Segmentation of mobile customers

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Background

Select (anonymous) users agreed to have their mobile usage recorded

Data on app usage was recorded over time for nearly 300 users

Request was to segment users based on usage patterns

Hypothesis

Users will vary in the number of apps used and the average length of their usage sessions

Users can be segmented into groups of approx. equal size

Dataset at a glance

292
users

87
apps

Most popular apps:

- Facebook
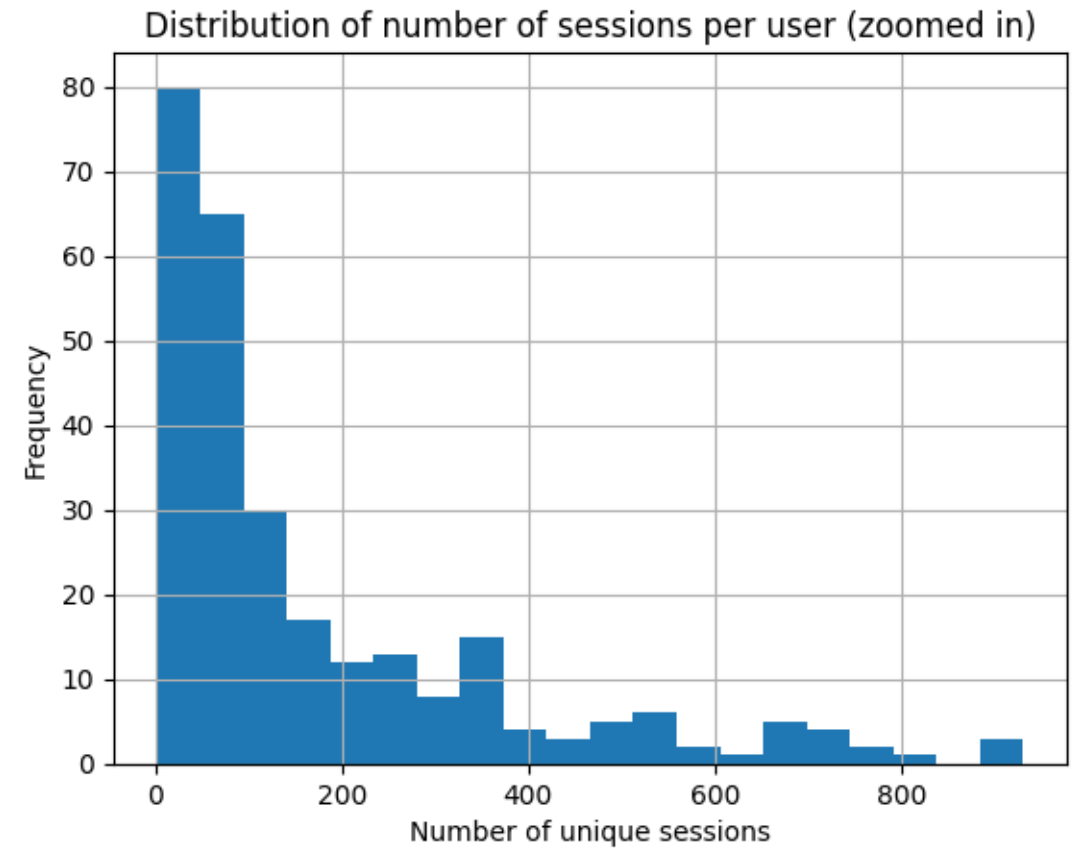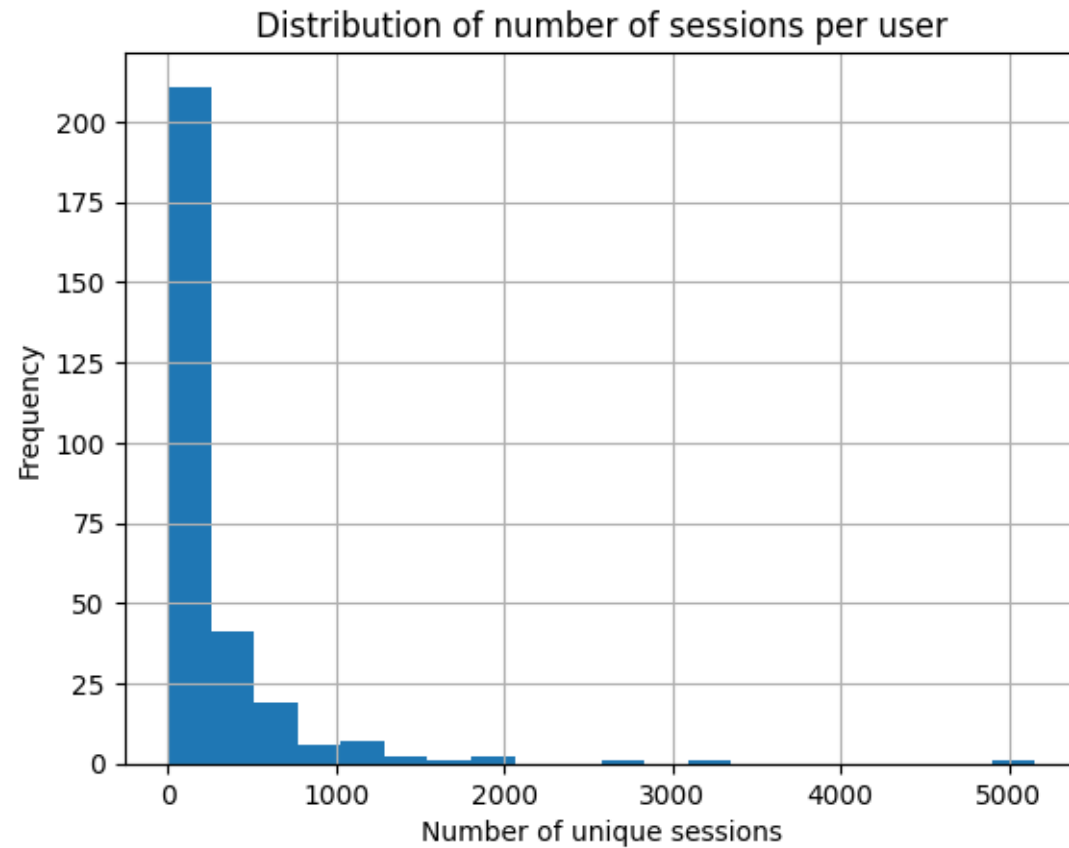
- Google Chrome

- Facebook Messenger

8
months of
events

3
event types

Most people have few sessions recorded, with outliers

Most sessions last under 2 minutes

Distribution of users' average session length
(one data point = 1 user)
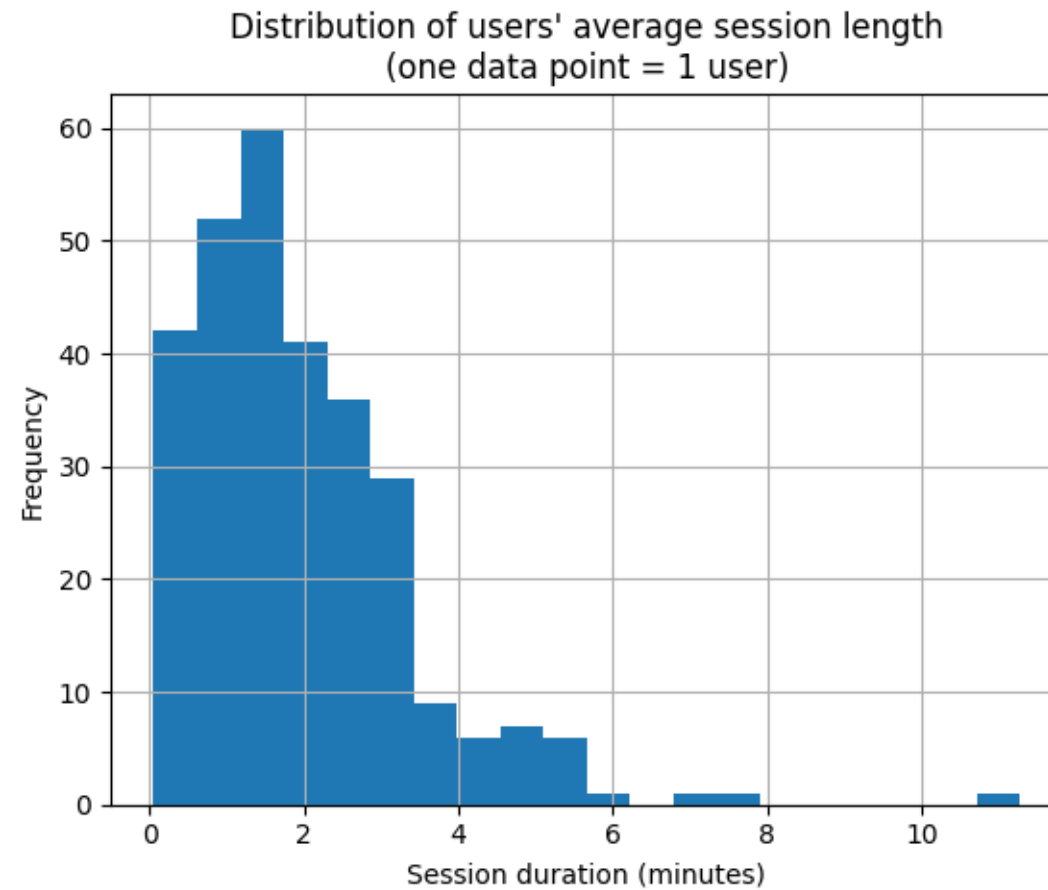
The average user uses around 15 different apps

Distribution of number of apps per user
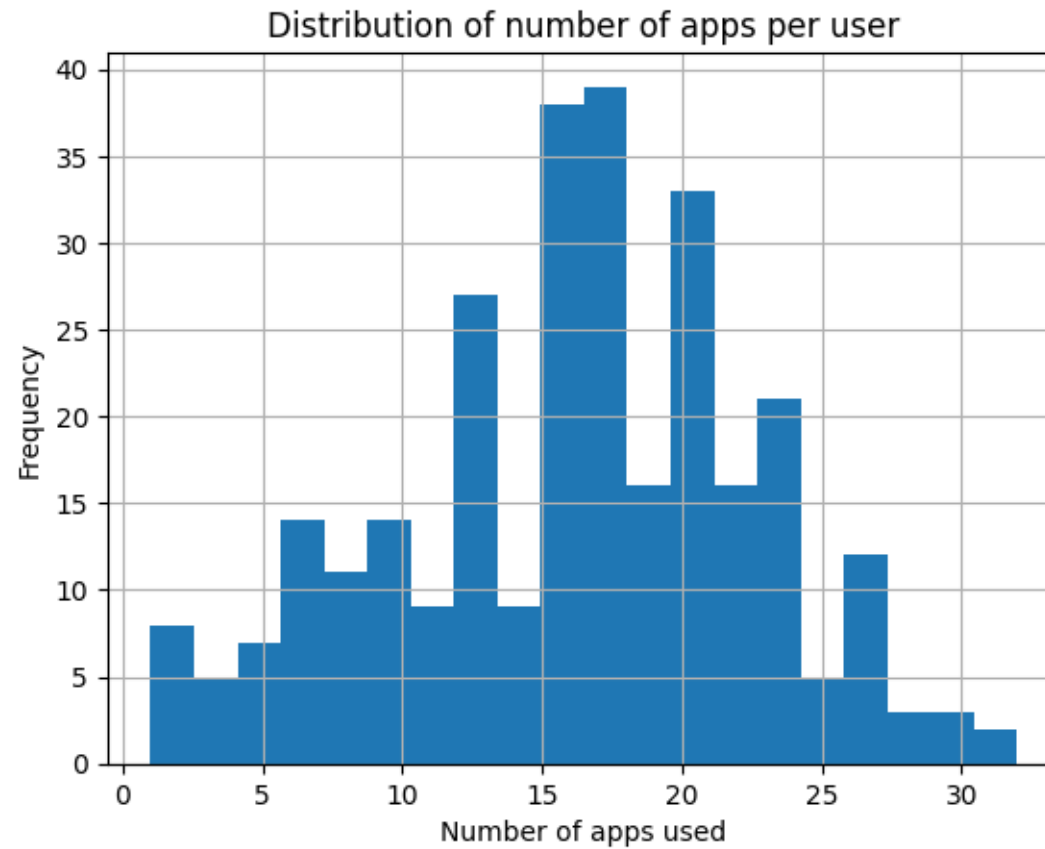
What happens if we segment users by **number of apps** and **average session length**?

	Few apps (<10)	Avg. # of apps (10-20)	High # of apps (20+)
Short avg. session (<2 minutes)	50	94	27
Medium avg. session (2-4 minutes)	7	55	36
Long avg. session (4+ minutes)	2	11	10

Not enough users in highlighted categories.
- Users with few apps installed should be a single category
- Long session users (21 total) should be own category regardless of number of apps

Proposed customer segments

Segment	Definition	Number of users
The minimalists	<10 apps installed	59
The casual user	10-20 apps installed Avg. session <2 minutes	94
The app hoarder	20+ apps installed Avg. session <2 minutes	27
The average user	10-20 apps installed Avg. session 2-4 minutes	55
Power users	20+ apps installed Avg. session 2-4 minutes	36
Long-duration users	Avg. session longer than 4 minutes	21

Next steps

Devise strategies for targeting different user segments

Increase complexity of segmentation by adding more dimensions

Continue to gather data on mobile usage

Appendix

- Rows with missing data were removed

- Events tagged as "broken" were removed