## aws re: Invent

TLC204-R

# Implementing telecommunication data analytics

#### **John Cupit**

Principal Solutions Architect Amazon Web Services





## Prerequisites





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#### Internet connectivity

Download raw data record for the lab

https://builder2019.s3.amazonaws.com/rawdata.csv

#### AWS account

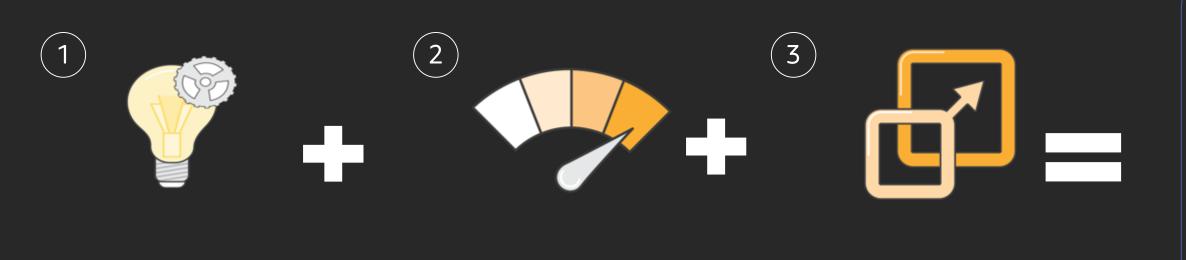
- Amazon S3 access
- AWS Glue access
- Amazon Athena access
- Amazon QuickSight access

## AWS data analytics for telco





# AWS can help solve data analytics for telco professionals



Data analytics made accessible

Deployed quickly with tools for staff at all levels of data science capability

Simplified preprocessing and ETL, freeing time and resources for experimentation Reduced time and costs of data analytics with AWS services Meaningful data analytics

**Operations** 

Sales

### Data analytics with AWS Glue and Athena



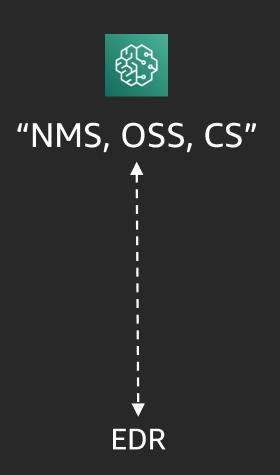
 Setup a crawler to run periodically, scan your data, and automatically populate the Glue Data Catalog  Once your data in the Glue Data Catalog, it is readily available for querying in Amazon Athena and Amazon Redshift Spectrum – no additional steps required!

## Telco-specific data: Event data record (EDR)

EDR provides a range of information related to subscriber detailed information, which is useful for carriers



Gain valuable insights!



#### Information example

Network performance data

Network Management System (NMS): provides raw data related to network performance

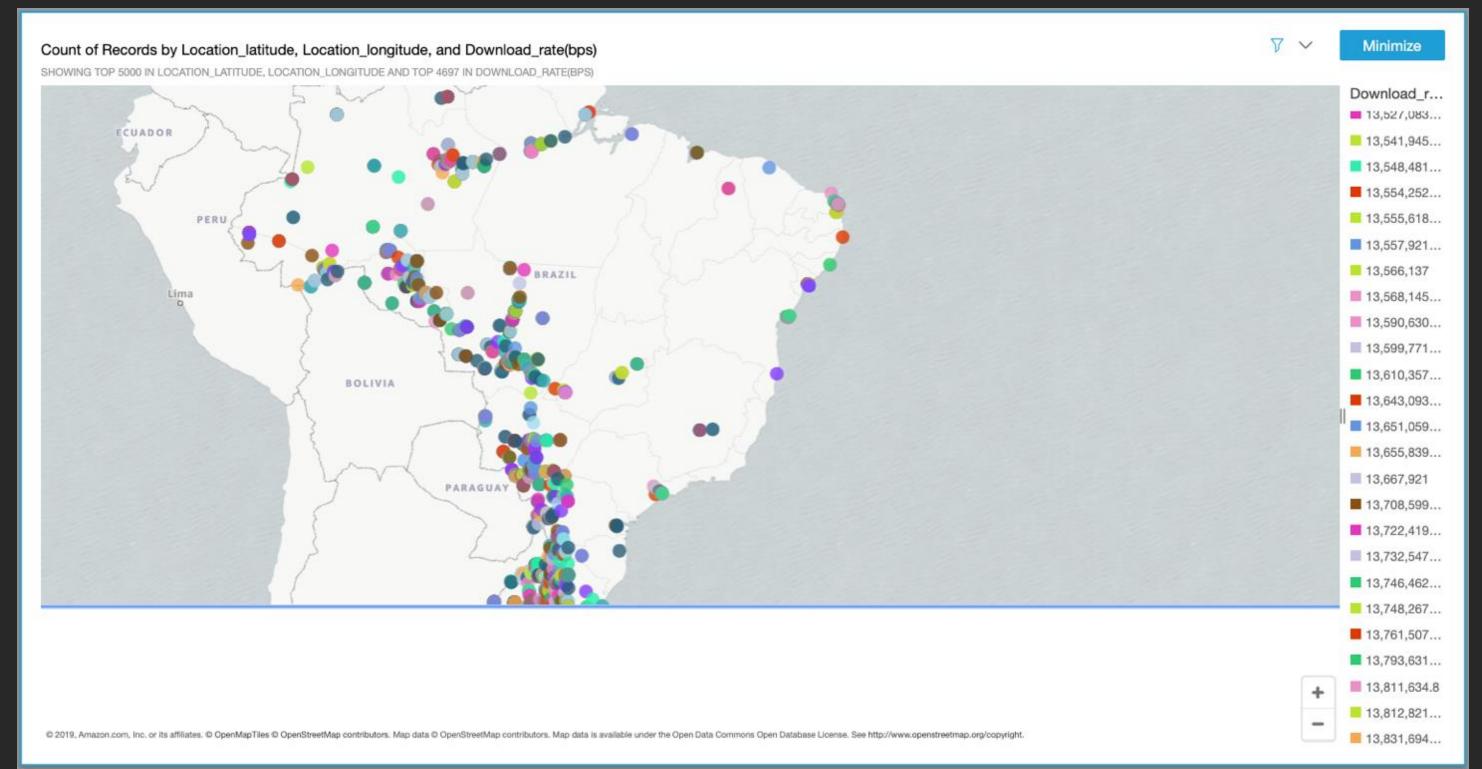
Network health status

Operation Support System (OSS): provides raw data related to network health status

Subscriber behavior

Charging System (CS): provides raw data related to subscriber specific behavior

#### Gain value from EDR: Download rate per city (example)



### Gain value from EDR: Quick insights into your network



#### Suggested insights

AVERAGE OF SIGNAL\_STRENGTH BY CITY



#### TOP 3 CITYS

Top 3 citys for average signal\_strength are:

Carlópolis with -25

Joaquim Nabuco with -25

Mateiros with -25



Story

Parameters

Insights

#### BOTTOM 3 CITYS

Bottom 3 citys for average signal\_strength are:

São Fidélis with -140

Presidente Epitácio with -140

Ipiguá with -140

#### UNIQUE VALUES

There are 2039 unique values in city.

COUNT OF RECORDS BY NETWORK\_TYPE

#### TOP 3 NETWORK\_TYPES

Top 3 network\_types for total count of records are:

LTE with 44,928

**HSPAP** with 13,475

with 2,702

#### TOTAL AGGREGATION

Total count of records is 64,200.

#### BOTTOM 3 NETWORK\_TYPES

Bottom 3 network\_types for total count of records are:

HSDPA with 100

**HSUPA** with 334

UMTS with 416

AVERAGE OF UPLOAD\_RATE(BPS) BY CITY

#### TOP 3 CITYS

Top 3 citys for average upload\_rate(bps) are:

Curralinhos with 48,373,339.77

Terra Nova with 47,872,803.15

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## Build time!





## How to get these insights?

#### Time for a hands-on lab!

#### Requirements:

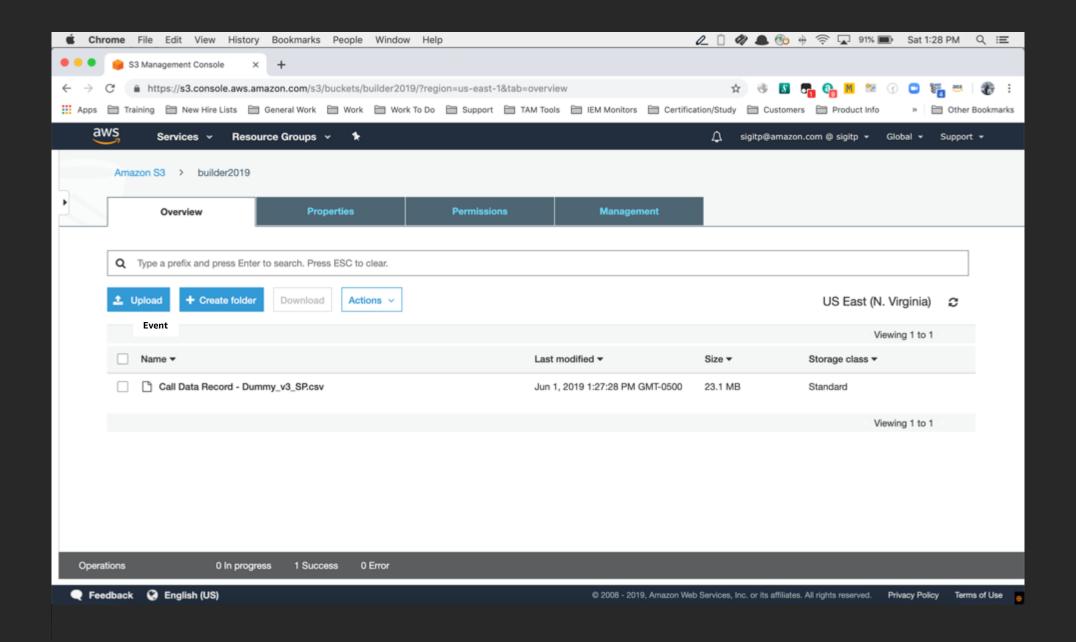
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## Amazon S3: Uploading your EDR





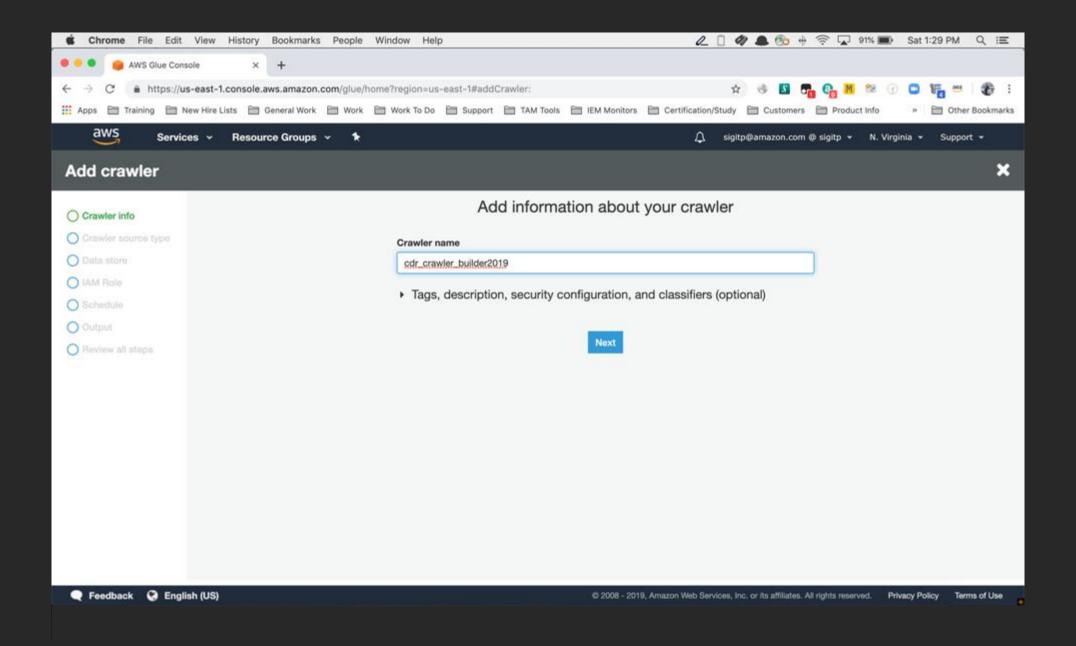
#### Amazon S3: Store EDR file

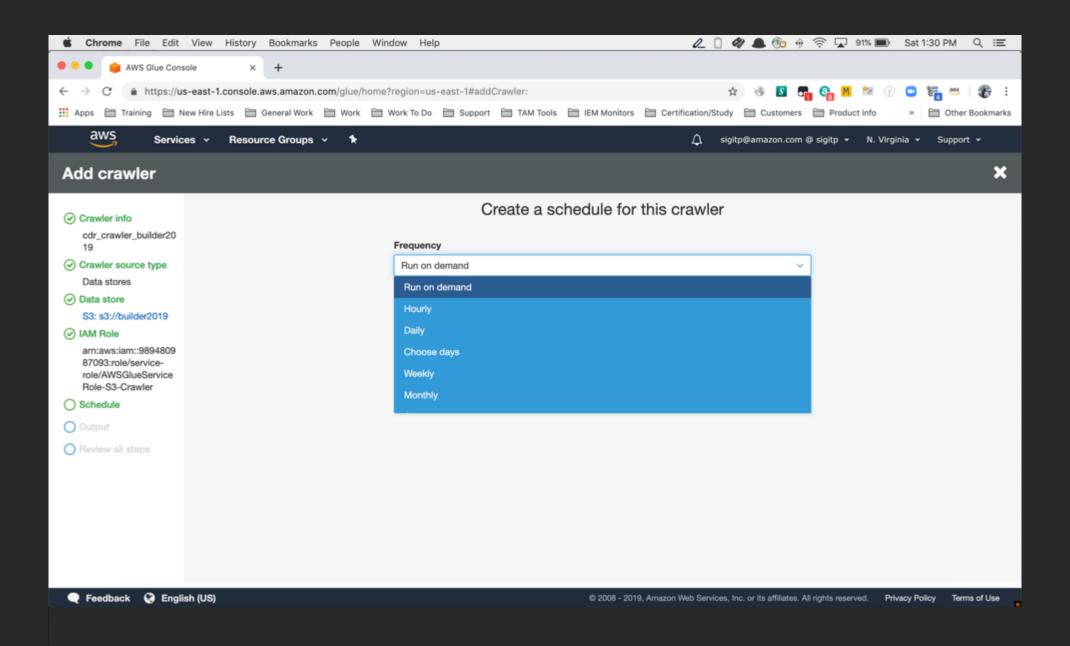


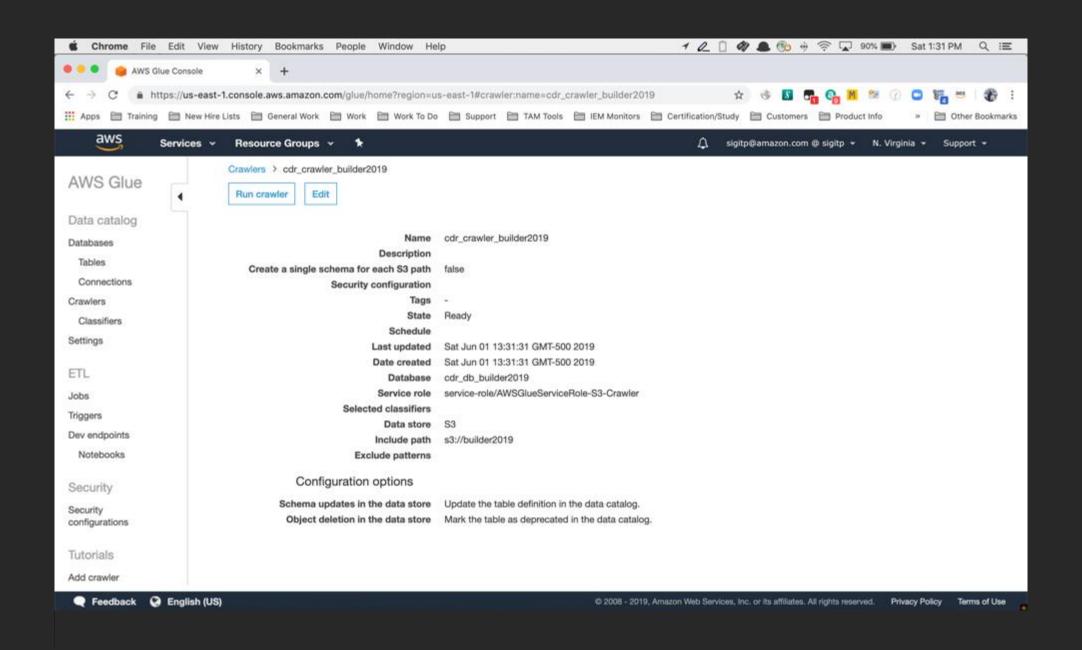
## AWS Glue crawler for your EDR

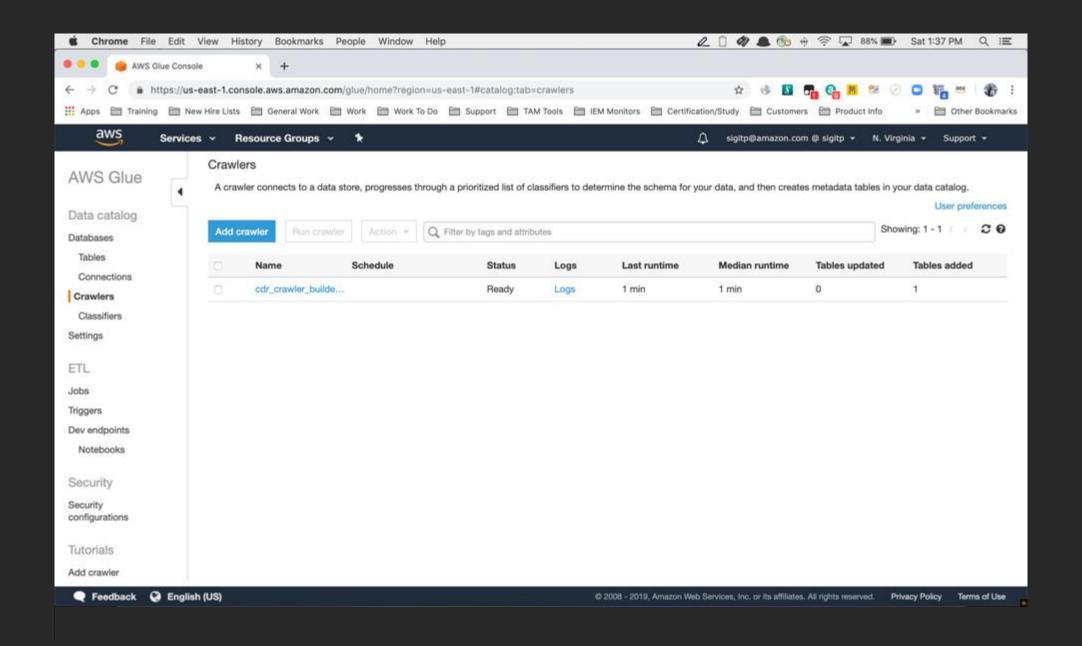




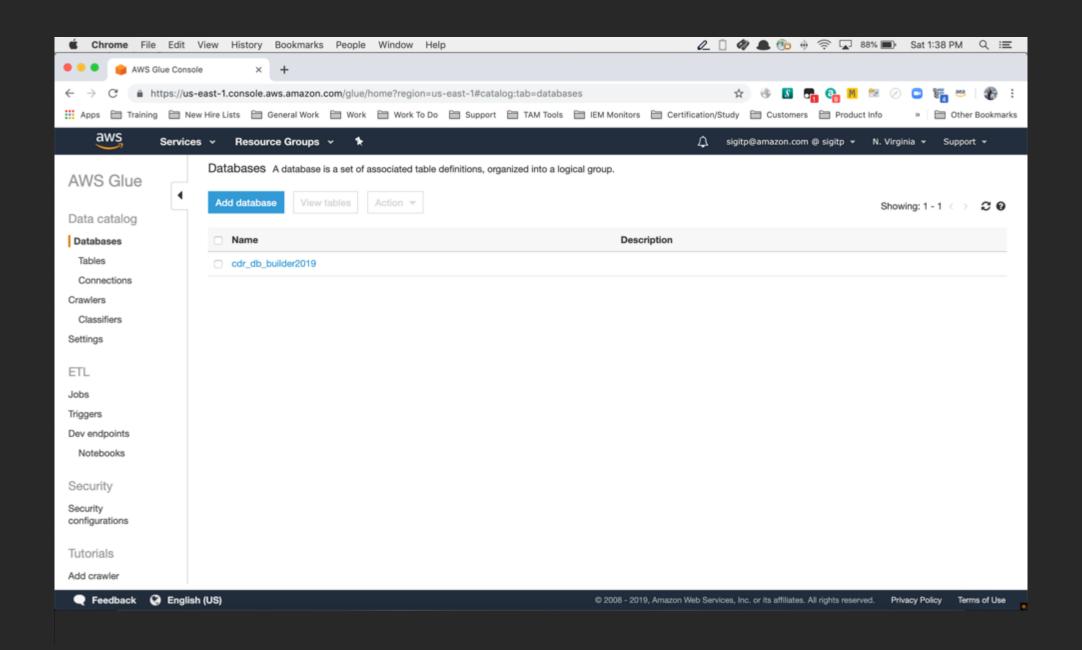




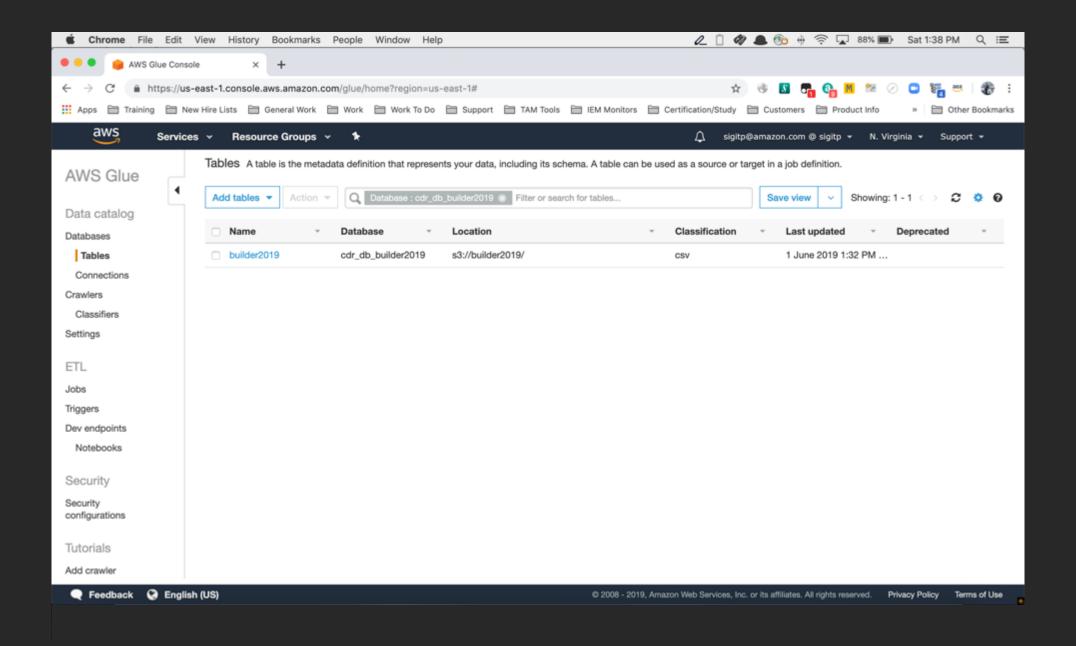




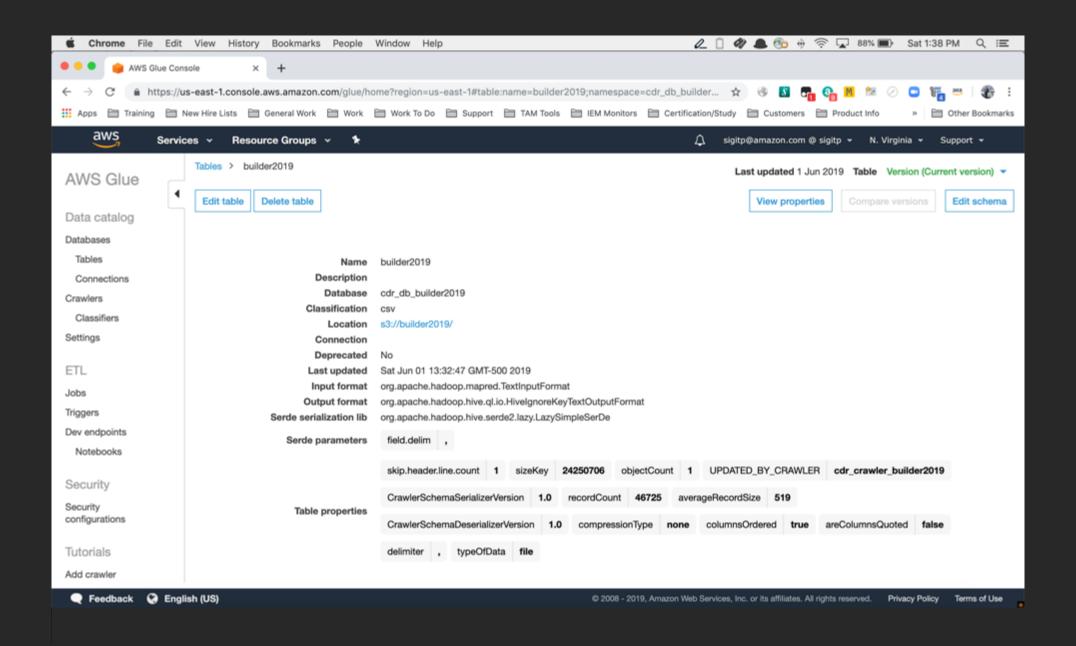
### AWS Glue: Database created by crawler



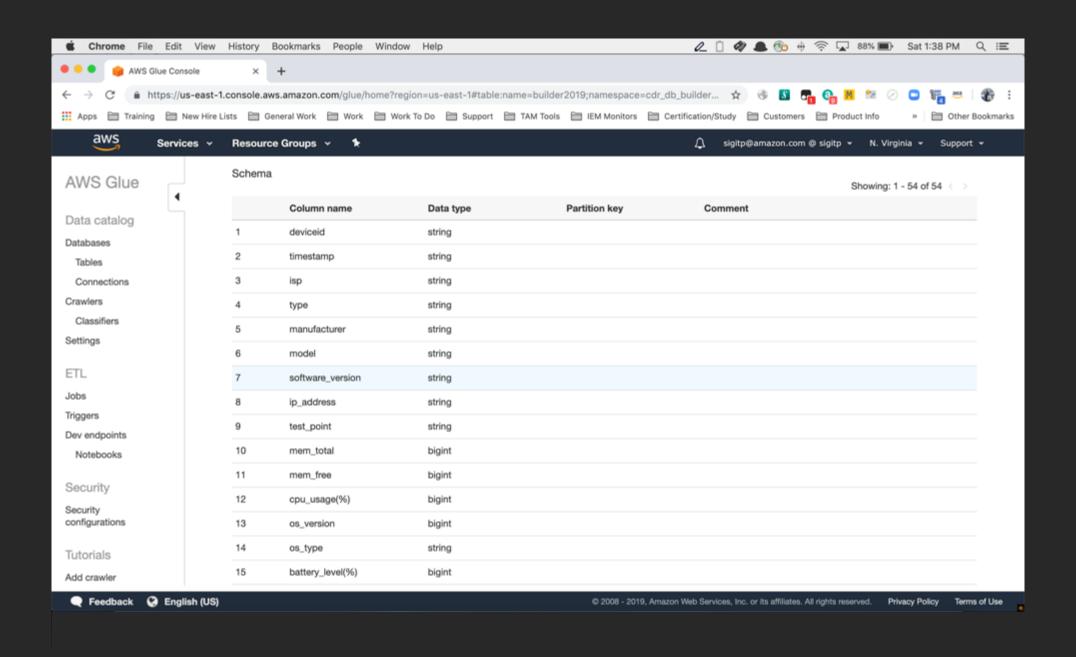
#### AWS Glue: Table inside the database



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### AWS Glue: Columns and types automatically crawled

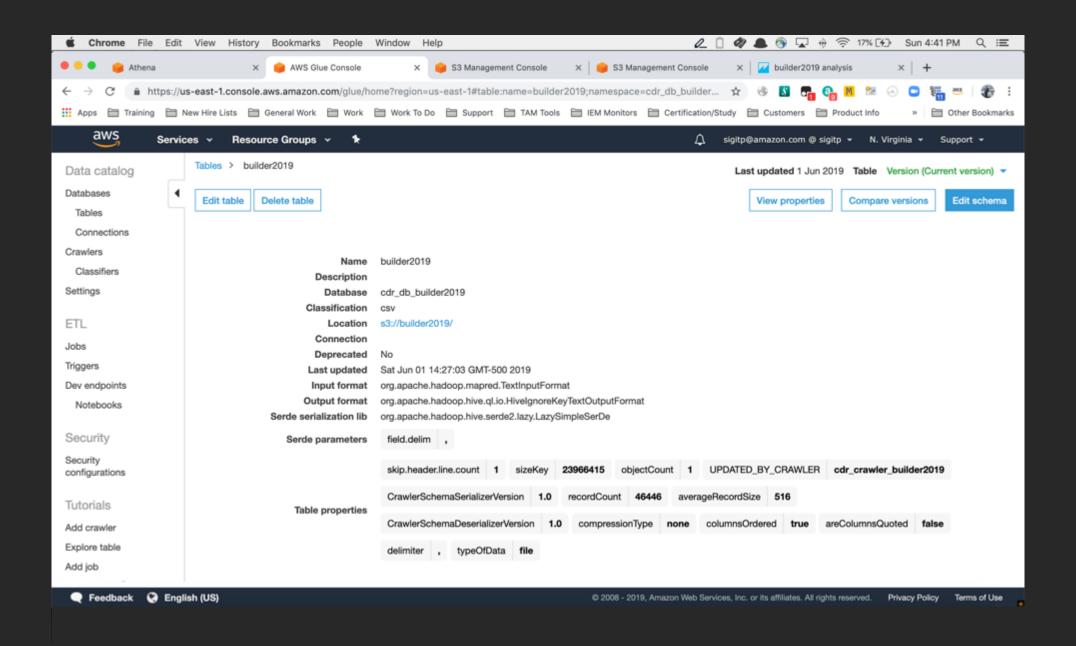


## AWS Glue: Correcting data type

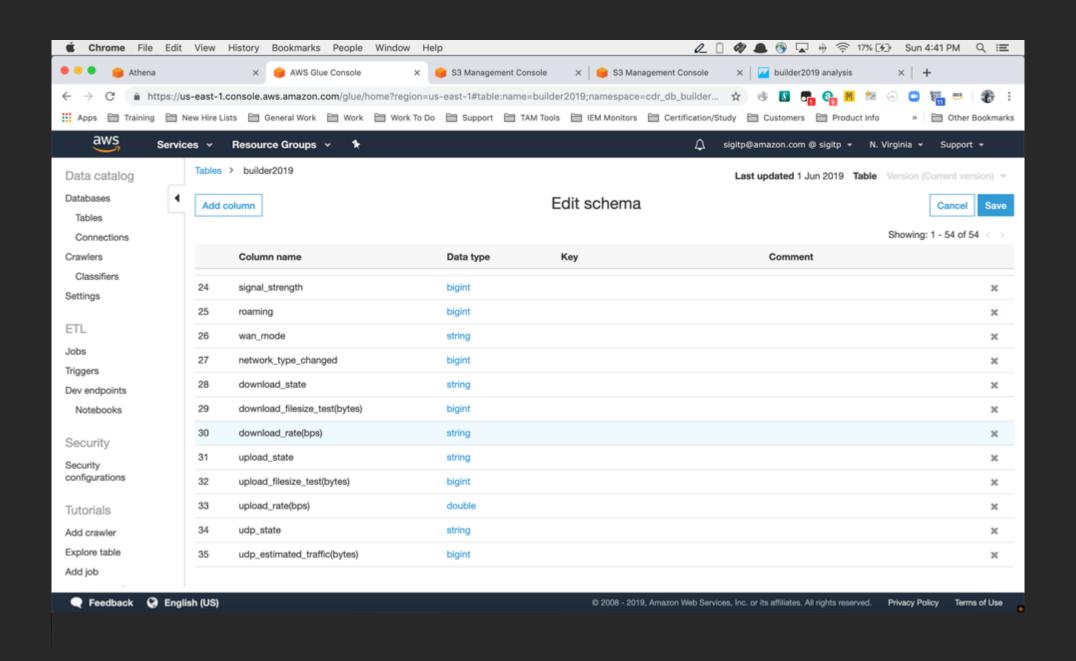




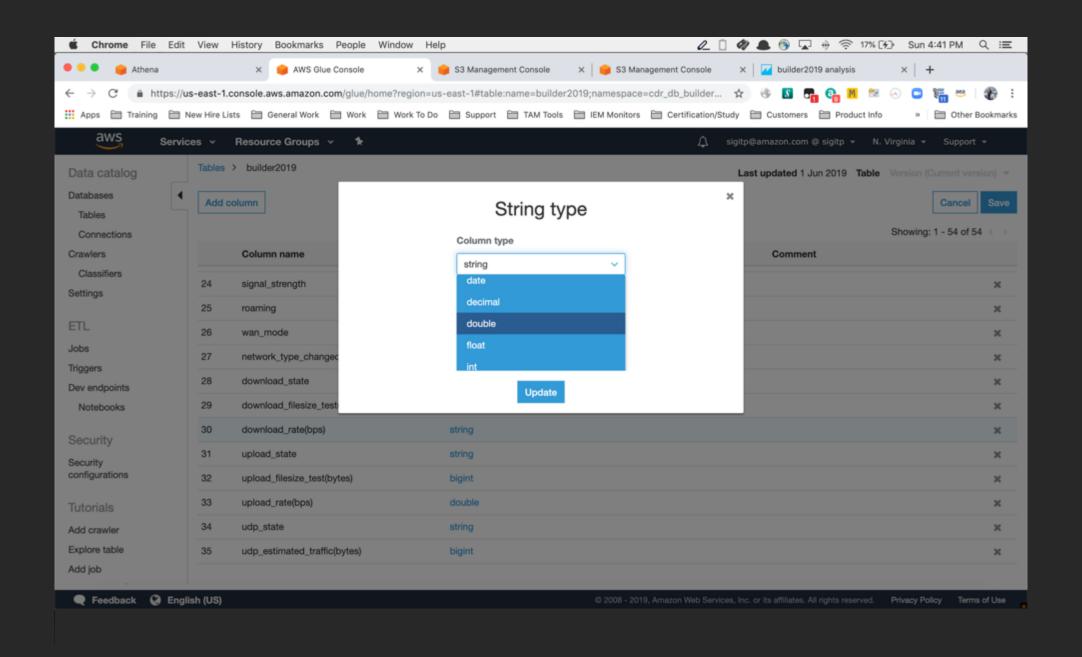
#### AWS Glue: Edit schema



## AWS Glue: Download rate (string)



## AWS Glue: Download rate fixing to double

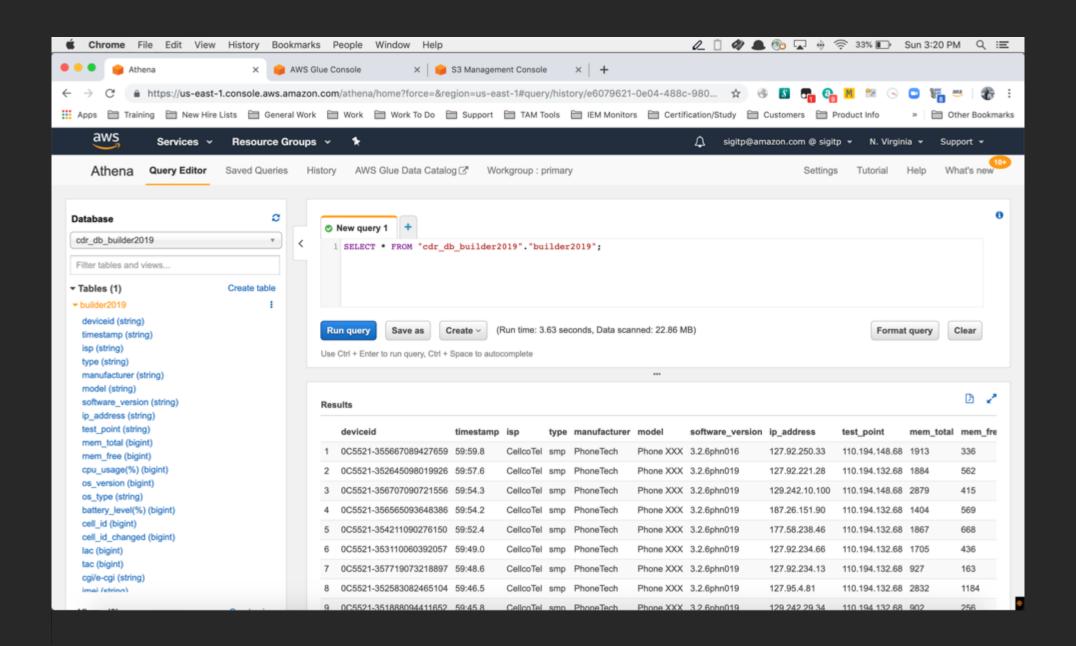


## Athena: Query your database

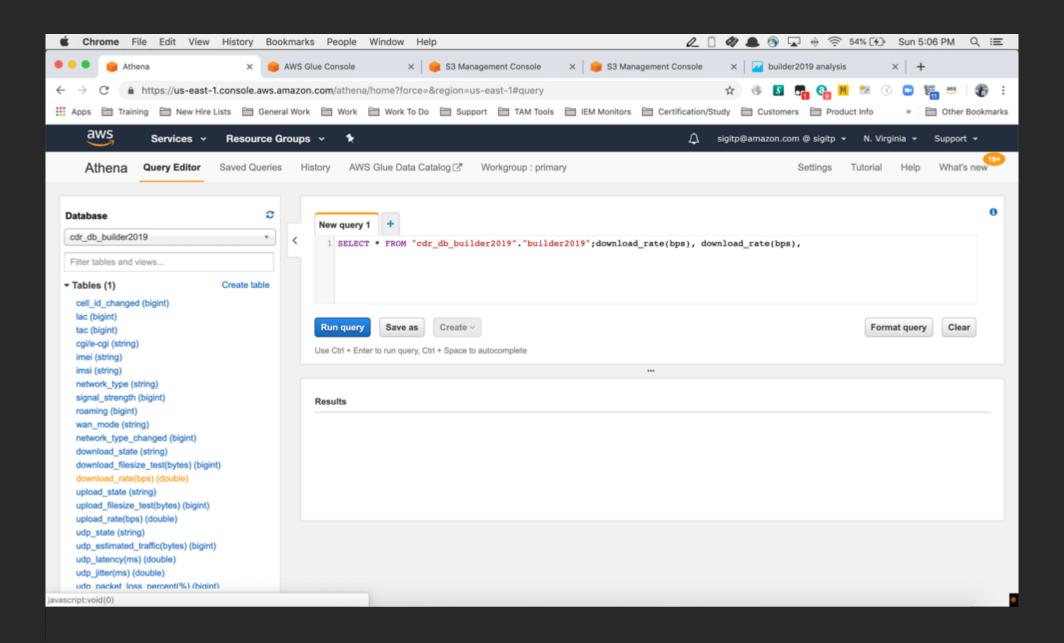




## Athena: Query your database



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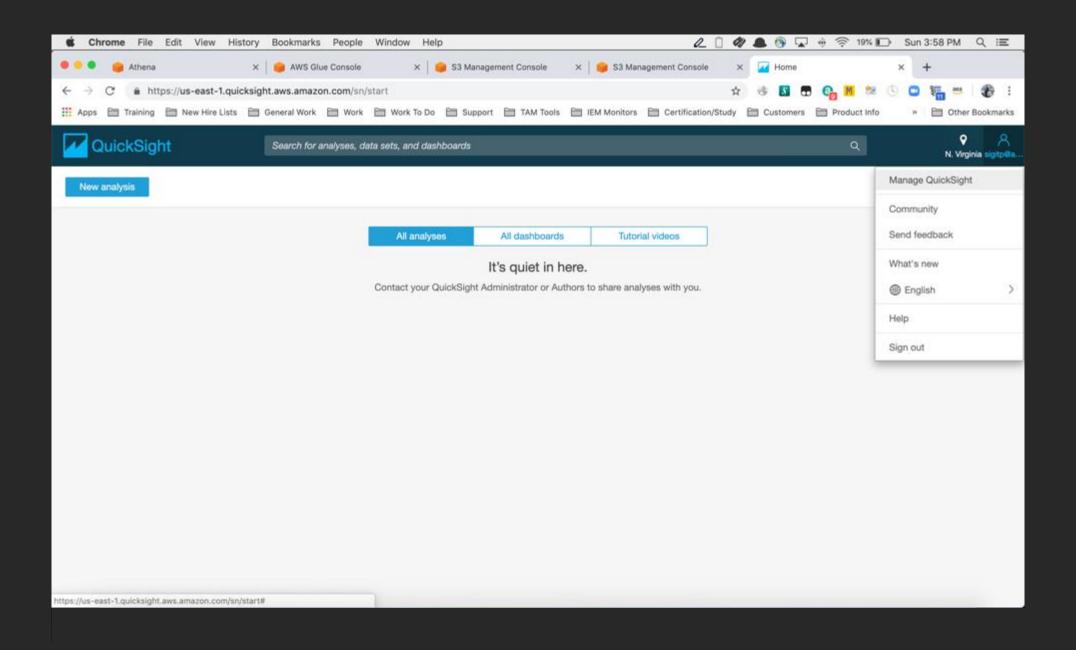


# Amazon QuickSight: Visualize your insights!

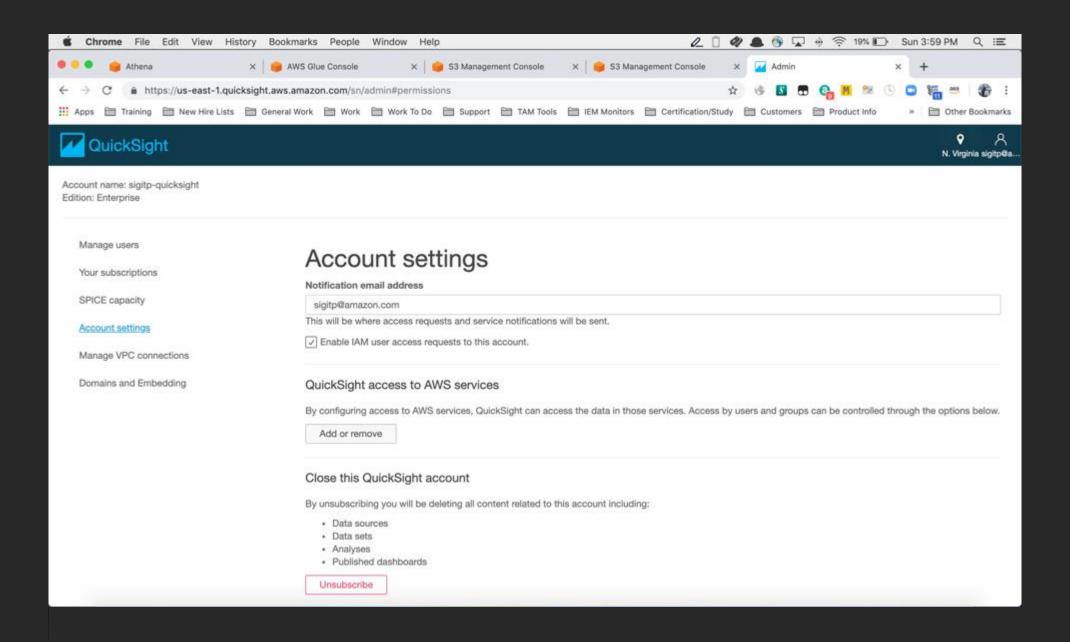




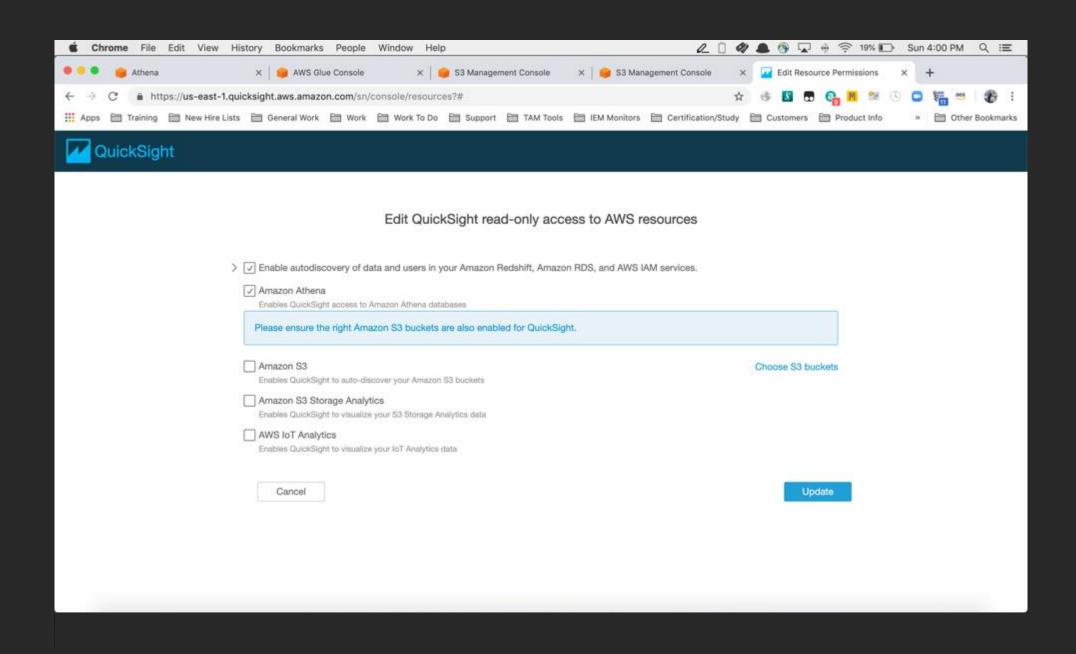
## Amazon QuickSight: Manage Amazon QuickSight



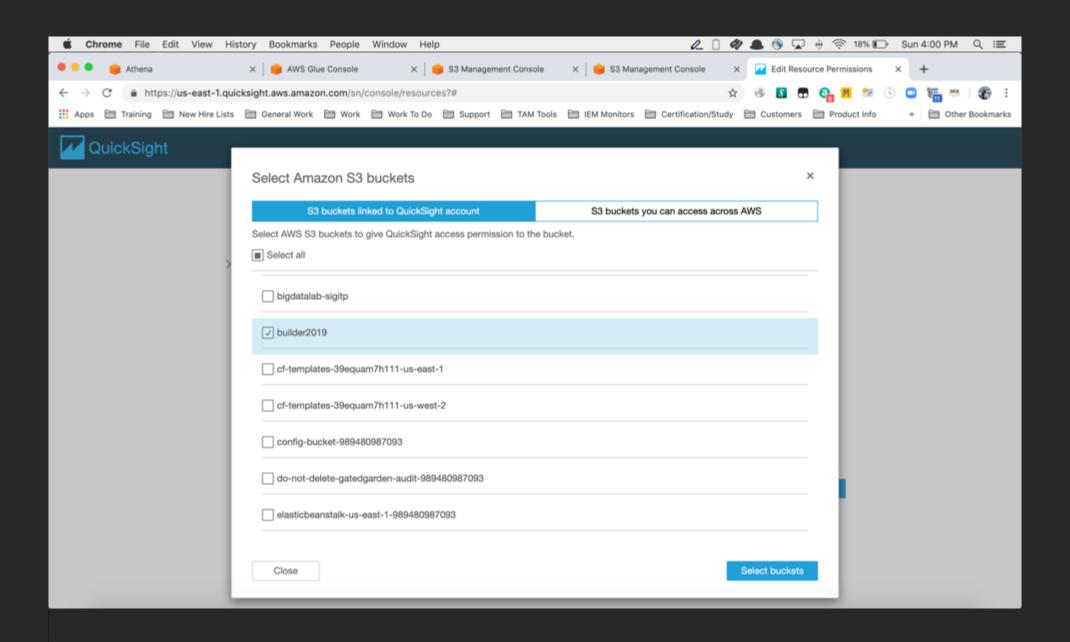
#### Amazon QuickSight: Manage AWS service permissions



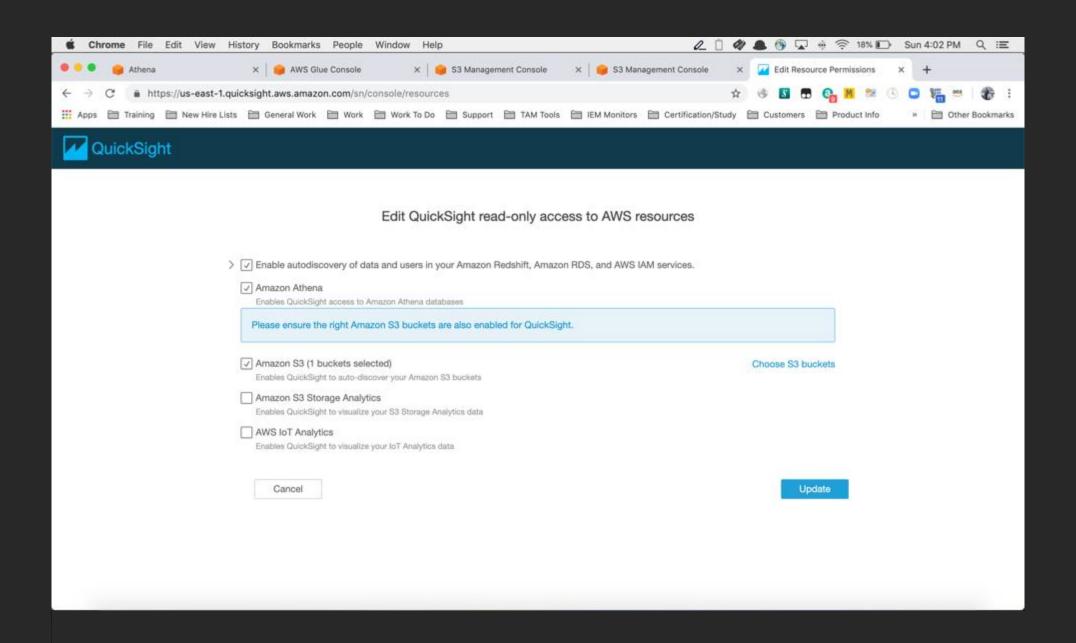
### Amazon QuickSight: Allow access to Athena and S3



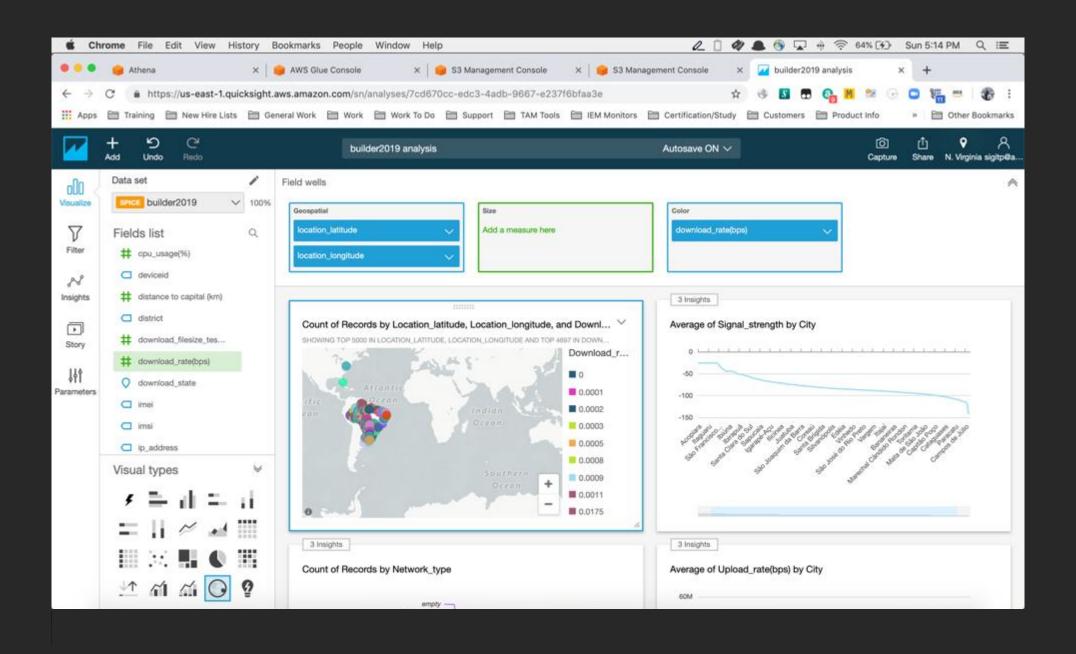
## Amazon QuickSight: S3 bucket access



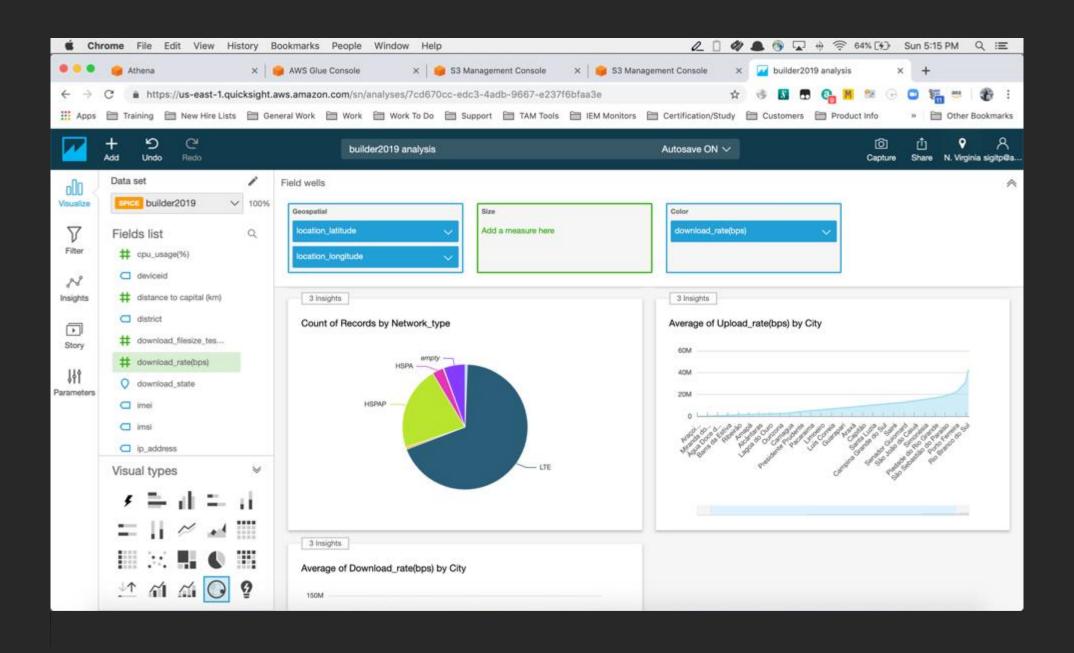
## Amazon QuickSight: Update permissions



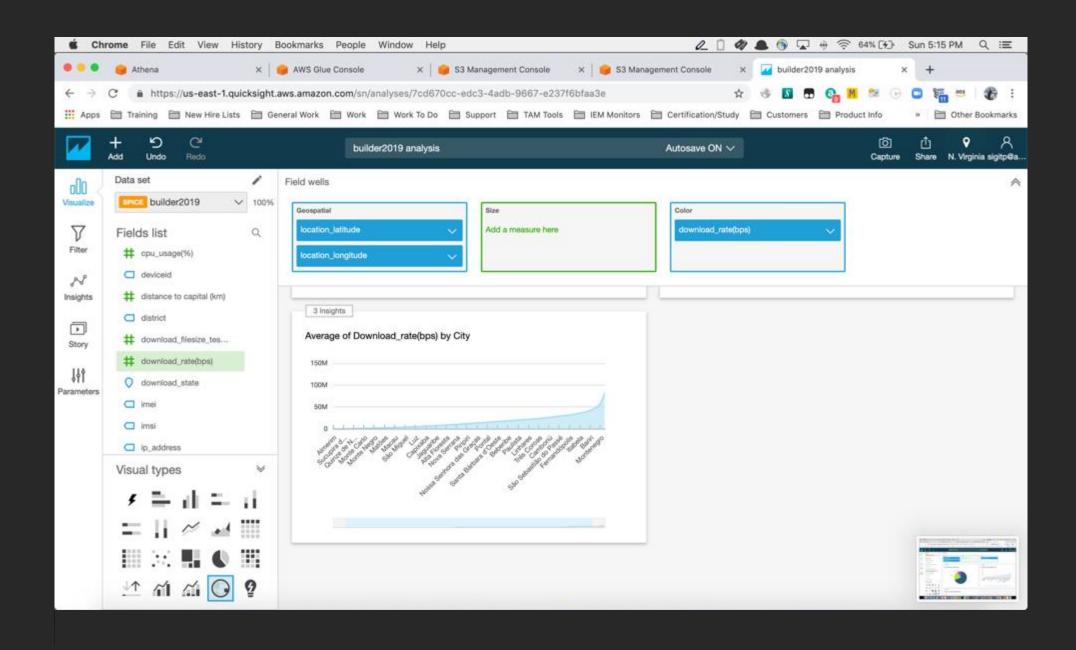
## Amazon QuickSight: Start to explore your visuals!



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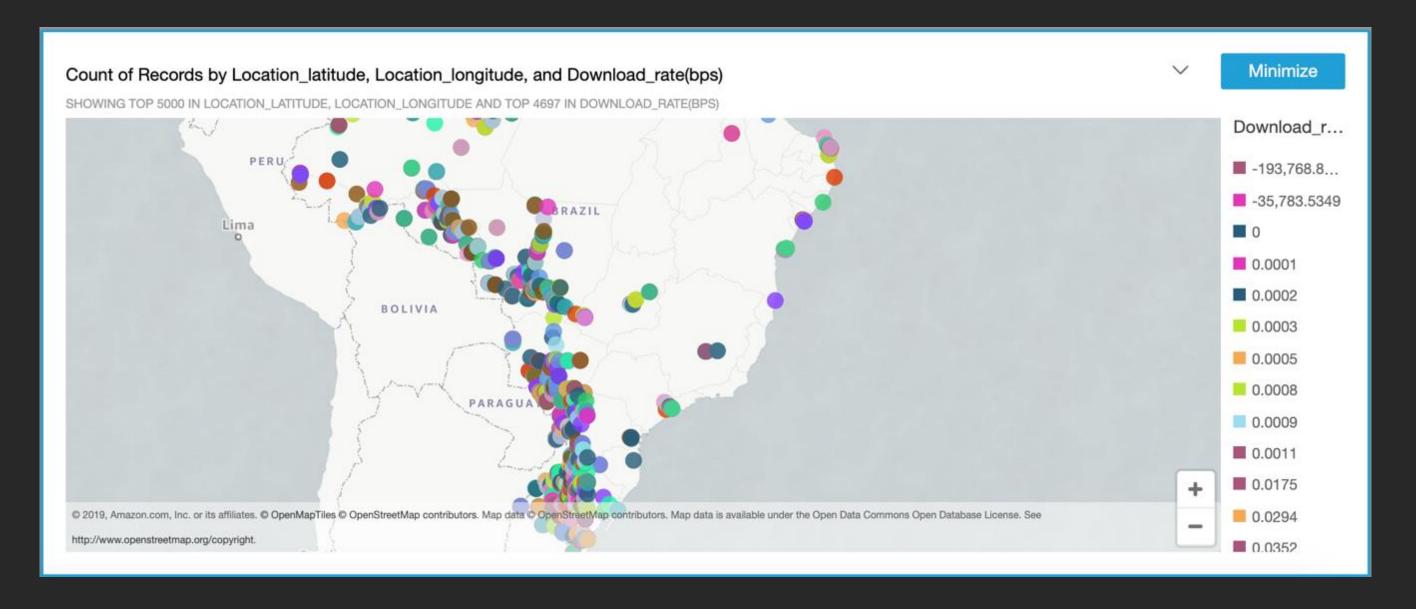


## Amazon QuickSight reports

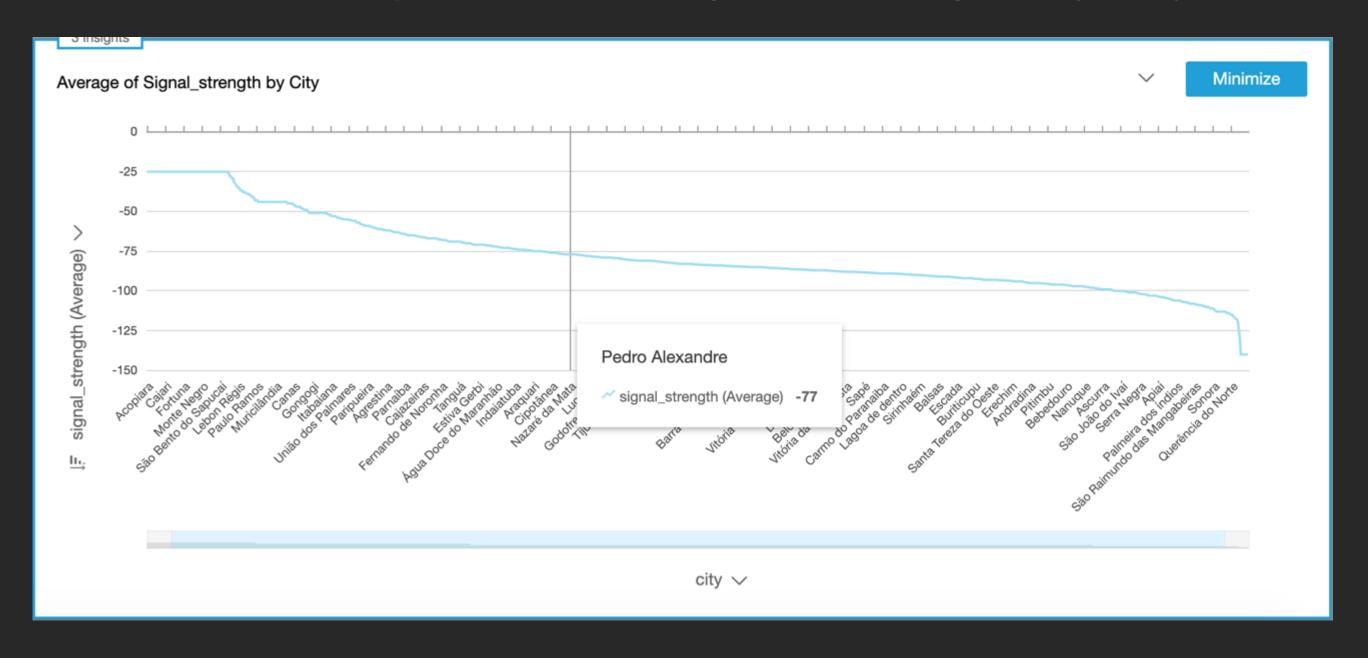




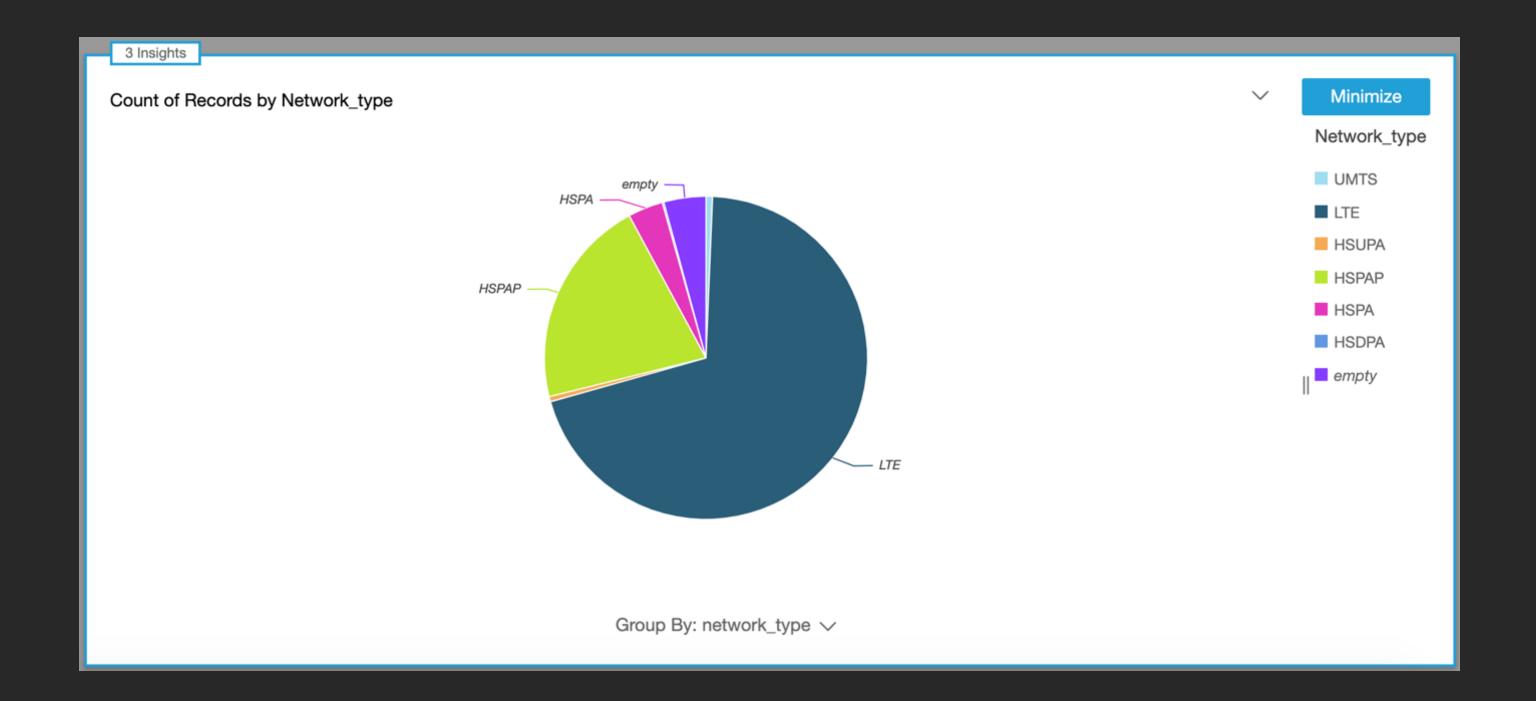
### Amazon QuickSight report: DL rate mapped to location



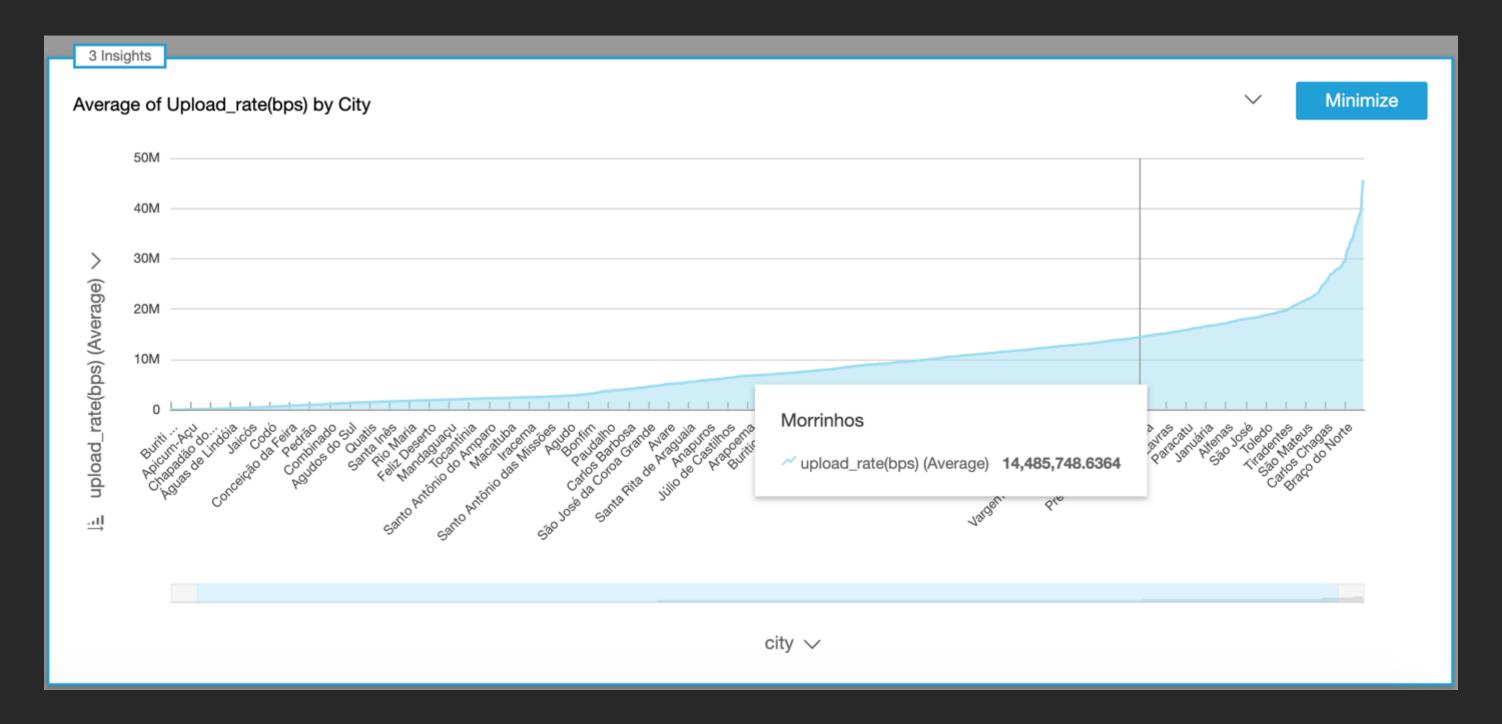
## Amazon QuickSight report: Signal strength by city



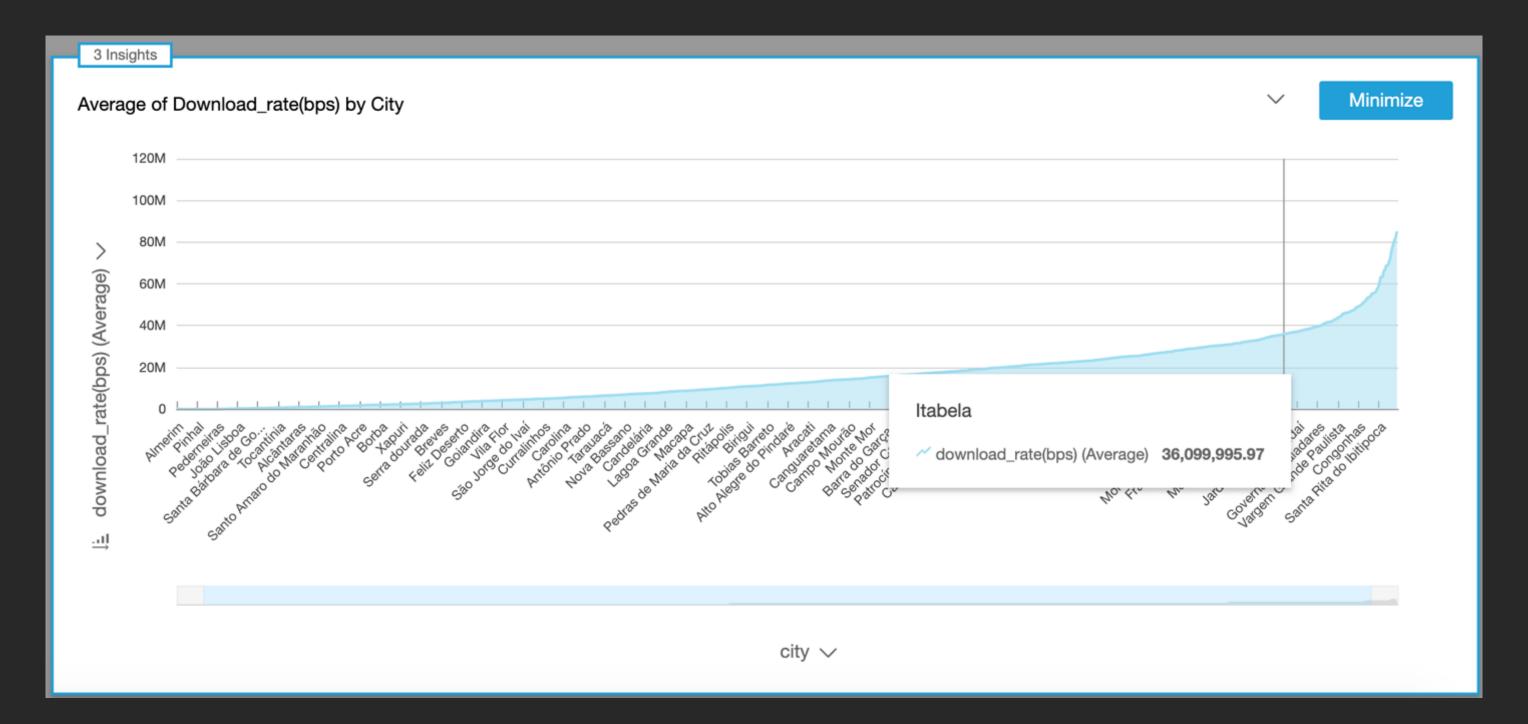
## Amazon QuickSight report: Users access type, 3G, 4G, LTE



## Amazon QuickSight report: Upload rate by city



## Amazon QuickSight report: Download rate by city



## Insights: Automated suggestion by Amazon QuickSight



Filter

#### Suggested insights

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# Please join us for a meet and greet!

Telecom Lounge MGM | Level 3 | Pre-Function Foyer



## Thank you!

**Sigit Priyanggoro** 

sigitp@amazon.com







## Please complete the session survey in the mobile app.



