Abstract

For any business it is crucial to listen its target audience, understand market trends and must possess the ability to predict the future of the business. But understanding the mindset of the consumer has always been challenging for the businesses. Hence to understand the requirement of its customers and market trends, companies are investing to develop a feedback platform which can help them to listen and understand their specific customer needs. In this paper we are trying to propose a design of strategy and decision making platform which can help telecom companies to zoom into the consumer needs, in making futuristic strategies and recommending tailor-made offerings to the user.

References

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Index Terms

- Computer Science
- Database Management

Keywords

Packet Data Unit (PDU).