

ABSTRACT

The objective of MyTelkomsel Apps, a self-service digital channel, is to make buying data packages easier for clients. The current situation is that there is still a low conversion rate between active users (users of MyTelkomsel Apps) and package users (users who purchase products through MyTelkomsel Apps). The low conversion rate is a result of active consumers who previously converted to package users no longer transacting or being referred to as lapsers. How to revive lapsers so that they can utilize packages is the issue at hand today. This study aims to inform Telkomsel about the factors that affect lapper decisions, accurate lapper profiles, and effective treatments for converting lapsers into package users. How to get lappers to reactivate and start using packages is the issue at hand today. This study's objective is to inform Telkomsel about the true characteristics of MyTelkomsel Apps lapsers so that Telkomsel can offer personalized treatment to convert lapsers into package users.

This study is based on 15 earlier studies as well as the theories of Core Marketing Concept, STP, and Marketing Mix. Predictive analytics techniques should be used before clustering MyTelkomsel Apps lapsers, which is an update from earlier research. This must be done to ensure that the lapper receiving treatment is on track.

2,206,636 potential package consumers are projected using the decision tree method, and predicted lapper segments are created by the K-Means Cluster algorithm. Using stratified sample approaches, lapper data was collected for the month of March 2023 at Telkomsel Area 3. One data set contains 1 geographic variable, 8 psychographic variables, and 61 behavioral variables, totaling 70 variables.

The top 5 important variables from the prediction model are `trx_broadband_package`, `rev_bb_umb`, `rev_bb_mkios`, `rev_acq`, and `rev_pv`. There are three groups made up of 45,116 high-prospect customers: Low Data Users (94.89%), Medium Data Users via UMB Channel (4.14%), and Physical Voucher Users with Medium ARPU (0.97%). Due to its greatest `rev_bb_umb`, the Medium Data User through UMB Channel Cluster has the potential to generate the most revenue. This cluster gets a Rp 153,000 Monthly Data Package offer with a total primary quota of 53 GB, additional 53 GB Apps Quota and 61 GB Youtube Quota, as well as a bonus Free Disney Subscription and 25 GB Video Quota that are, of course, only available at MyTelkomsel Apps Area 3 locations.

Keyword: Market Segmentation, Behavioral Targeting, K-Means Clustering