

Mongolian SMS Weather Information Service

Presented by Gio Corti, Wenxin Du, and Ilana Heaton



<http://www.insiderjourneys.com.au/destinations/mongolia-travel>



Motivating Questions

- What does usage of the service look like over time?
- What does the spatial usage of service look like?
- Which districts/provinces have the most/least "regular" users? (Where "regular" is defined as long-term use of the system)
- What is the churn rate of the SMS project (annual percentage rate at which customers stop using the service)?
- Is the increased usage observed during spring related to spring migration? How can we determine by tracking changes in reported area codes by each unique user?
- Can we forecast usage for 2018?

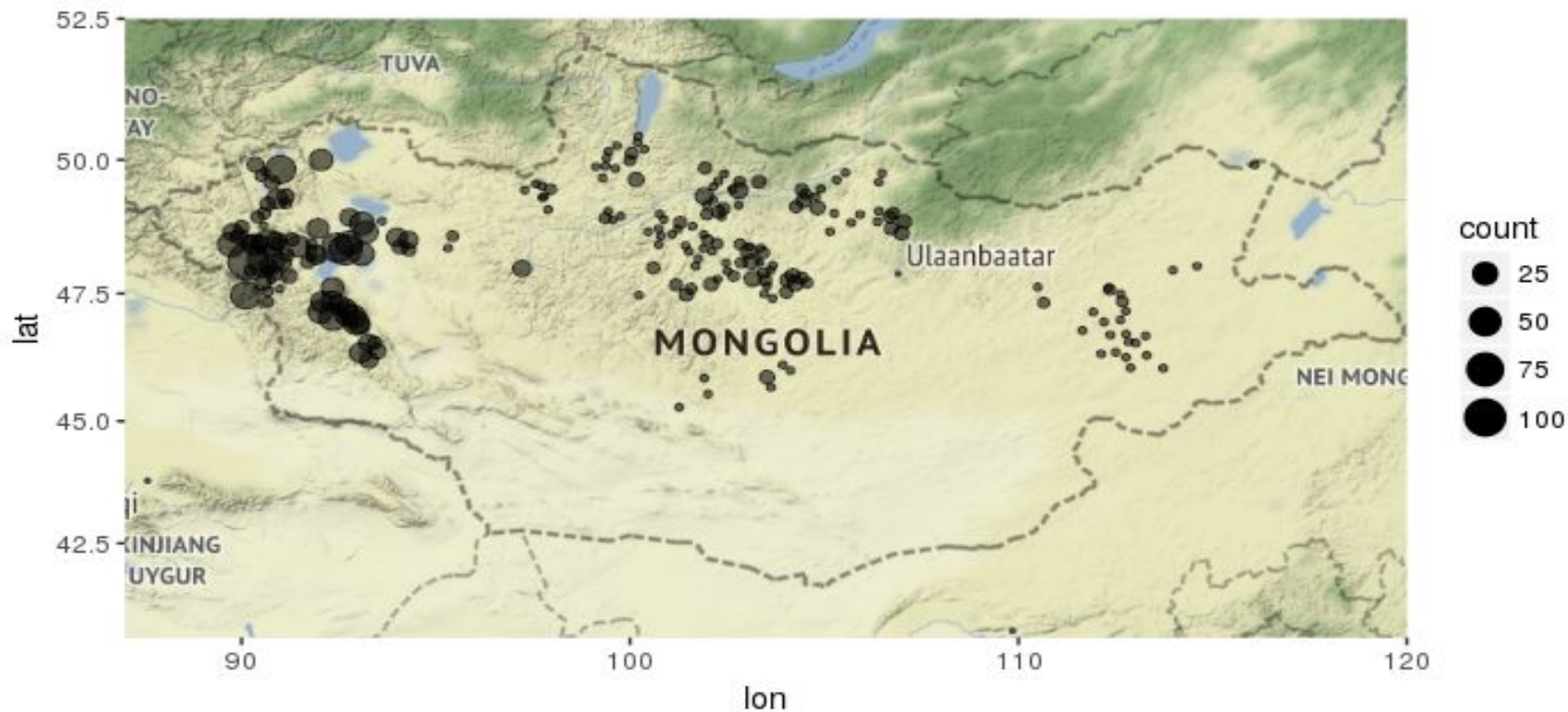
The Dataset

	id	Date	Time	Type	Message
107094	77410	2017-12-31	1899-12-31 08:51:45	in	65235 1
107095	77410	2017-12-31	1899-12-31 08:52:30	out	12sar31: tsastai
107096	67663	2017-12-31	1899-12-31 08:52:36	in	22060-1
107097	67663	2017-12-31	1899-12-31 08:53:30	out	12sar31: nartai
107098	81377	2017-12-31	1899-12-31 08:54:51	in	62267 1
107099	81377	2017-12-31	1899-12-31 08:55:30	out	12sar31: uulerheg
107100	56754	2017-12-31	1899-12-31 09:00:19	in	84133 1

Descriptive Statistics of Individual Users

number	avg	median	min	max
11520	4.63342	2	1	492

Spatial Usage



Distribution of Number of Unique Users over Time

