



Mobile Phone Data Dashboard



Outline

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- ▶ Key findings
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- ▶ Live Demo



High level overview

PostgreSQL

Used to store and retrieve dataset

Flask App

Used to retrieve data and produce charts for analysis as well as an API

Dashboard

Front-end dashboard to quickly view a set of native charts.





Personas



Mobile App Advertisers

Companies/Individuals looking to target specific age groups for their mobile ad campaigns.



Mobile App Developers

Companies/Individuals looking to develop an app for a specific age group.



Features

Dataset

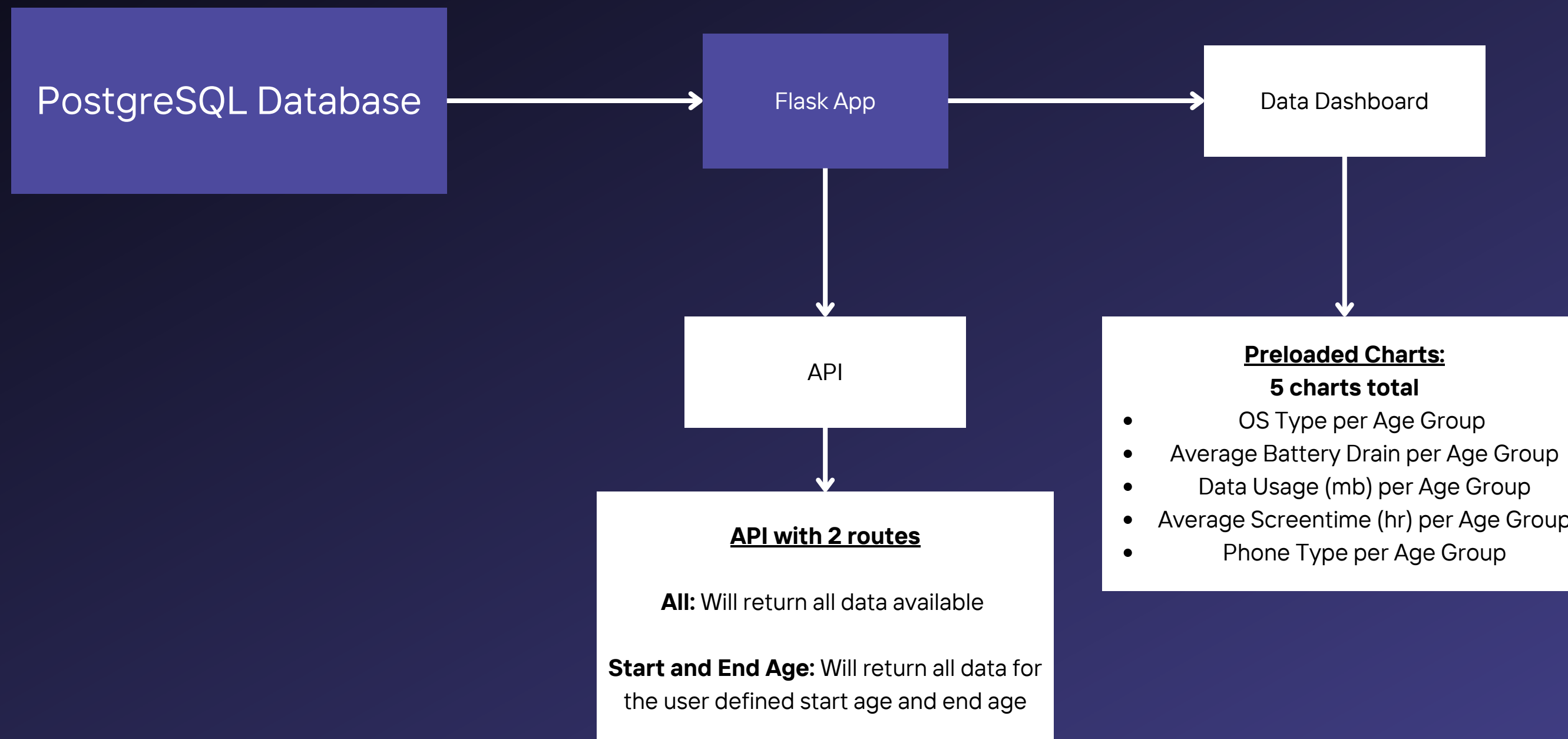
700 rows x 11 columns

Columns analyzed: battery drain, operating system,
data usage, screen time

Age Groups : 18-25, 25-35, 35-50



FLOW CHART



Live Demo



Key Findings

Battery Drain:

Highest in the 18-25 age group

Operating System:

Higher adoption rate of Android OS among older age groups

Data Usage:

Similar across age groups

Screen On Time:

Highest in the 18-25 age group

Phone Type:

18-25 : **Google Pixel 5**

25-35: **Xiaomi Mi 11**

35-50: **Xiaomi Mi 11**

Q&A

Thank you!