

USER ANALYTICS IN THE TELECOMMUNICATION INDUSTRY



MOST USED HANDSETS

Based on the data provided, the top used handset were found to have been a product of:

- Apple
- Samsung
- Huawei

These are the most commonly used devices.

ANALYSIS ON THE DATA DETAIL RECORDS (XDR)

	Social Media	Google	Email	Youtbe	Netflix	Gaming	Other	Total
Min	1.200000 e+01	2.070000 e+02	1.400000 e+01	5.300000 e+01	4.200000 e+01	2.516000 e+03	3.290000 e+03	7.114041 e+06
Max	3.586064 e+06	1.146283 e+07	3.586146 e+06	2.325910 e+07	2.325919 e+07	8.434419 e+08	8.434425 e+08	9.029696 e+08
Mean	1.795322 e+06	5.750753 e+06	1.791729 e+06	1.163407 e+07	1.162685 e+07	4.220447 e+08	4.211005 e+08	4.546434 e+08

CONT.

Based on the analysis, under Data Channel:

- Google has the highest Downloads in Bytes.
- Netflix has the lowest Downloads in Bytes