UNIVERSITI TEKNOLOGI MARA

BUSINESS INTELLIGENCE MODEL FOR TELECOMMUNICATION INDUSTRY IN MALAYSIA

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for the degree of

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CANDIDATE'S DECLARATION

I declare that the work in this thesis is carried out in accordance with the regulation of University Technology MARA. It is original and the result of my own work, unless otherwise indicated or acknowledge as reference work. This topic has not been submitted to other academic institution for any other degree or qualification.

In the event that my thesis found to violate the conditioned mentioned above, I voluntarily waive the right of conferment my Master's degree and agree be subjected to the disciplinary rules of University Technology MARA.

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ABSTRACT

Telecommunication industry in todays environment is very challenging. Thus it is crucial for telecommuncation companies to sustain in a very competitive marketplace. One of the solutions available is by using business intelligence (BI) in decision making. The usage of BI in foreign telecommunication industry assist in understand the customer behavior to address customer churn issue. However, there are limited studies on the implementation of business intelligence in Malaysia Telecommunication industry so this research aim is to explore on the role of business intelligence in decision making among telecommunication companies in Malaysia context. Qualitative approach is used to understand the business intelligence practice in three case studies. From the analysis found that Telco in Malaysia used business intelligence in two dimensions which are network dimensions and busines dimensions. Network dimension concern on two kinds of analysis which are network availability analysis and network performance analysis while in business dimension include five types of analysis which are marketing analysis, financial analysis, sales/billing analysis, customer analysis and fraud management analysis. These analysis components are used by Telco in the decision making. A business intelligence model is developed to illustrate the process of business intelligence among Telco in Malaysia.

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