - Bloco B
Brasilia, DF, Brazil 71215-000
Brazil
Phone: +55 61 415 1100
Fax: +55 61 415 1179
E-mail: pereira@brasiltelecom.com.br

Adriano Junqueira
IMAGEM
Business Solution
Rua Itororo, 555
Sao Jose dos Campos, Sao Paulo, Brazil 12216-440
Brazil
Phone: +55 12 39468958
Fax: +55 12 39468945
E-mail: ajunqueira@img.com.br

George Almeida
IMAGEM
Rua Itororo, 555
Sao Jose dos Campos, Sao Paulo, Brazil 12216-440
Brazil
Phone: +55 12 39468949
Fax: +55 12 39468945
E-mail: gserra@img.com.br