

# TOP 7 USES OF BIG DATA IN TELECOM RETAIL

Telecom operators handle and store huge quantities of data every-day. **Data in the form of call detail records, internet traffic and transaction data, usage patterns and location data.** This data provides a rich wealth of customer centric information, which, in turn, leads to revenue as well as customer experience upsides for the operators.

More essentially, the customer is assured that their operator knows what they really want, leading to lower churn rates and more revenues for the operator.

Here's how telecom operators are making use of Big Data in Retail

