

BROADBAND ROI - GETTING IT RIGHT WITH MACHINE LEARNING

There are many factors that influence ROI of broadband investments such as network costs, competition, demographics, rights-of-way, marketing, and pricing.

Traditional due diligence relies on assumptions and comparative models, leading to errors. Areas can vary significantly within miles, and operating efficiencies can vary too.

Yet, many of these factors can be measured and analyzed to predict returns. Multi-factor models with machine learning (ML) and geo-spatial analytics are the tools to solve this problem.

THE SOLUTION

Introducing **F2** (Fiber Forecast) by Combinatree, a market research tool powered by public data from FCC, Census, and OpenStreetMap to identify attractive markets for broadband deployments. Here's how it helps:

Accuracy: Reduces forecasting errors with advanced analytics and ML, using operator's own data blended with public data.

Consistency: Provides consistent forecasting across all geographies, scaling the process nationwide to find attractive markets.

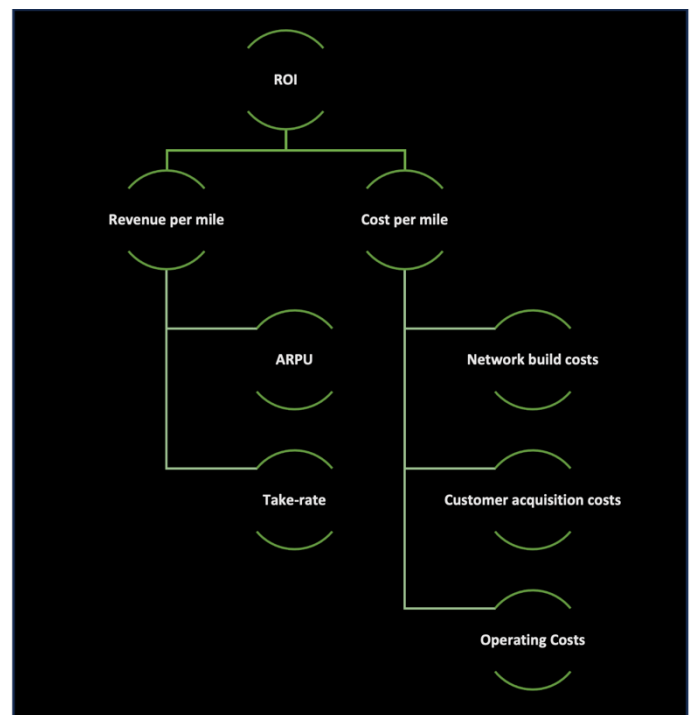
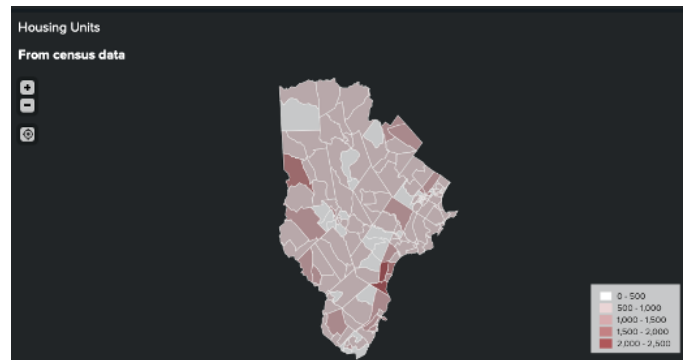
Adaptability: ML models can be refreshed with operator's data and adapt to changing market conditions or operational improvements.

KEY FEATURES OF F2

Explore: Analyze serviceable locations, underserved areas, street lengths, income levels, and housing units filtered by broadband speeds, first-mile tech and competitive providers.

Visualize: Visualize key metrics in GIS maps, at census block group level, with heat maps and custom analytics to find contiguous areas that are attractive for expansion.

Optimize: Scenario modeling to key metrics for investments and operations.



Using ML for investment decisions is an important step towards AI for operators.

Reach us about AI in digital marketing, which could lower customer acquisition costs and further improve ROI.

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