

Total Users

700

High Intensity Users

79

Avg App Usage (min/day)

271.13

Avg Screen Time (hrs/day)

5.27

Avg Battery Drain

1.53K

OS

- ☐ Android
- ☐ iOS

Gender

- ☐ Female
- ☐ Male

Age Group

- ☐ 20-29
- ☐ 30-39
- ☐ 40-49
- ☐ 50+
- ☐ Teen

Mobile Behavior & Engagement Dashboard

(Analyzing app usage, screen time, device traits, and high-intensity user patterns)

700 total users analyzed
79 high-intensity users (11.3%) show both extreme screen time and heavy app usage.
Behavior Class 5 users average the most app usage (~500 min/day).
Ages 20–29 are the largest group; however, 50+ users show strong high-usage patterns too.
Extreme users drain the most battery and data, over 2000 mAh and ~2200 MB/day.
Android users dominate high-intensity usage (~80%).
Gender split is balanced: 52% female, 48% male.

Screen Time vs. Age Group

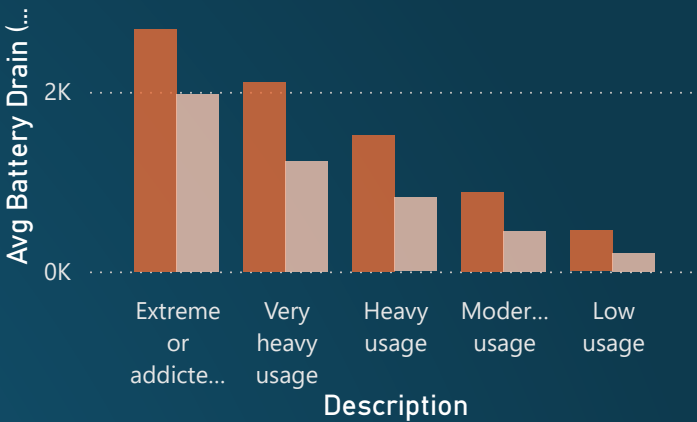
Find screen time trends across age

Age Group	Extreme	High	Low	Moderate	Very High	Very Low	Total
20-29	17	34	37	44	18	30	180
30-39	25	25	35	26	15	38	164
40-49	15	40	37	28	12	27	159
50+	21	40	37	39	10	27	174
Teen	1	7	4	5	2	4	23
Total	79	146	150	142	57	126	700

Battery Drain vs Data Usage

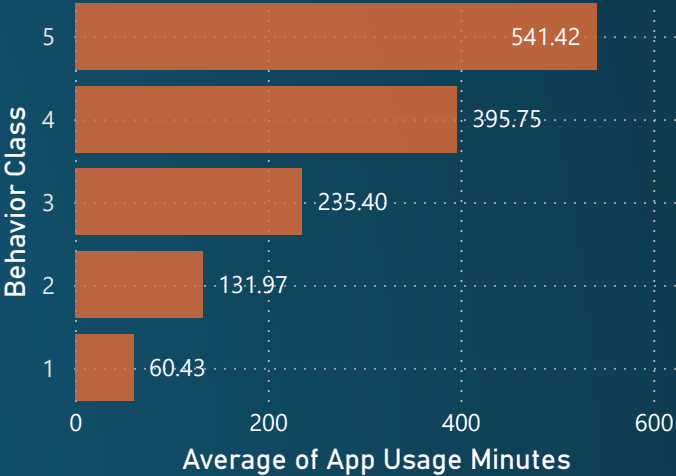
Identify data-intensive user segments

● Avg Battery Drain (mAh) ● Average of Data Usage (M...



App Usage by Behavior Class

See how app usage increases across behavioral severity



High Intensity by Gender

Spot gender imbalance in usage extremes

● Male ● Female



High Intensity Users by OS

Compare Android vs iOS for power usage

