

# LigaData SubscriberIQ



**LigaData provides Telco-specific, Gen-AI based, analytic products and solutions that eliminate data silos and deliver a holistic view of the enterprise.**

# SubscriberIQ: Gen AI driven Segmentation and Intelligence Product Built For Telecom

SubscriberIQ  
Optimized for Azure



## Problem

- ✓ Marketing Analysts spend 70% of time data wrangling
- ✓ Less than 20% time on building Strategy
- ✓ Slow strategy roll out = Missed Opportunities + Less Precision Decision



## Solution

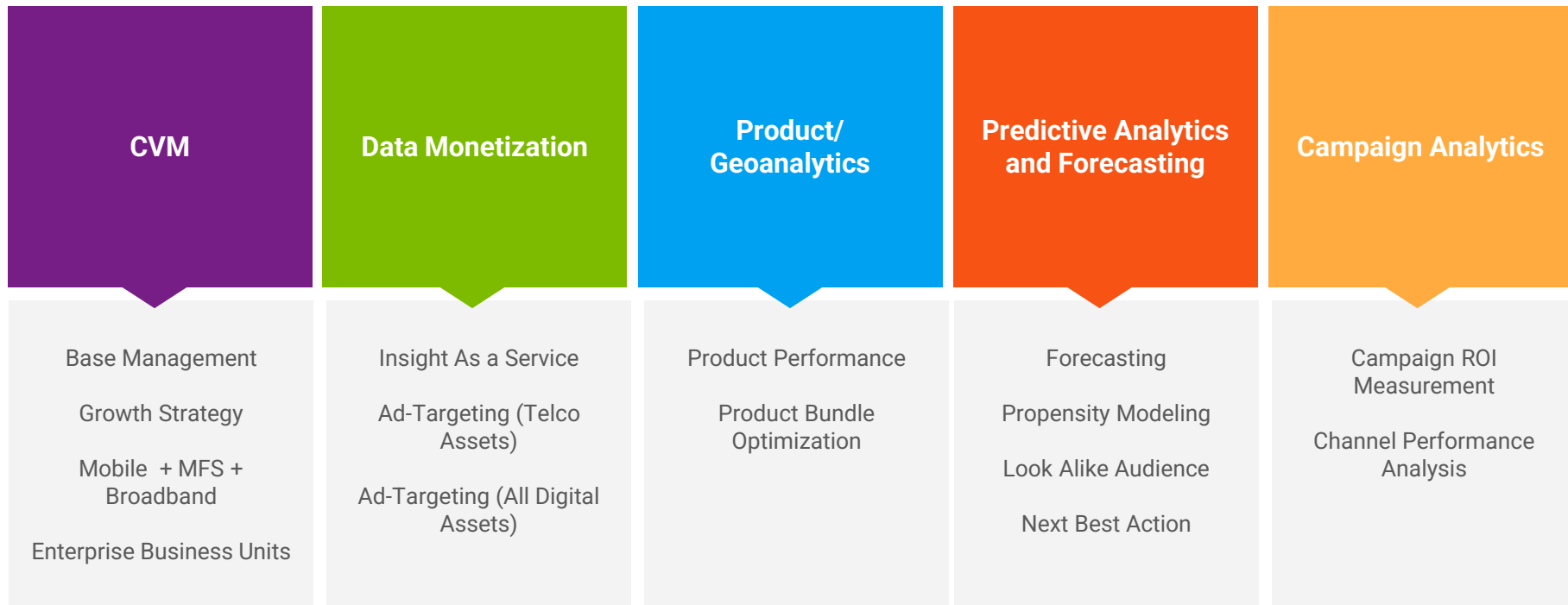
- ✓ **AI Agents** aided discovery + Analysis + Automation
- ✓ Deep **Knowledge Model** + Powerful Segmentation Engine
- ✓ Multiple **Telco Optimized LLMs**



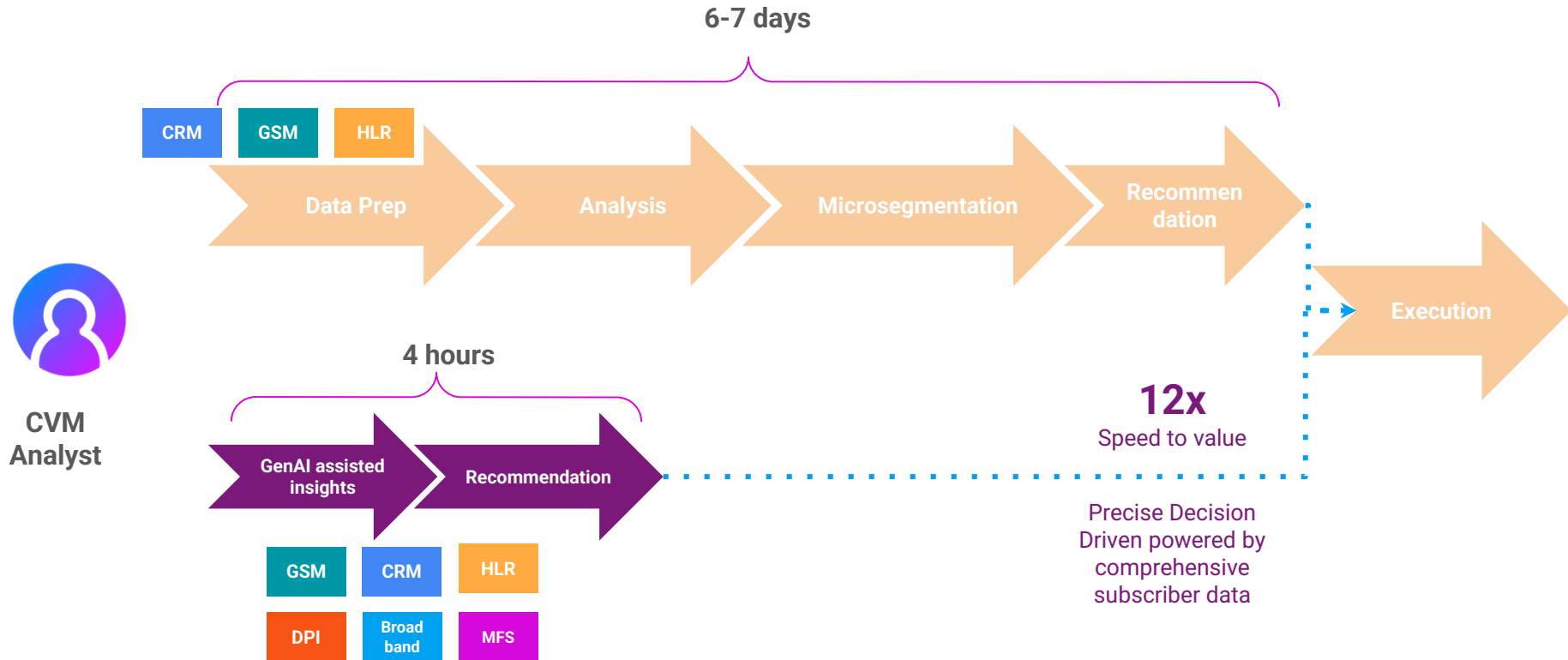
## Value

- ✓ Precise decisions made rapidly
- ✓ Maximize customer value (ARPU/Revenue)
- ✓ Cost efficiency

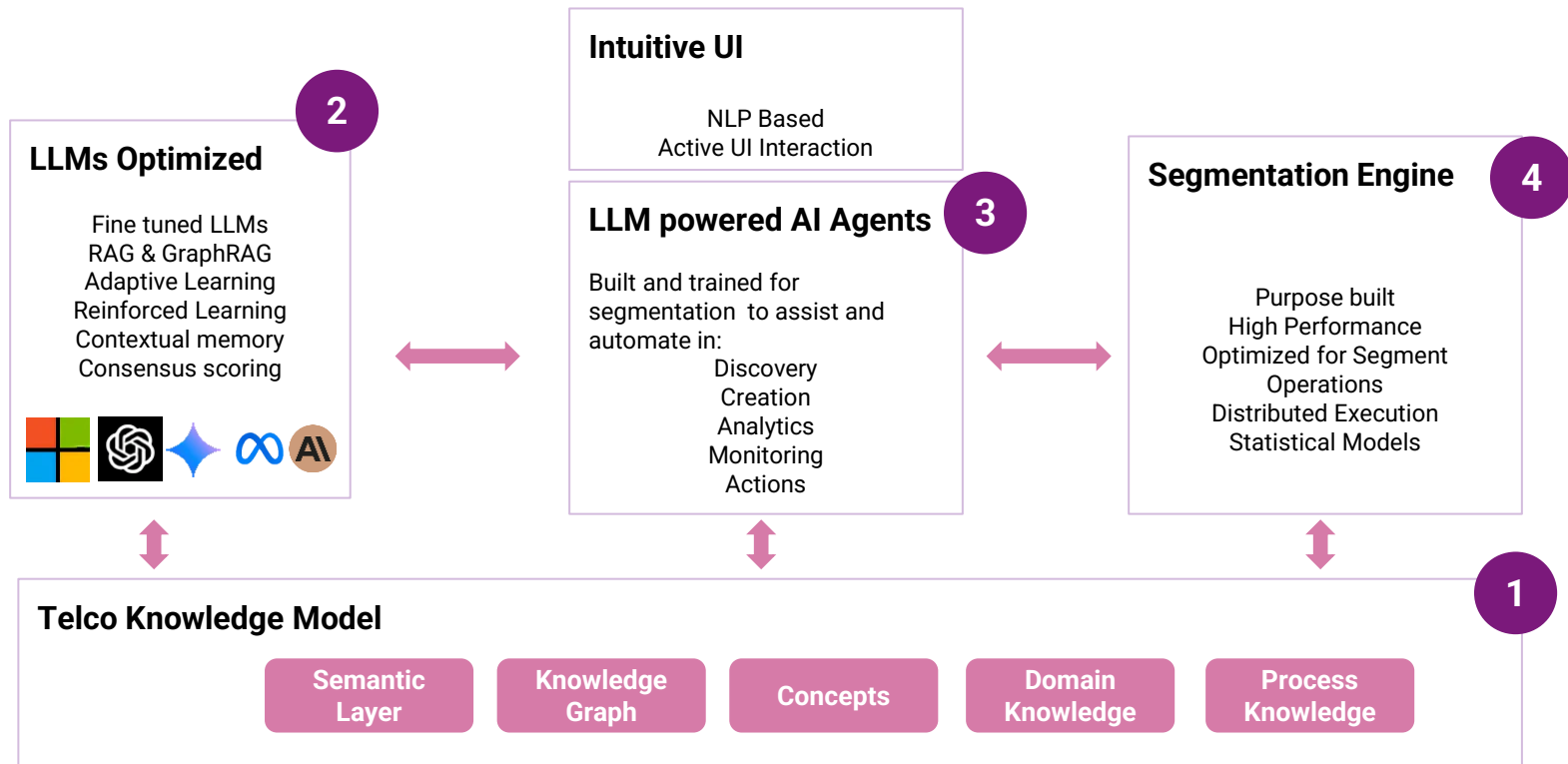
# Target GenAI Driven Use Cases for SubscriberIQ



# Use Case: Monitoring KPI and stopping revenue loss

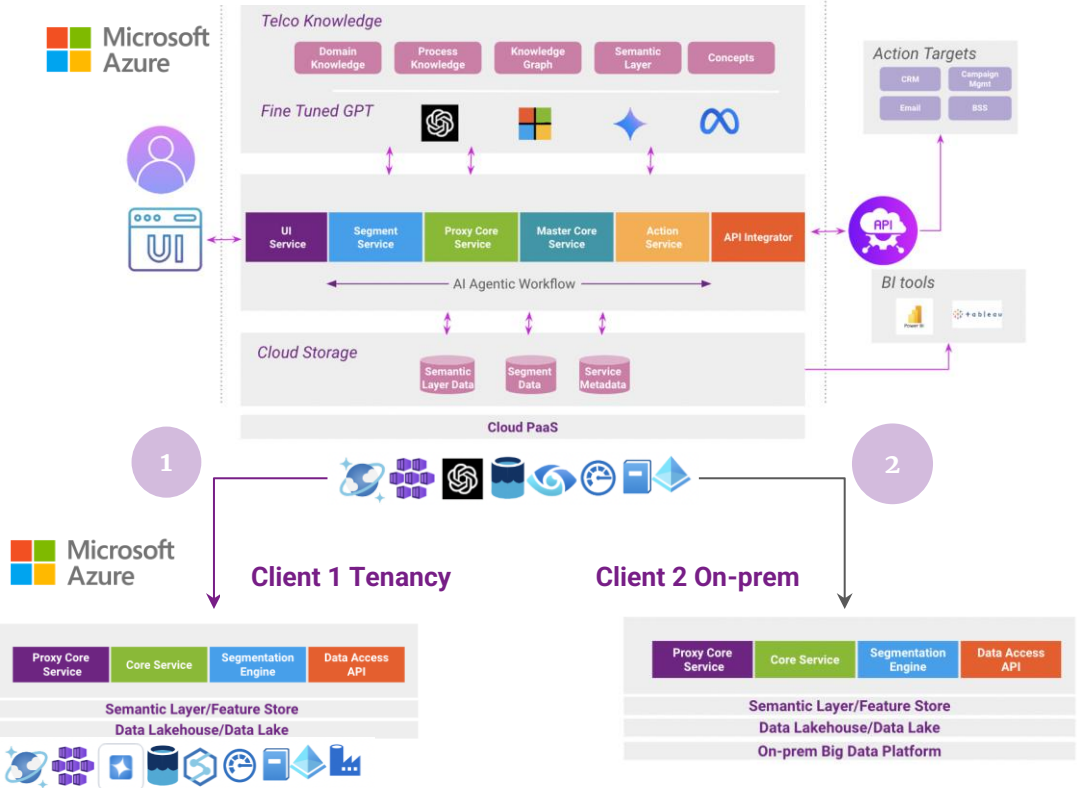


# SubscriberIQ: Architecture That Can Scale to 100M+ Subscribers



# Hybrid and Cloud Architecture that meets Telco needs

## LigaData Multitenancy - Centralized Operations



1

### Azure Deployment:

- LigaData Multitenancy manages centralized operations
  - Orchestrates all data related computations in client Tenancy
  - No client data access
- Client's Tenant
  - Receives orchestration from central service
  - No LLMs access

2

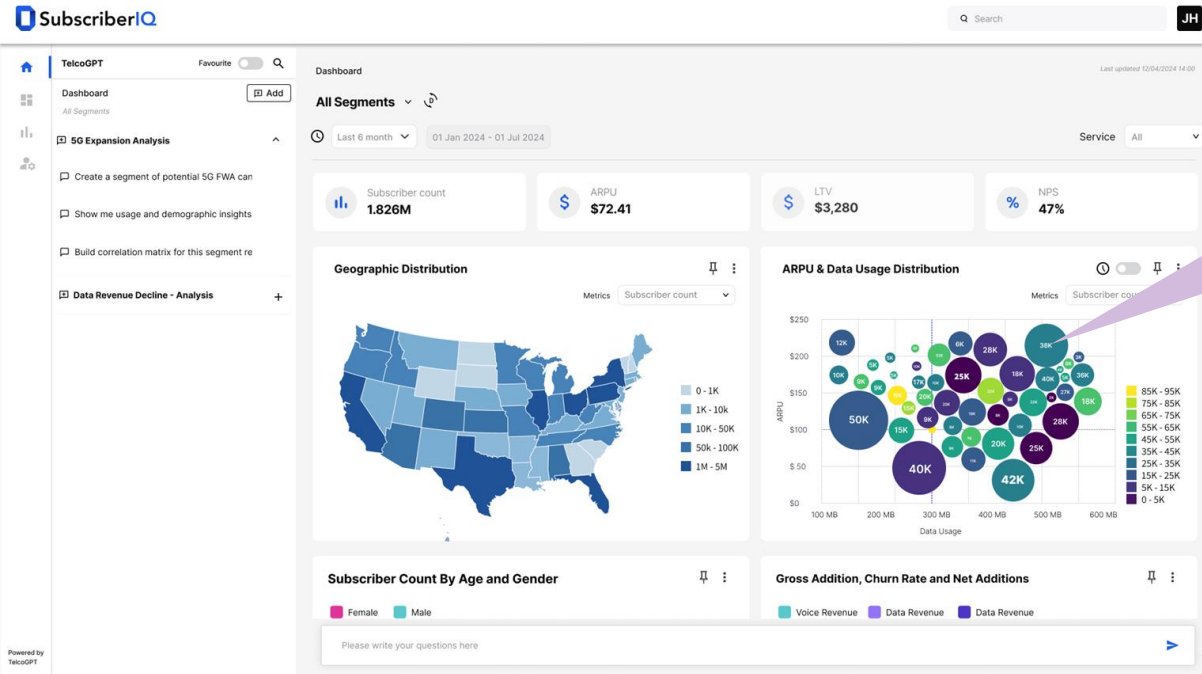
### Hybrid Deployment:

- LigaData Multi Tenancy will be on Azure
- Entry point for cloud with Telcos with on-prem solutions

# Product

## SubscriberIQ - Summary Overview

*SubscriberIQ provides interactive visualizations to track and monitor user-created segments*



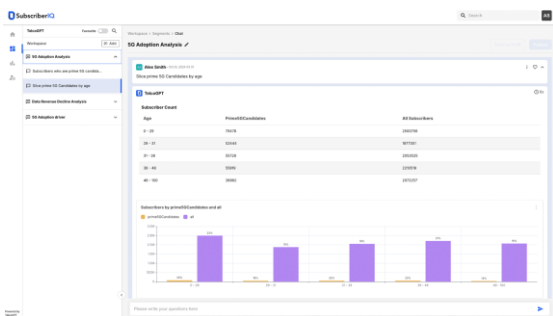
Interactive chart components let users create subsegments, analyze, or compare with a click.

TelcoGPT lets marketing analysts easily interact with data using natural language, making data insights accessible without technical skills

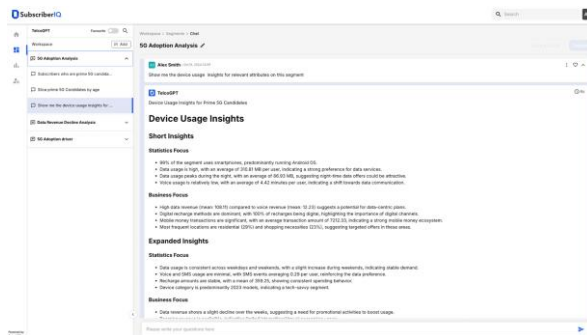


# SubscriberIQ - Analyze segment and understand subscriber behavior

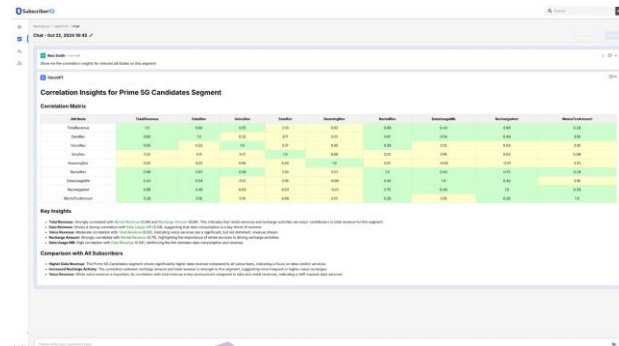
Marketers can leverage a range of analytical techniques to uncover valuable subscriber insights



Exploratory Data Analysis – Users can explore and analyze segments using various methods to uncover insights



Ask TelcoGPT for insights, and it will automatically identify relevant metrics, perform statistical analyses, and summarize the results for easier understanding and decision-making.



SubscriberIQ also supports advanced analytics like correlation matrices and segment migration analysis. In addition to raw data, it provides summary insights to expedite decision-making and streamline the analysis process

# SubscriberIQ - Create Segment and automate actions

Marketers can save and share customer segments effortlessly through Workspace

The screenshot displays the SubscriberIQ interface. On the left is a sidebar with navigation icons and a list of workspace items: 'Data Revenue Decline Analysis', '5G Drivers', and '5G Adoption driver'. The main area is titled 'Workspace > Segments' and contains a table of segments. The table has columns for Name, Subscriber Count, Date Created, Created By, Modified On, Frequency, and Actions. A callout bubble points to the 'Actions' column, indicating that users can create actions and set up segment monitoring and automation logic using natural language.

Name	Subscriber Count	Date Created	Created By	Modified On ↑	Frequency	Actions
<input type="checkbox"/> Youth Subscribers	456049	07.10.2024	System User	07.10.2024	Static	0
<input type="checkbox"/> Middle Aged Subscribers	1273332	07.10.2024	System User	07.10.2024	Daily	0
<input type="checkbox"/> High Night Time Voice Usage S...	750546	07.10.2024	System User	07.10.2024	Static	1
<input type="checkbox"/> High Data Revenue Subscribers	752190	07.10.2024	System User	07.10.2024	Weekly	1
<input type="checkbox"/> All Subscribers	3750303	07.10.2024	System User	07.10.2024	Static	1

Users can create actions and set up segment monitoring and automation logic using natural language

**Thank You**