



App Behavior Analysis

Introduction

Project Title

App Behavior Analysis

Team Name

Mobitech for Software Solutions

Presented by

Hossam Ammar

Omar Rabiey

Samy Ali

Aya Ibrahim

Most companies offering mobile applications aim to provide their services for free initially, then gradually convert users into premium subscribers, after the app gains popularity and reaches a substantial segment of the target audience.

To successfully achieve this conversion, it is essential to conduct in-depth data analysis to identify potential opportunities, overcome challenges, and make data-driven decisions that contribute to the project's success.

Objectives

The main objective of this project is to analyze user behavior, understand customer satisfaction levels, interests, and needs. Based on these insights, we aim to enhance the application experience, increase the number of active users, boost premium subscriptions, and ultimately maximize profitability.



Overview

Dataset Overview

We utilized a dataset from **Kaggle**, covering app usage data from **November 2012 to July 2013**.

This Application is a life style app used in financial services, providing the ability to link bank accounts and manage financial information efficiently and accurately. It primarily focuses on offering loan and credit services and targets a wide range of businesses of various sizes."



Thank you