**1. Explore and infer the trend analysis for "Movement of Customers from**

**WhatsApp to other messaging platforms".**

Given the changes to WhatsApp in 2021, especially in its privacy policies, more users are moving to other messaging apps.

Millions of people are angry about the latest change in WhatsApp policy, which says users must submit all their personal information to the Facebook ad engine. Not surprisingly, WhatsApp users switching to Telegram / signal has been accelerated.



Many people have changed their messaging or signal platforms.

Elon Musk recommends Signal instead of WhatsApp which was also the cause of the trend.

**2. Identify Mobile Platform Segmentation across Indian sub-continent.**

Android version Users Precentage pi chart



IOS version Users Precentage Pi chart



Diffrent Mobile OS Users Precentage Graph



**3. Explain the role of a Smart phone towards online education during pandemic**

**times.**

Education during the COVID era relies heavily on mobile phones, with 80-90% of students in public schools and Collages use mobile phones to access digital education during the pandemic. Schools/collages and teachers use this technology in their curriculum to provide students with an unusual learning experience through inspiring features and improvements in the online learning environment. Smartphones have bought a huge change in people's lives . The Covid-19 pandemic has disrupted the education system due to the closure of schools and other educational institutions. The closure of these critical times has brought with it a number of obstacles in the student learning process , but many apps are helping continuing studies .

Advantages of using Smart phone towards online education during pandemic.

1. Enhances interaction

2. Better parent-teacher communication

3. Availability of online resources

4. Cost-effective

5. Portability

6. Real-time performance report

7. Live-streaming lectures with Real-time doubt solving,

Applictions that are helping students -



**4. What is the scope of Enterprise Mobile Applications across the globe?**

In 2014, reports showed that Smartphones and Tablets had more than 60 percent of all online traffic. Social networking apps like Facebook, Twitter, and Instagram have received a lot of traffic. Since then the popularity of travel has skyrocketed, making the mobile app market one of the fastest growing segments. In 2016 it was estimated at more than $ 100,000 million. According to Global Opportunity Analysis and Industry Forecast, 2016 - 2023, by Allied Market Research, this number is expected to reach $ 311,249 million by 2023.

As the demand for mobile apps grows, the competition for unicorn jousting between startups is increasing and the expectation of end-to-end demand from users is becoming more and more difficult. There are literally billions of smartphone owners, who use mobile apps every day, do business, read or track their heartbeat. On average, consumers spend about three hours a day using mobile apps. Because most of this time is spent on everyday applications such as music streaming, social media, navigation, to-do lists and so on, it is clear that mobile apps are far from functional ,apps become a part of our lives.

**5. How many categories of Android Mobile Apps are there in Play Store? Which**

**amongst them shall be targeted towards Enterprise Mobile Apps and Why?**

- Educational apps

- Lifestyle apps

- Social media apps

- Productivity apps

- Entertainment apps

- Game apps

I think Social Media Apps shall be targeted towards Enterprise Mobile Apps

The list of applications we use to communicate with each other continues. Social networks have become a big part of our lives, and it's just obvious how popular these programs are. On both platforms, they sit at the top of the list of most downloaded apps.

The feature is so popular that many apps from other categories include social media features. Facebook, Instagram, Twitter, YouTube, Skype, TikTok, Snapchat are just some of the examples, Social medai Apps has more users compared to other apps, so I think apps communications will be directed directly to the valve business.

**6. Explain the functionality of a banking mobile app with diagram displaying your**

**perspective. Which all adapters shall be required by the banking app keeping**

**you funds secure?**

Mobile banking is a service provided by a bank that allows its customers to conduct financial transactions remotely using a mobile phone such as a smartphone or tablet. Unlike a related online bank it uses software, commonly referred to as an app, which is provided by a financial institution on purpose. Mobile banking is usually available 24 hours a day. Some financial institutions have limitations where accounts can be accessed through advanced banking, as well as a limit on the amount of money that can be made. Mobile banking depends on internet availability or mobile data connection.

Transactions via mobile banking are subject to the features of the mobile banking app provided and include access to account rates and recent transaction lists, electronic bill payments, remote check money, P2P payments, and transfers between customer or other accounts.



**Multi-factor authentication.**

By adding a multi-factor authentication feature - such as one-time generated passwords or fingerprints - you add an extra layer of protection that is not easily deceived.

**NFC-embedded SIM cards**

.An NFC-embedded SIM card is a SIM card that allows consumers to securely download their credit card information into the Near Field Communication (NFC) SIM card.

**Fingerprinting**

Introduction of Fingerprinting devices adds another dimension in banking mobile apps. It obtains various sets of signals such as IP address, location, time of the day, device type, location, screen seize, browser etc

**Real-time text and email alerts**

It is safe to assume someone using mobile banking on their smartphone has direct access to their email and/or text messages.

**7. Mention the challenges with upcoming mobile applications management.**

**Experience**

A enterprise mobile app requires a team of professional engineers to see all of its objectives. The business application development process is advanced and takes into account critical issues such as data integration, UX structure, security, etc. Only experienced mobile application developers can do it.

**Integrating Advanced Technologies**

New technologies are emerging every day. So a enterprise mobile app should always be up to date. They need to be constantly updated with technological advances and integration into a customized app.

**Application security**

Mobile app security is a way to protect applications from external threats such as malware and other digital frauds that endanger sensitive personal and financial information to hackers.

**API-related strategy**

Appropriate API strategy is required for the operation of the application It is because certain APIs are responsible for certain functions in the application.

**Data Encryption**

A strong data encryption system can protect all important company information. However, integrating data encryption is very hard for developers.

**UI design**

User identifier can make or break a mobile application. Aesthetically pleasing UI design is a necessary to ensure the success of a mobile app application.

**Flexibility**

Application should be flexible . If a Application run good on a device does not mean that it will run smoothly in all the devices .