Case Study : MOBILE ANALYTICS

Introduction: -

It includescalculating, measuring and analysing data generated by mobile devices as well as mobile platforms and properties, such as mobile sites and mobile applications. AT Internet's analytics solution lets you track, measure and understand how your mobile users are interacting with your mobile sites and mobile apps.

Overview: -

The proliferation of mobile X (commerce, advertisements, learning, crowd sensing, social networks, and gaming, for example) and the Internet of Things has created significant business opportunities that necessitate the adoption of state-of-the-art mobile data processing and analytics solutions. Such solutions rely heavily on advanced machine learning algorithms to leverage real-time actionable insights, leading to data-driven decision making that can significantly enhance the quality of decisions and user experience. However, although machine learning has advanced significantly over the past decade to perform fast data processing and analytics in stationary computers, leveraging such advancements for resource-constrained, battery-operated mobile devices is a nontrivial task. Mobile X demands real-time, context-aware data analytics that can be performed by limited mobile processing resources.

Purpose/ Need: -

1. **Delivering custom content:** Customized reports provide a more organized way for enterprises to look at their data. Once businesses have established the programs and features that work for their customers, they can better justify future investments. With the addition of data on the connecting device, mobile sites can be increasingly optimized to suit the specific interests of each consumer.

2. **Real-time data collection:** Data is the cornerstone of engaging business campaigns. Mobile analytics harnesses the power of data to create more relevant, engaging messages that can increase. Constant monitoring can deliver up-to-date knowledge to perpetually refine the user experience through features such as interactive visualization, an interface to apply filters and various views of data. A complete lifecycle perspective on how individuals use reports/apps to improve user engagement is key to succeeding with mobile analytics.

3. **Improving the end user experience:** Mobile Web analytics should be conceptually familiar to marketers who work with traditional Web analytics. Both are useful for understanding how customers consume content, and what changes can be made to optimize their browsing behaviour. Performance is often seen as the biggest problem for mobile users; therefore, establishing very specific —cause and effect scenarios via analytics reports can show which segments need attention in order to improve the overall customer experience.

Applications: -

- CRM or sales platform

- Data management platform (DMP)

- Customer support platform

- Content management system (CMS)

- Marketing automation platform

- Advertising platforms

- Product or app

- Testing tool

- Payment system

Advantages: -

- **Drives ROI for better performance:**here is a hoard of mobile apps waiting to be noticed by customers. In this competitive scenario, it is important to focus on driving ROI measures in order to gain monetary benefits out of your mobile app. Without ROI strategy, you are marketing in the wrong networks. Companies may be utilizing mobile app analytics to improve websites, social media campaigns, and even business workflows, but they've been slower to realize that the right analytics can have the same effect on their enterprise mobility efforts.

- **Congregates accurate data:** Mobile app analytics facilitates a user to gather proper information. It helps you to serve your customer better by gaining an in-depth knowledge of your customer's data without having to look at their used prototype and feedback. App analytics focuses on congregating and maintaining data by constantly giving superior user experience. App analytics will keep accumulating data points on performance to help you focus on the conduits that work best for your mobile app.

- **Helps to personalize mobile app:**App analytics helps in providing profound and personalized insight and therefore, it helps in engaging new users. It helps to drive personalized and customer-centric mobile apps market. With app analytics, it is now possible to individually target specific customer experiences through push messages. Such customer-targeted push messages can help in doubling the speed of opening an app in a short time. It's better than generic push messages. App analytics help you get old and new customers with targeted messages and experiences. Personalizing your mobile app will make you stand out from the rest.

- **Offer data-driven insights:**It's a known fact that mobile apps with higher preservation ratio will enjoy better customer engagement. More engagement will, in turn, gain more customers and attain growth. Analytics helps a mobile app to

successfully focus on high LTV customers and purchase avenues as well as minimizing the gap between churn and maintenance.

Disadvantages: -

- **Data quality:** working with big data was the need to address data quality issues. Before they can use big data for analytics efforts, data scientists and analysts need to ensure that the information they are using is accurate, relevant and in the proper format for analysis. That slows the reporting process considerably, but if enterprises don't address data quality issues, they may find that the insights generated by their analytics are worthless — or even harmful if acted upon.

- **Need for cultural change:** Many of the organizations that are utilizing big data analytics don't just want to get a little bit better at reporting, they want to use analytics to create a data-driven culture throughout the company.

- **Compliance:** Another thorny issue for big analytics efforts is complying with government regulations. Much of the information included in companies' big data stores is sensitive or personal, and that means the firm may need to ensure that they are meeting industry standards or government requirements when handling and storing the data.

- **Cybersecurity risks:** Storing big data, particularly sensitive data, can make companies a more attractive target for cyber attackers.

- **Rapid change:** Another potential drawback to big data analytics is that the technology is changing rapidly. Organizations face the very real possibility that they will invest in a particular technology only to have something much better come along a few months later.
- **Costs:** Many of today's big data tools rely on open source technology, which dramatically reduces software costs, but enterprises still face significant expenses related to staffing, hardware, maintenance and related services. It's not uncommon for big data analytics initiatives to run significantly over budget and to take more time to deploy than IT managers had originally anticipated.

- **Difficulty integrating legacy systems:** Most enterprises that have been around for very many years' data in a variety of different applications and systems throughout their environments. Integrating all those disparate data sources and moving data where it needs to be also adds to the time and expense of working with big data.

Conclusion: -

The Mobile Analytics era is growing day by day and it will make its significant position in near future. Mobile analytics is establishing its existence in business by providing different analytic services to vendors as well as business people. We have also noticed that most users carry their web paradigms from PC to mobile, Firms measure mobile websites more than applications, Large enterprises extend their existing analytics investments, Mobile analytics vendors are moving faster than potential buyers, all these things signify that there are good days for Mobile analytics and business intelligence.