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| **Company / Organisation Name:** | Virgin Media O2 |
| **Team / Department**: | Field & Support Insight |
| **Address:** | 500 Brook Drive, Reading, RG2 6UU |

**Provisional title for project:**

Leveraging Predictive Analytics to Anticipate Engineering Challenges: Enhancing Operational Efficiency and Elevating Customer Experience

**Short description of the problem that would be addressed by the project:**

In the fast-paced world of telecommunications, Virgin Media O2 strives to deliver exemplary customer service by ensuring seamless product installations and repairs. However, field engineers often encounter unforeseen challenges during home visits that can delay completion, impacting customer satisfaction and resource allocation.

This project seeks to harness predictive analytics to proactively identify potential obstacles before an engineer’s visit, thereby optimizing the workflow and enhancing service delivery.

Through this research, students will gain insights into the practical applications of data analytics within telecommunications, contributing to improved service delivery processes and enhanced customer satisfaction for Virgin Media home broadband services.

**Short description of the data sources that would be used in the project, and how they would be used**

To be confirmed with Virgin Media O2 prior to commencement

**Would any work by the student need to be carried out on site at the Company (with the exception of supervisory**

**Meetings)?**

No

**Any issues of data confidentiality and IPR that would need to be resolved**

Yes

**Essential skills**

Analytical skill and technical skills including using Microsoft Excel and SQL

**Desirable skills**

Machine learning and/or statistical knowledge

**Preferred degree programmes (if any)**

**Preferred selection method**

Interview and a short exercise

**Support and training offered by the company**

Yes

**Financial assistance offered by the company**

£500 stipend on successful completion of the project

**Any other comments**

If there are any questions about the 2025 programme, please contact Richard Arnold at [richard.arnold@ucl.ac.uk](mailto:richard.arnold@ucl.ac.uk). The completed form should also be returned to this address.