

Sprint Project 13

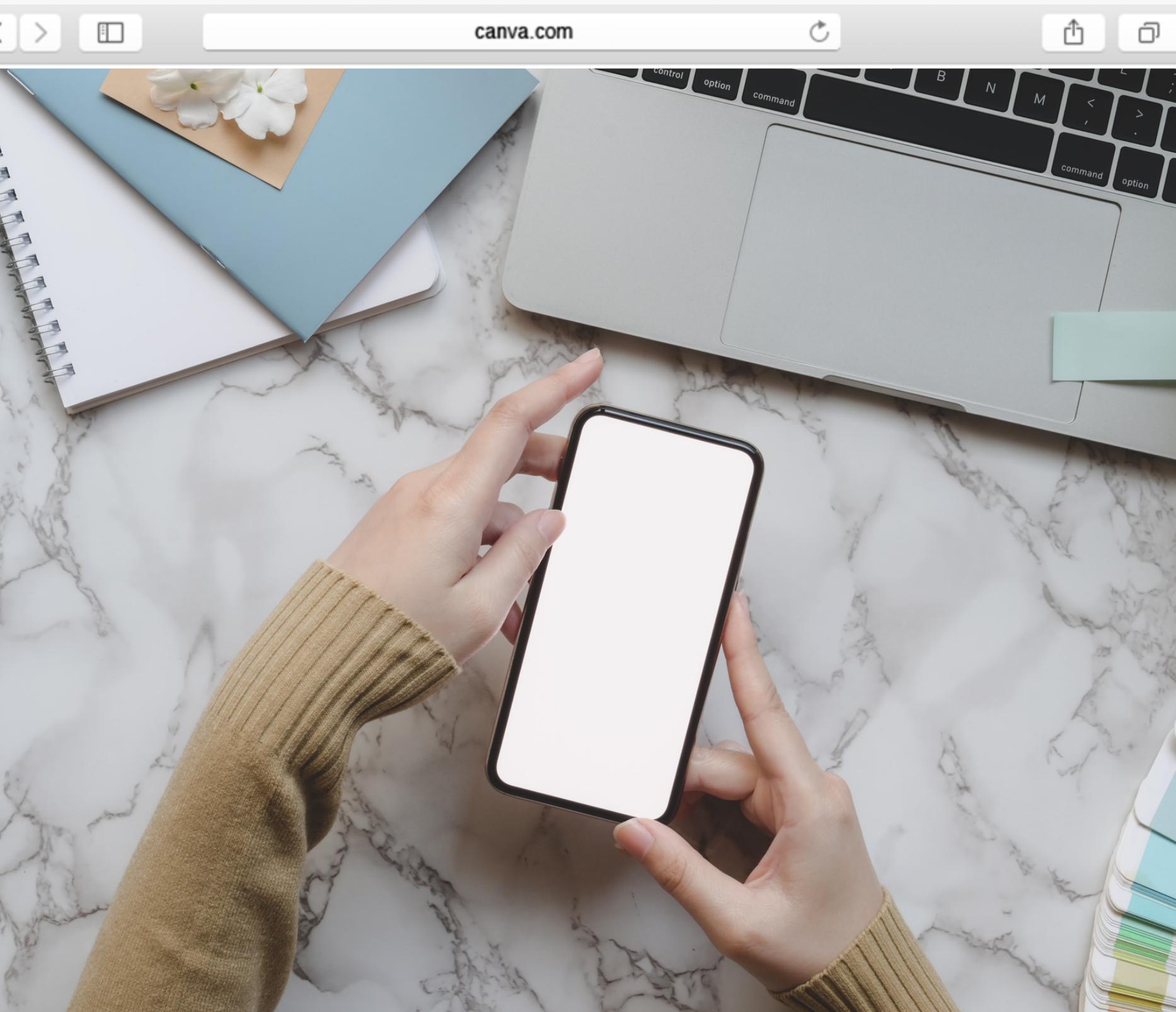
Cellular Application :

To Analyze the Behavior of
Cellular Application Users

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Introduction

CELLULAR APPLICATION : “TRASH TO TREASURE”

The Project is about to analyze the behavior of user of the Cellular application named “Trash to Treasure”

This Application was the platform that used for the user who want to sell their Goodies that not use anymore by advertise their things in the Application. the Event of behavior activity was store in 2 Dataset.



Project Objective

- To Do Exploration Data Analysis (EDA) of dataset Mobile_dataset and Mobile_source
- To do Event Impact Analysis



Project Scope

- The Location of dataset in US
- The Cellular Application user use Google, Bing and Other source from US
- Event in the application not showing the revenue from mobile user

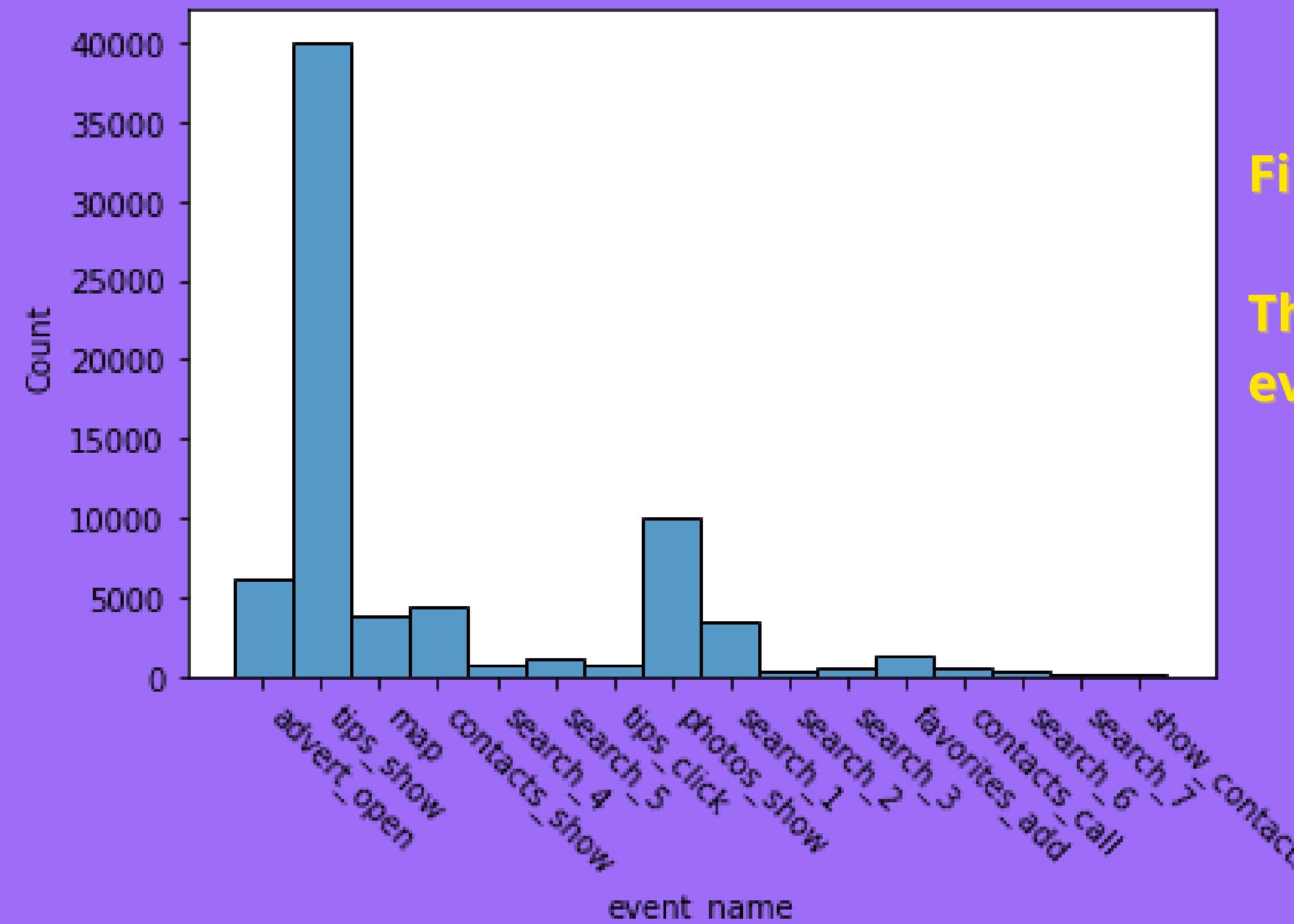
METHODOLOGY

- When was the "Trash to Treasure" application dataset retrieved?
- Find frequently selected events
- Find frequently used Sources
- Find the number of users and sources frequently used per day
- Find the number of frequently used events per day per user
- How many unique people use the application per day
- **Event Impact Analysis**



RESULT AND ACHIEVEMENTS

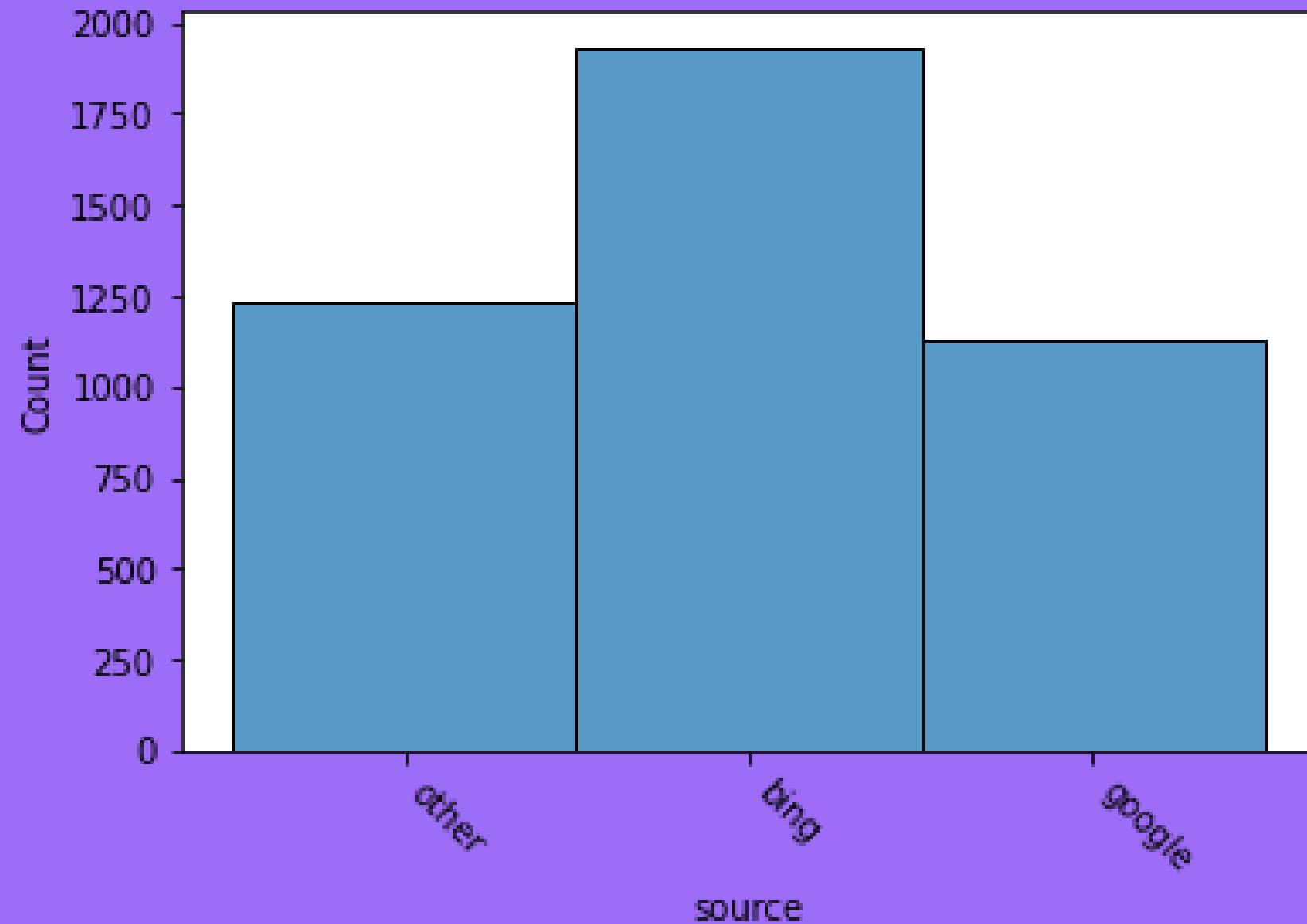
- When was the "Trash to Treasure" application dataset retrieved?
From 2019-10-07 00:00:00 TO 2019-11-03 23:58:12.
- Find frequently selected events



Findings

The most frequently used "tip_show" event in the application

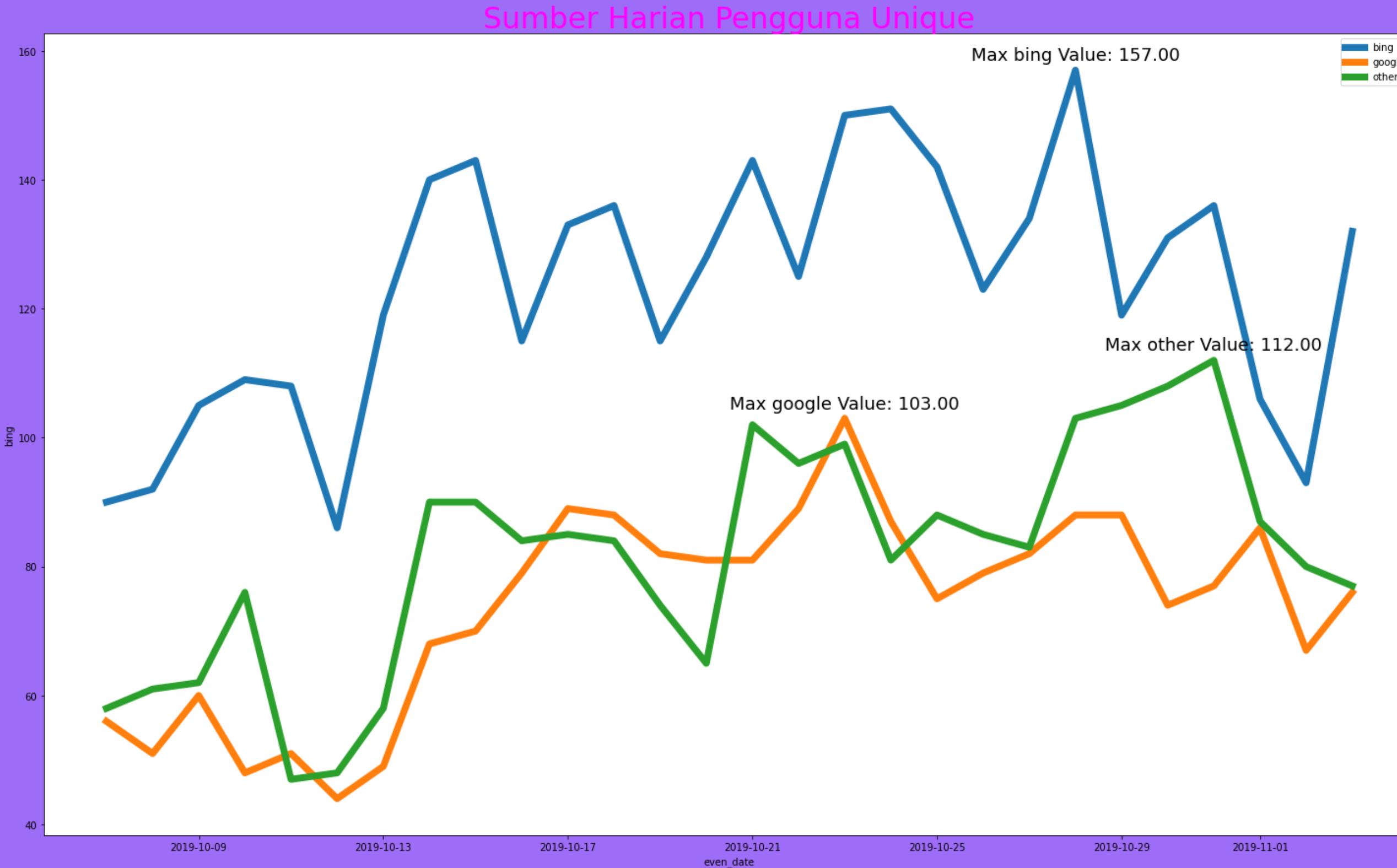
- **Find frequently used Sources**



Findings

The most frequently used “Bing” source to access the applications

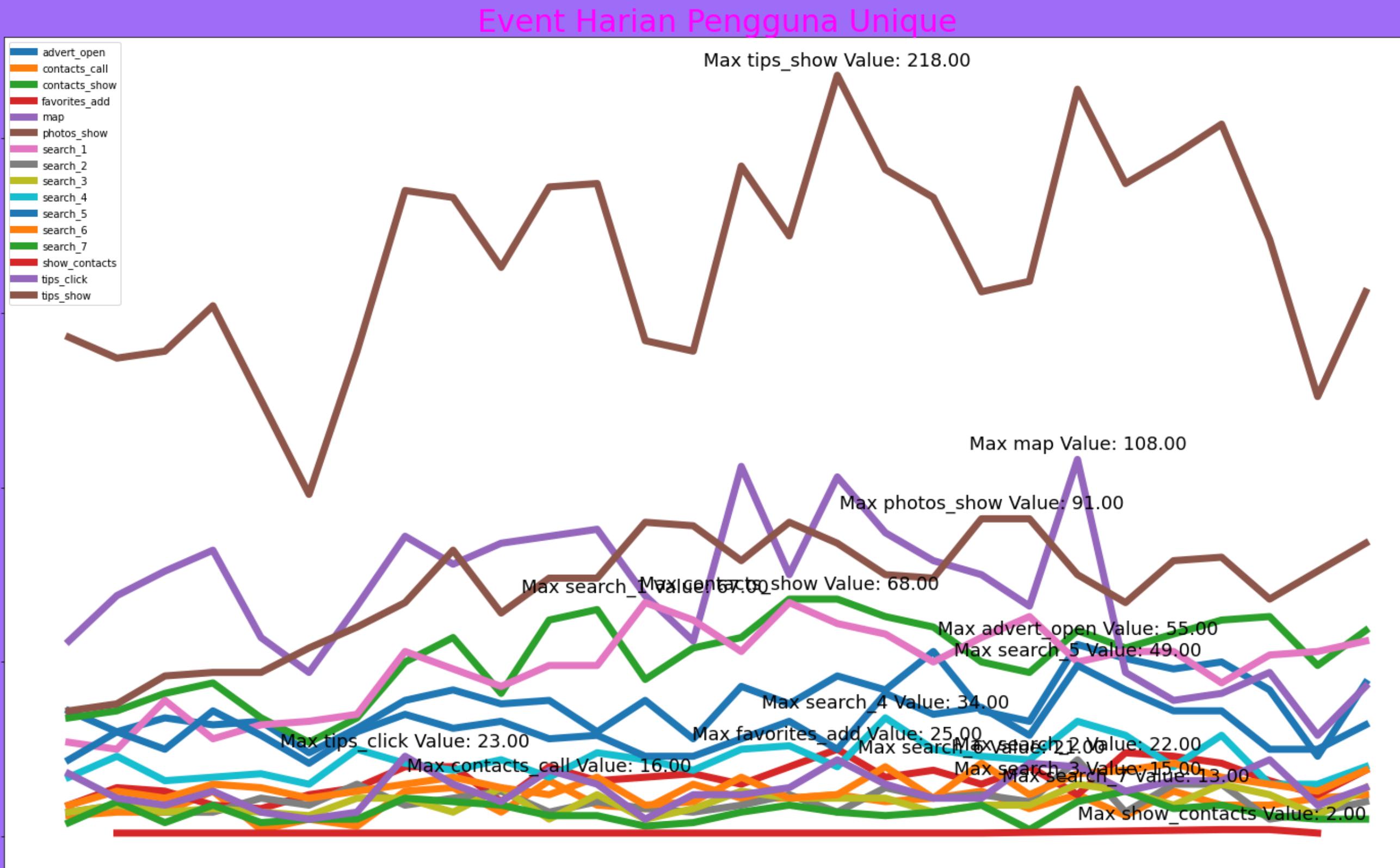
- Find the number of users and sources frequently used per day



Findings

The highest accessed Bing source was on 2019-10-28 with the number of unique users 157

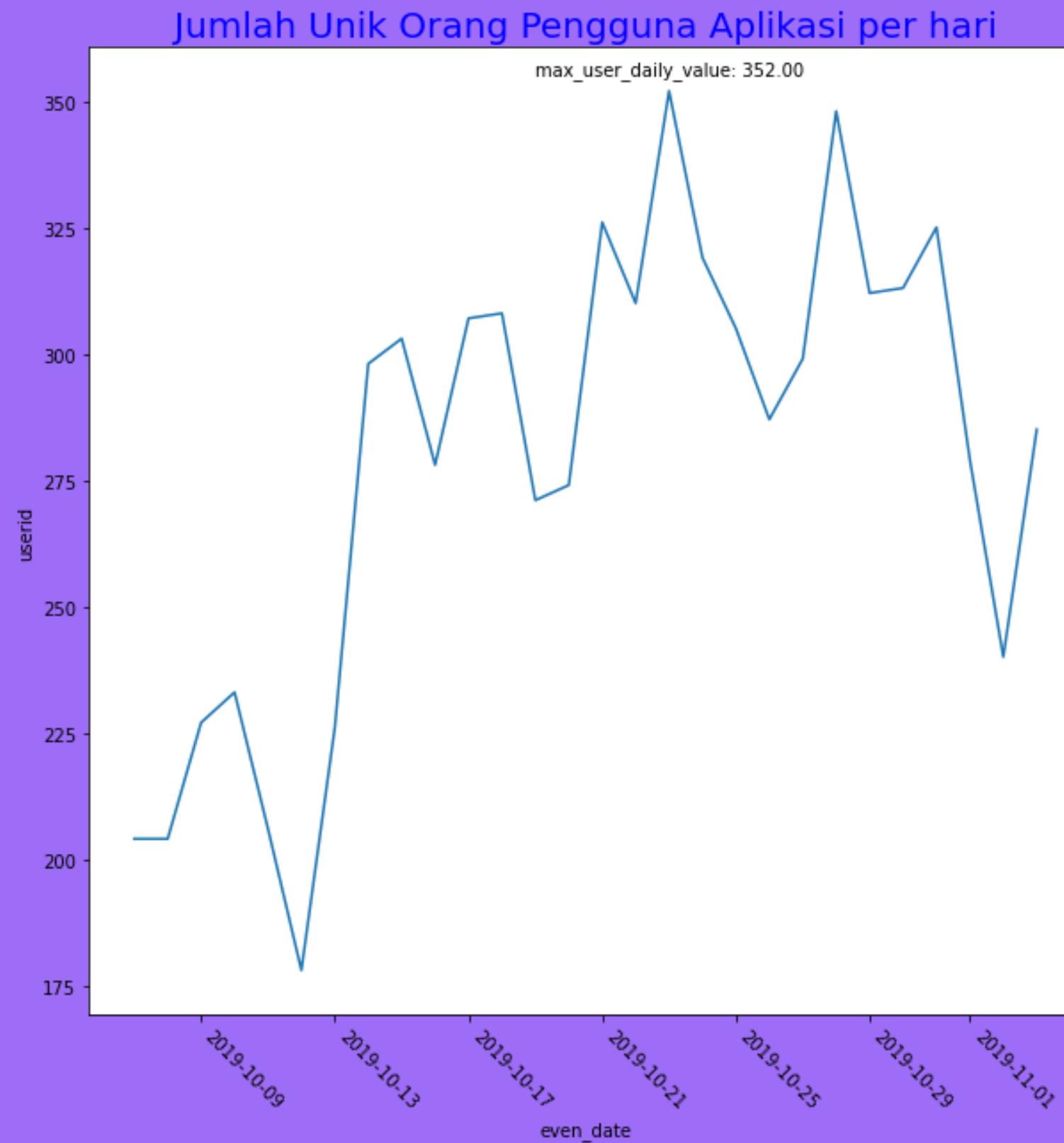
- Find the number of frequently used events per day per user



Findings

The highest “Tips_show” event was accessed on 2019-10-23 with a total of 218 unique users

- How many unique people use the application per day



Findings

The highest number of unique users was on 2019-10-23 with 352

• Event Impact Analysis

Findings

- The order of events based on frequently occurring events is: *tips_show, photos_show, advert_open, contacts_show, map, search_1, favorites_add, contacts_call*, etc.
- The success of this application is, if customers are interested in an advertising and start making calls to advertisers
- Decrease conversion per Event:
- From Event *tips_show* → *map* users decreased to 51,986% from the previous event
- From Event *map* → *photos_show* users decreased to 75.2% of the previous event
- Conversion from Event *tips_show* → *contacts_call* = 7.6 %
- Users who logged in using the Mobile Application from the "tips_show" event were 2801 users,
- only 242 users performed the "contact_call" event

CONCLUSION



- The most frequently used "tips_show" event in applications
- The most frequently used Bing source to access applications
- The highest Tips_show event was accessed on 2019-10-23 with a total of 218 unique users
- Date 2019-10-23 Most Accessed Sources (3361 sessions)
- The highest number of unique users was on 2019-10-23 with 352
- The sequence of events based on frequently occurring events is: tips_show, photos_show, advert_open, contacts_show, map, search_1, favorites_add, contacts_call, etc.
- The highest proportion of users in the application do "tip shows" and the least do searches 7
- Sequence of Events: Tips_show → map → photos_show → contacts_show → search_1 → advert_open → favorites_add → contacts_call
- The success of this application is if customers are interested in advertising and start making calls to advertisers
- Users who logged in using the Mobile Application from the "tips_show" event were 2801 users, only 242 users performed the "contact_call" event

Recommendation

- Find sources other than Bing, Google and others as new sources for applications
- Advertise the application on these new sources