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Department of Statistics

MASTER'S THESIS PRESENTATION

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**Calling Behavior and the Effect of Rate Policy
in the Telecommunication Market in Sri Lanka**

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ABSTRACT

In a modern society, since the usage of mobile phones has become a culture beyond one of the daily necessities, lots of telecommunication companies are competing for customers attention with their various plans. In this sense, if we can figure out which factors influence on the calling behavior of subscribers, it will be largely helpful for understanding and analyzing the telecommunication market. In order to figure out what effects on calling behavior of subscribers, this paper uses the random effect model with the data from Mobitel, second largest telecommunication company in Sri Lanka.