Geospatial Analysis applied to BI:
Driving better decision making

Paula Fadul
Agenda

- About Telefonica | Vivo
- Business Intelligence - Organization Structure
- Internal Partner Ecosystem
- Challenges & Opportunities
- Business Cases
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We are the largest telecom company in Latin America and the most valuable and trusted brand in our Market in Brazil...

We have convergent four-play offer, recognized by our excellence in quality and coverage...

Under the Vivo brand we sustained the leader...
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Organization Structure

**BUSINESS INTELLIGENCE**

- Data Base Management
- Information Management
- Feasibility Analysis & Post Mortem
- Marketing Analytics
- Customer Relationship Management
- Geospatial Analysis

**Identify business opportunities such as potential areas for sales**

**Visualization of KPIs through layers and maps that permit better decision making**

**Customer profiling analysis & Segmentation applied to micro-regions**

**Channel management support and mobility analysis for network optimization**
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Geomarketing has been amplifying its scope and spectrum of actuation, interacting with several areas inside the company and being responsible for providing innovative solutions that support strategic and tactical decisions, through new business opportunities identification or resource optimization and cost reduction.
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In the beginning, geospatial analysis came as a visualization tool for georeferenced information, facilitating market and business understanding.

Today, its scope involves an advanced level of analytics, including the generation of important variables used in propensity modeling, demand forecasting, risk & potential scores, investment optimization analysis, micro-region segmentation, etc.
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- Study of the points of sales capillarity over the cities in order to prioritize the regions to invest in new places.
- Maps can complement the analysis providing visual insights and also facilitate decision making.
In other cases, the maps can be published on the web to provide wide access to the information through the organization.

In the Network Optimization case, we used ArcGIS Online to publish the main cities of Brazil and their network expansion plan.

We were able to visualize the prioritized regions for investment compared to the top regions in terms of revenue, traffic demand and also network quality.
Thank You!

Paula Campos Fadul de Freitas
+55 11 975 491 888
paula.fadulfreitas@telefonica.com