

Traffic Analytics and Targeting Platform for New Revenue Streams

Client Large national company
Role Business Analyst, Project Manager
Period 2016-09 — 2018-09

CONTEXT

The operator held behavioural data on a nationwide subscriber base but no systematic way to convert it into commercial value. Targeting users and inferring interests amplifies data-quality, explainability, and reputational risk — a weak foundation would produce targeting nobody could trust and a business model that would not scale.

APPROACH

Framed the work as a decision pipeline — traffic signal → identity resolution → segment membership → targeting action — rather than a data-collection exercise. Defined clear module boundaries, explicit input/output requirements, and traceability so commercial decisions stay explainable as models and rules evolve, then sequenced delivery across all macro-regional branches.

OUTCOME

Opened a new targeted-advertising revenue line for Large national company by turning previously unmonetised broadband-traffic data into governed, explainable audience segments.

- New targeted-advertising business line established; behavioural data converted from byproduct into monetisable asset.
- Subscriber-matching engine integrated with Radius, CGNAT, and EIP at 95%+ matching accuracy.
- Platform deployed across all macro-regional branches, with API interfaces enabling external-system integration and recommendation use cases.

KEY RESULT

Stood up a nationwide traffic-analytics and targeting platform that converted previously unmonetised behavioural data into a new targeted-advertising revenue line, with 95%+ subscriber-matching accuracy across all regional branches.