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# GIS Applications in the Wireless Telecommunications Industry



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# Which Groups Use GIS

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- **Engineering:**

- Prediction plots are used to engineer the network
- Break a complex problem into a simple to understand visual representations such as performance in an area

- **Planning:**

- Utilize multiple data sets such as demographic and geodata to understand how to maximize investment
- Reporting covered population counts to the government

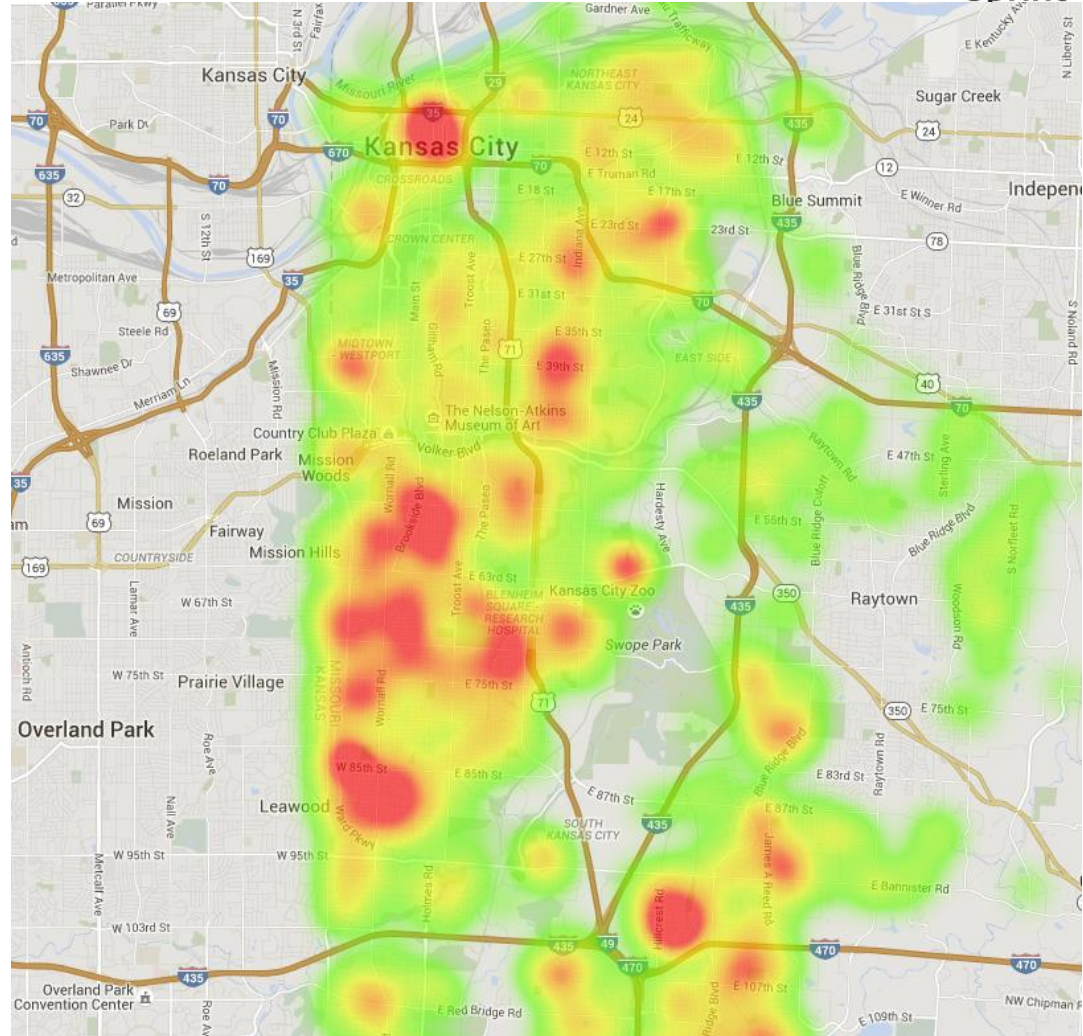
- **Marketing/Sales:**

- Allows marketing and sales to determine where their efforts should be focused to drive profitable growth

# Identify Areas in Need



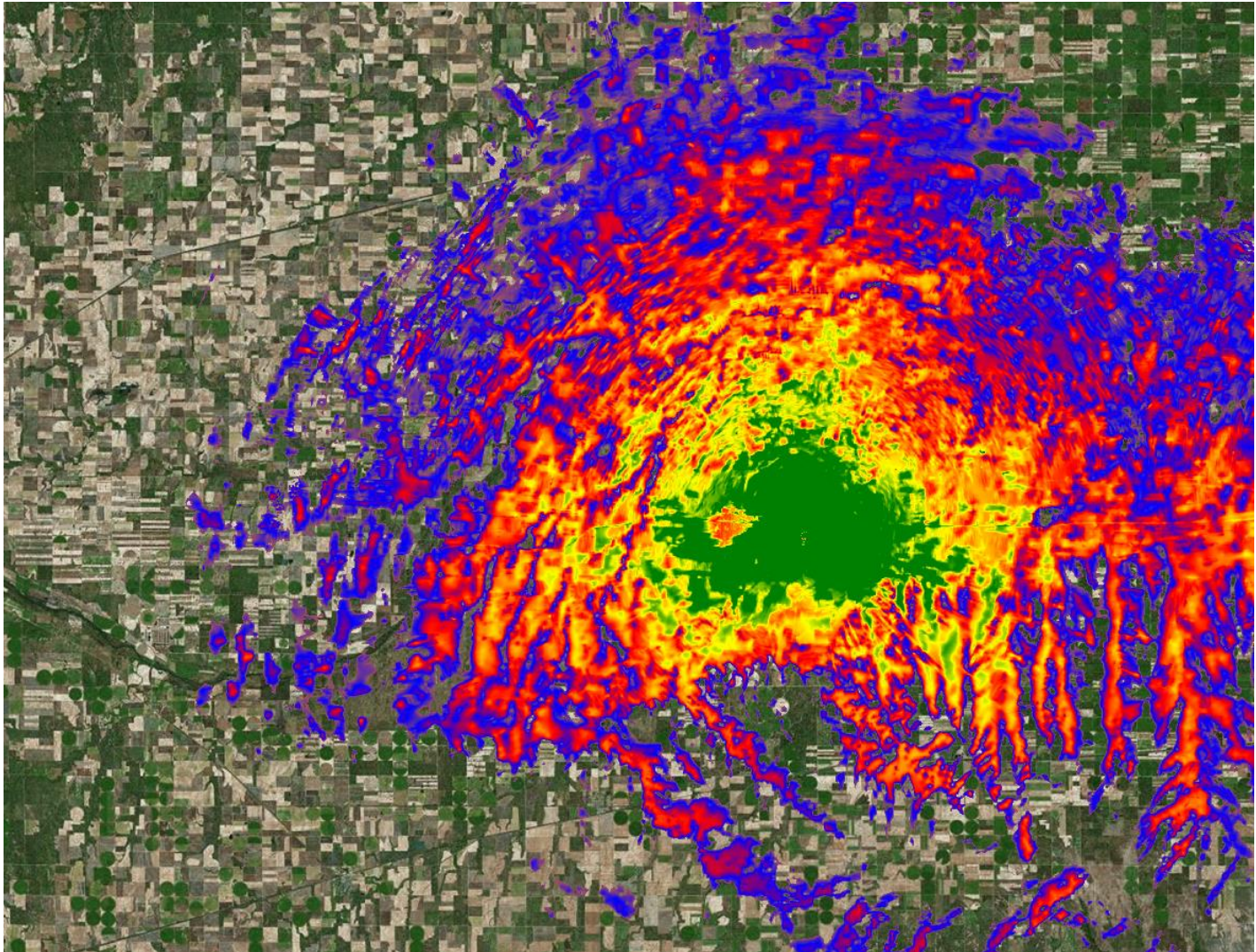
- Network Traffic Data
- Network Performance
- Roaming Expenses
- Special Events



#MoveForward



# RF Propagation

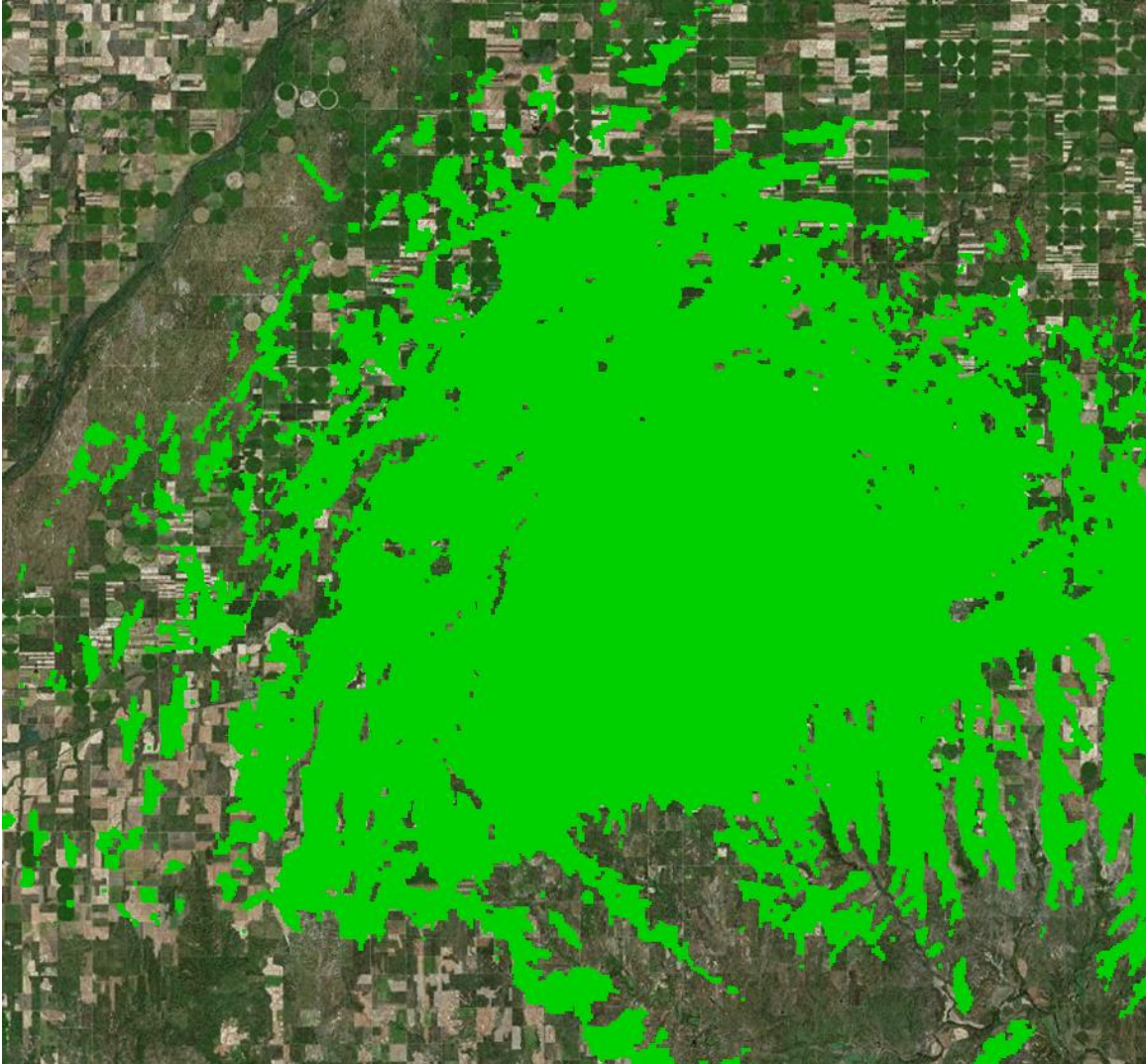


#MoveForward



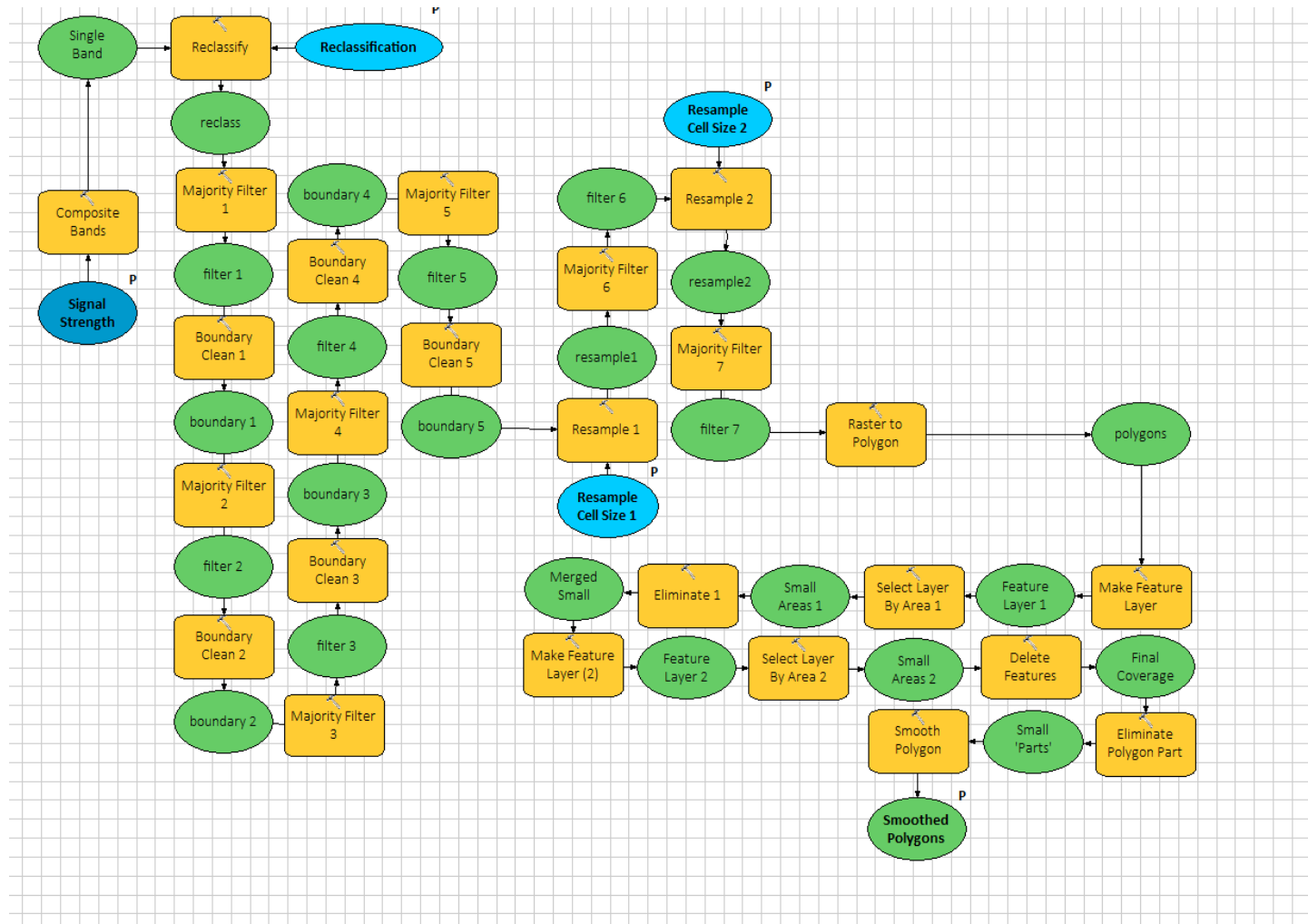
# Output Vector file

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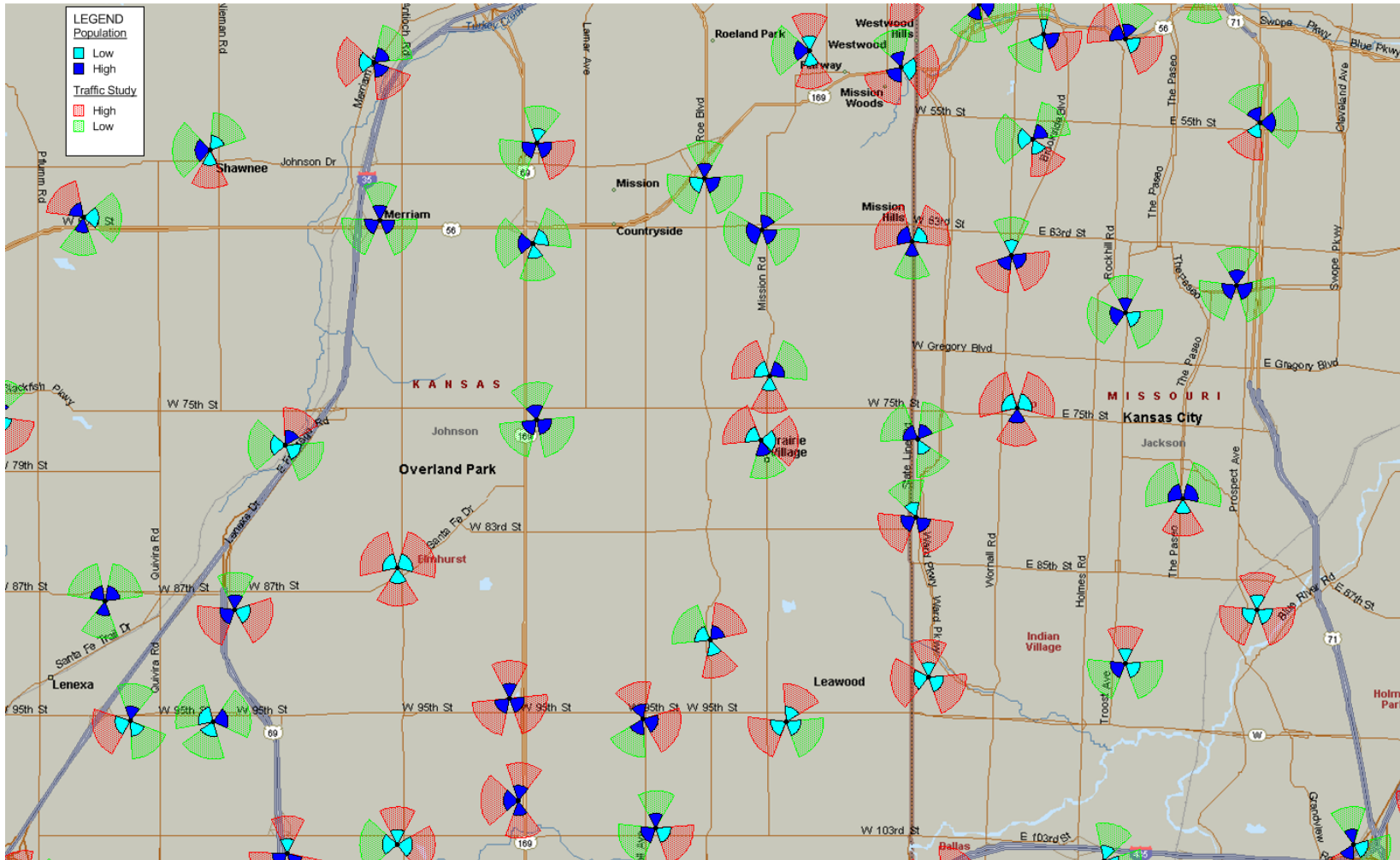
#MoveForward

# Raster to Vector classifying dB level



#MoveForward

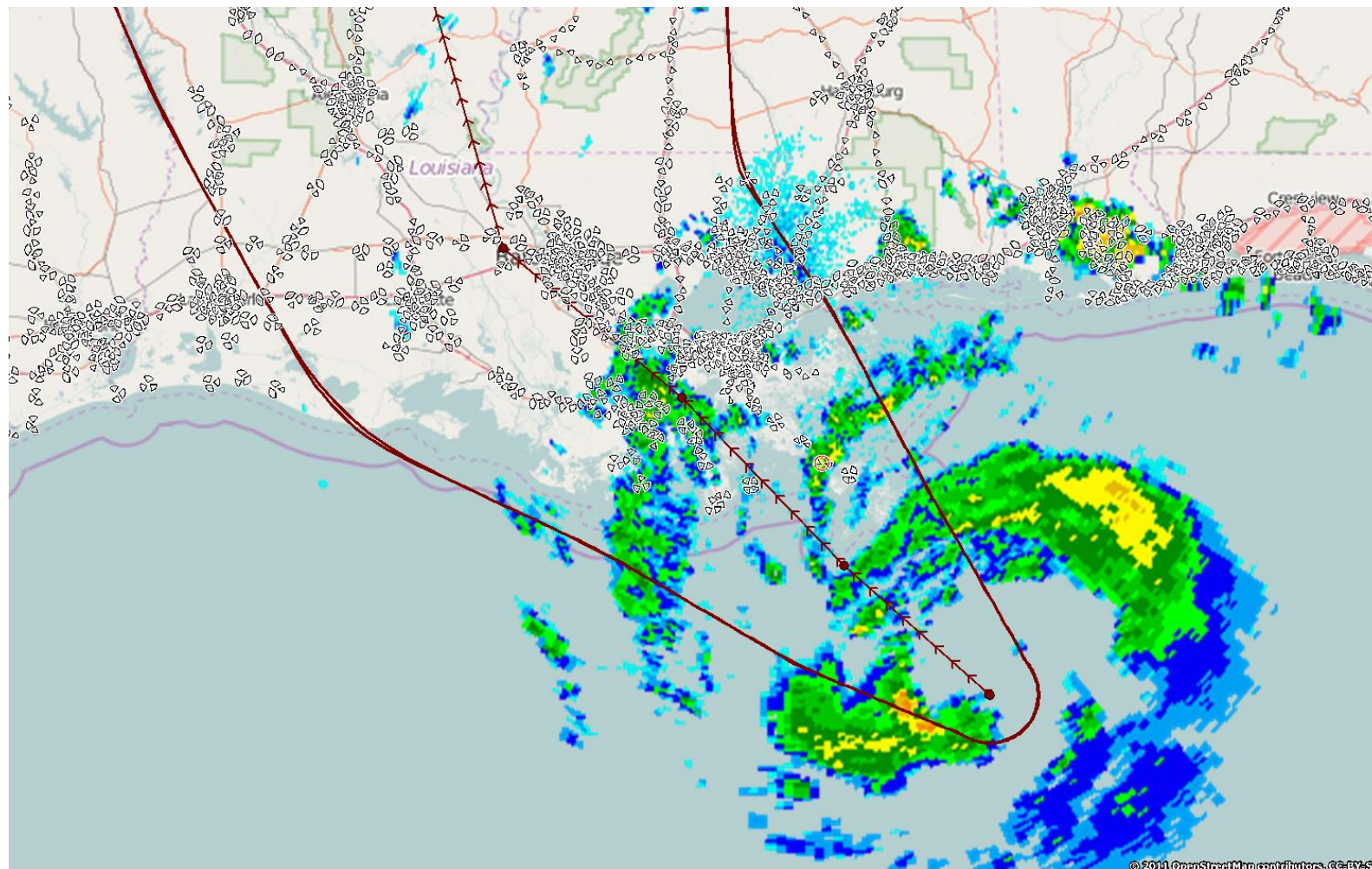
# GIS for Real Time Decisions



#MoveForward



# Disaster Preparedness Example



#MoveForward



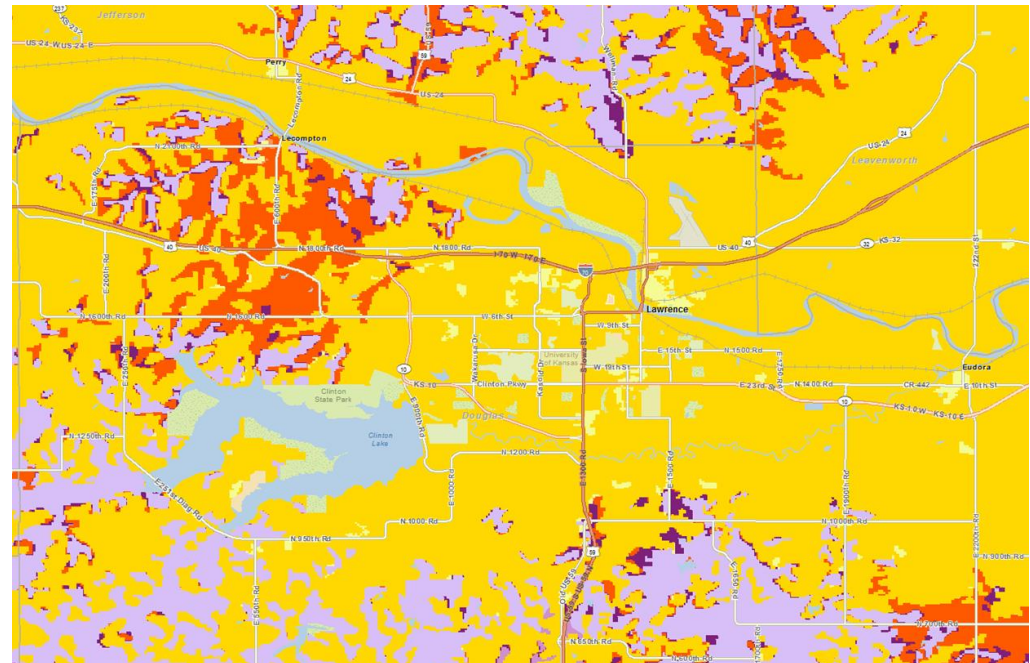
# Business Support

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We have processes and self-service tools for the business team to use at any time. These tools allow the end user to leverage the power of GIS without having to be familiar with technology.

Tools are made using: Python, VBA, C#



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# What I wish I knew

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Programming  
Modeling  
Statistical Analysis



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