

MobileEBook



Elad Ben Moshe
Ofir Levy

A reduced presentation
only for analytics and
push notifications

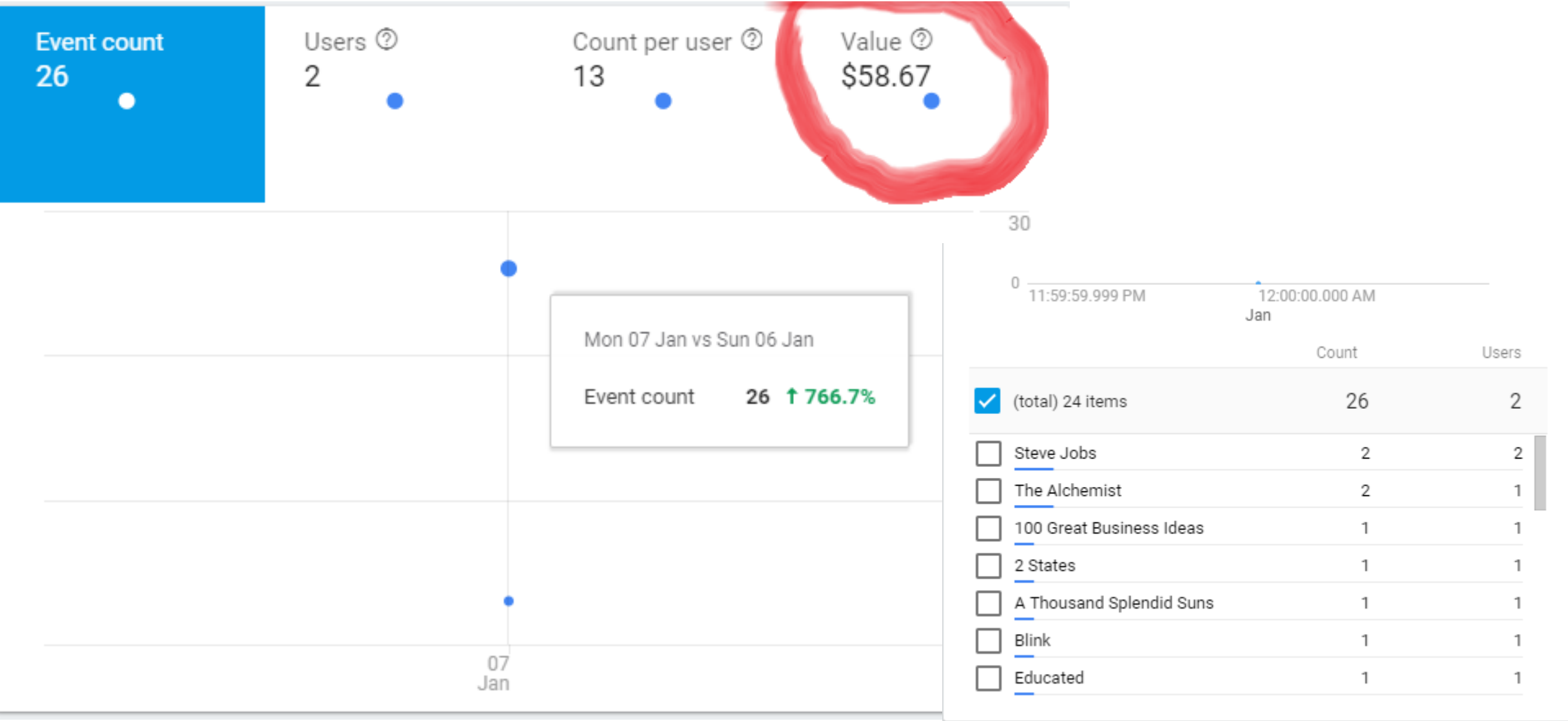
Analytics Events:

1. Books views for every book.
2. Books that people searched.
3. Total revenues.
4. Total anonymous users logged.
5. Total reviews.
6. Sign up methods.
7. Total users that forgot their password.

Firebase Analytics (Events Table):

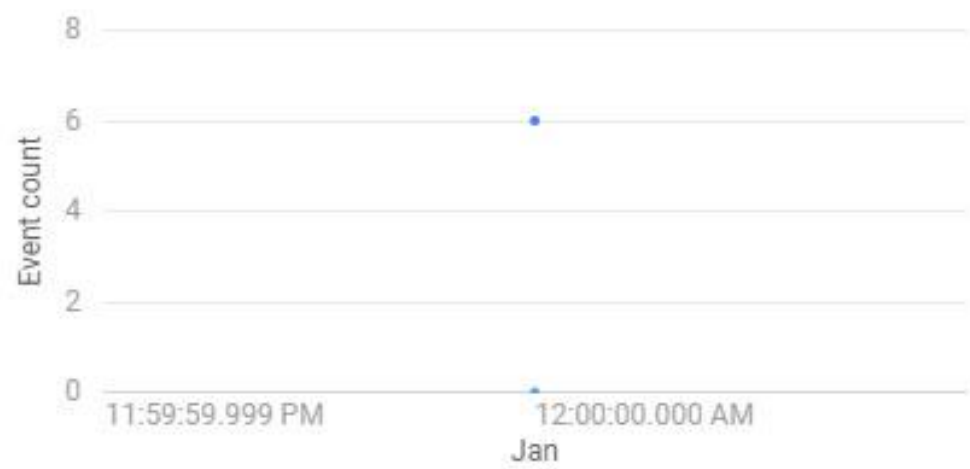
Events						
Add Filter +			Today			
			↔ Compared to Jan 6, 2019 - Jan 6, 20			
Event name ↑	Count	↔	Users	↔	Mark as conversion ?	
anonymous_users_count	4	+33.3%	1	0%	<input type="checkbox"/>	
app_remove	0	-100%	0	-100%	<input type="checkbox"/>	
▶ books_views 1	19	+280%	1	0%	<input type="checkbox"/>	
▶ ecommerce_purchase 2	10	+233.3%	1	0%	<input type="checkbox"/>	
eventInvalidUrl	0	-100%	0	-100%	<input type="checkbox"/>	
first_open	0	-100%	0	-100%	<input type="checkbox"/>	
notification_foreground	0	-100%	0	-100%	<input type="checkbox"/>	
notification_receive	0	-100%	0	-100%	<input type="checkbox"/>	
▶ reviews_total 2	6	+500%	1	0%	<input type="checkbox"/>	
screen_view	113	+6.6%	1	-80%	<input type="checkbox"/>	
▶ search 1	7	+75%	1	0%	<input checked="" type="checkbox"/>	

Firebase Analytics example for total revenues:



Example for sign up methods:

sign_up_method

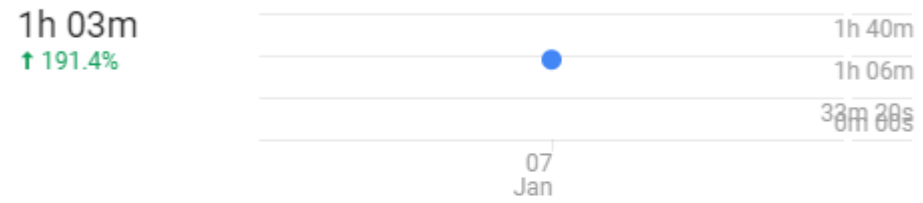


	Count	Users
<input checked="" type="checkbox"/> (total) 3 items	6	1
<input type="checkbox"/> User/Password	4	1
<input type="checkbox"/> Facebook	1	1
<input type="checkbox"/> Google	1	1

Example for firebase default events:

Where are your users engaged?

Daily user engagement ⓘ



Top screens

Screen class	% total	Avg. time
SignInActivity	63.66% ↓ 31.5%	1m 42s ↓ 47.3%
BookLibraryActivity	27.47% ↑ 683.7%	0m 50s ↑ 301.1%
AllBooksActivity	3.6% ↑ 3,6%	0m 13s ↑ 457.1%

[VIEW SCREEN_VIEW EVENT DETAILS](#) ➔

books_views

Add Filter



book_name



	Count	Users
<input checked="" type="checkbox"/> (total) 16 items	19	1
<input type="checkbox"/> 2 States	2	1
<input type="checkbox"/> Elon Musk	2	1
<input type="checkbox"/> Gulliver's Travels	2	1
<input type="checkbox"/> A Thousand Splendid Suns	1	1
<input type="checkbox"/> Blink	1	1
<input type="checkbox"/>

Insight: Firebase Analytics (Events)

Events in the last 30 minutes

7

Parameter name value

Parameter value	Count	%
1.75	1	14%
1.86	1	14%
3.61	1	14%
4.98	1	14%
5.97	1	14%
7.28	1	14%

STREAMVIEW →

Events in the last 30 minutes

7

Parameter name book_name

Parameter value	Count	%
Gulliver's Travels	1	14%
Looking for Alaska	1	14%
Olive Kitteridge	1	14%
The Power of Habit	1	14%
The Shack	1	14%
The Success Principles	1	14%

STREAMVIEW →

Analytics User properties:

1. E-mail
2. Full name
3. Last book purchased.
4. Last book reviewed.
5. Total purchases.

Insight: Firebase Analytics (User properties)

StreamView

Add Filter +

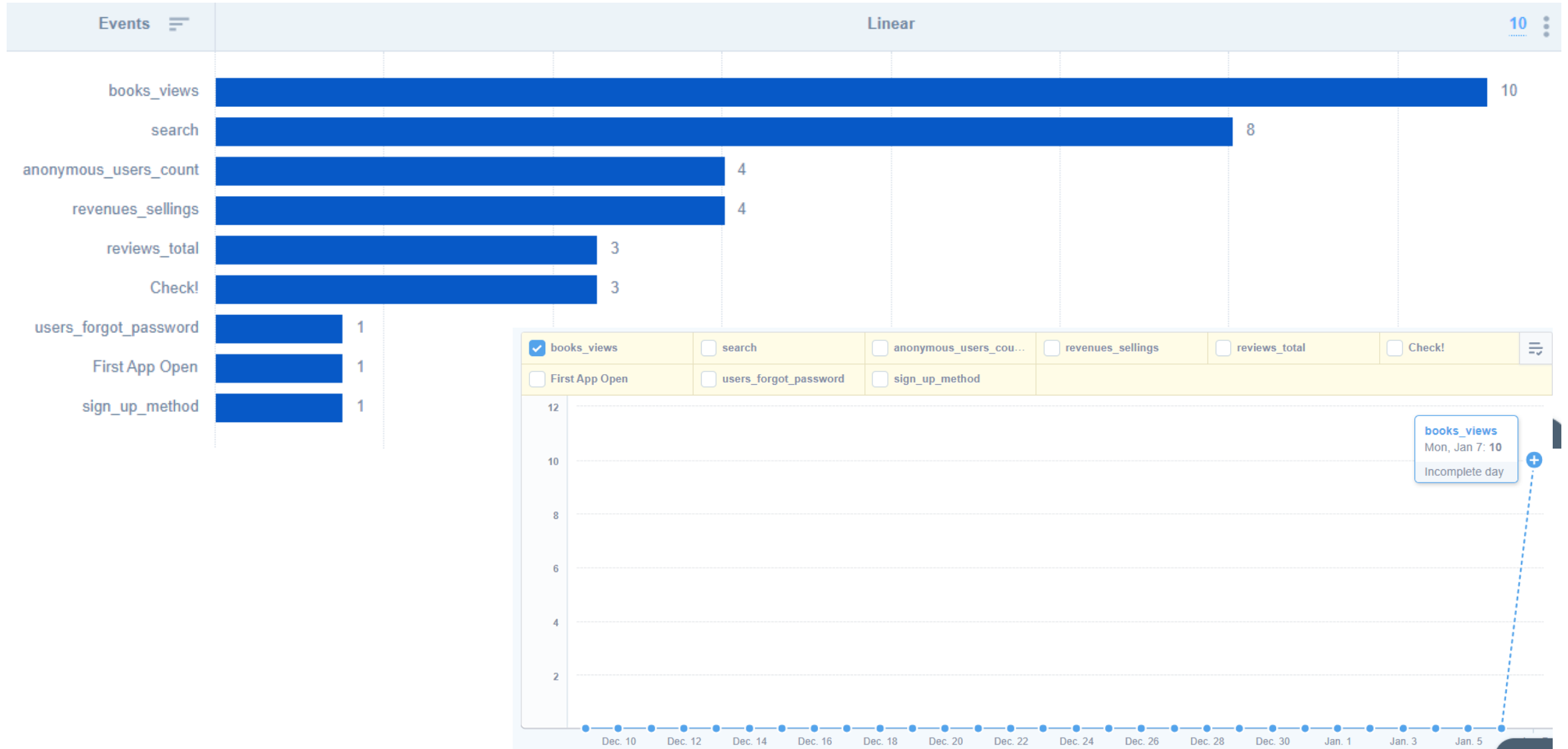
User Properties

email	1	100%	Steve Jobs	1	100%
first_open_time	1	100%			
fullName	1	100%			
lastBookPurchase	1	100%			
lastBookReview	1	100%			
totalPurchases	1	100%			
user_id	1	100%			

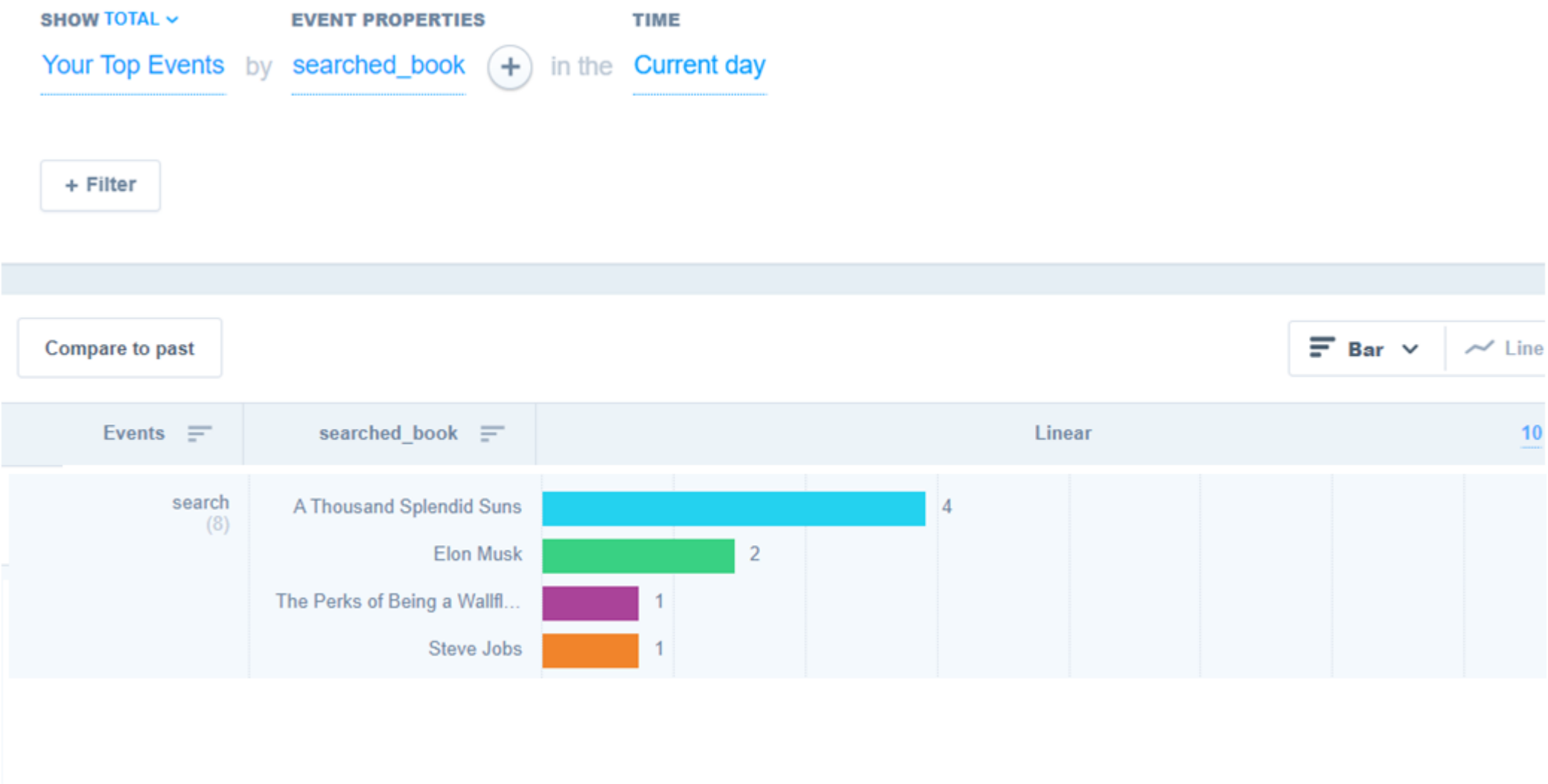
CANCEL APPLY

Map data ©2019 Google, INEGI תנאים והגבלות

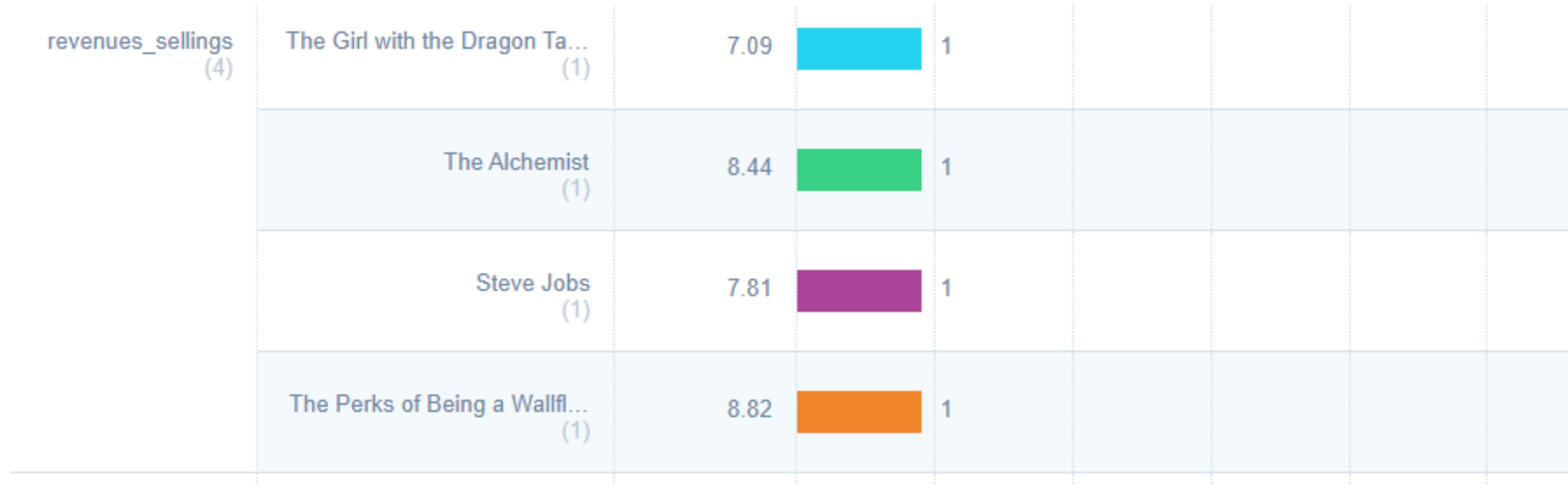
Insight: MixPanel (Events)




MixPanel event example of searched book




MixPanel example for selling revenues.





MixPanel: follow after user events:



User profile


 Set up email


 Tel Aviv, Tel Aviv, Israel


 4 min. ago


Activity Feed


TODAY, JANUARY 7, 2019


5:08 AM  users_forgot_password


5:08 AM  reviews_total


5:08 AM  search


5:08 AM  books_views


5:08 AM  revenues_sellings

5:08 AM  anonymous_users_count

5:07 AM  books_views

5:07 AM  revenues_sellings

5:07 AM  search

5:07 AM  search

App Build Number: 1

App Version: 1.0

Bluetooth Version: none

Carrier: Android

Device Id: 32d5e4da-14ad-453d-a6fa-4fa47263240b

Has NFC: false

Library Version: 5.4.4

Model: Android SDK built for x86

OS Version: 7.0

Screen DPI: 560

Screen Width: 1440

Wifi: false

Mixpanel Library: android

searched_book: The Perks of Being a Wallflower

App Release: 1

App Version: 1.0

Brand: google

City: Tel Aviv

Google Play Services: available

Has Telephone: true

Manufacturer: Google

Operating System: Android


Region: Tel Aviv


Screen Height: 2712

User Id: U61unSIDWSVXFRYPgq5Ex2Q0kbq2

Country: Israel

mp_processing_time_ms: 1546866438735

5:07 AM  books_views

5:07 AM  reviews_total










2

Insight: MixPanel (User Properties)

Android Manufacturer	Google
Android Model	Android SDK built for x86
Android Os Version	7.0
Android Os	Android
City	Tel Aviv
Country	Israel
email	refaelre@gmail.com
fullName	-
Last Seen	4 min. ago
lastBookPurchase	Steve Jobs
lastBookReview	Steve Jobs
Region	Tel Aviv
Timezone	Asia/Jerusalem
totalPurchases	4

Push Notifications:

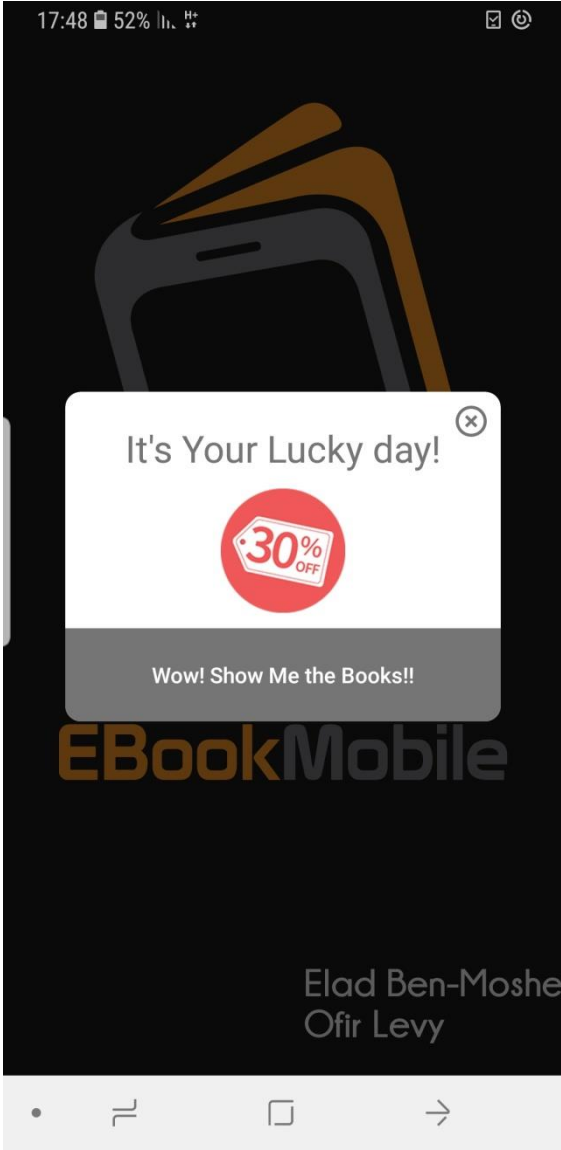
1. Sale of 30% off.
2. New book in app.
3. Visit our app

							Create experiment	New notification
Notification	Status ?	Platform	Start / Send	End	Sends	Opens		
 we notice you didn't visit the app ...	 Scheduled		Jan 9, 2019 12:00 PM	—	—	—		
  New Book in the Store!  C...	 Completed		Jan 8, 2019 6:59 PM	—	<1000	0%		
 Your Lucky Day!  30% Discoun...	 Completed		Jan 8, 2019 5:47 PM	—	<1000	0%		
							Items per page: 10 ▼	1 - 3 of 3 < >

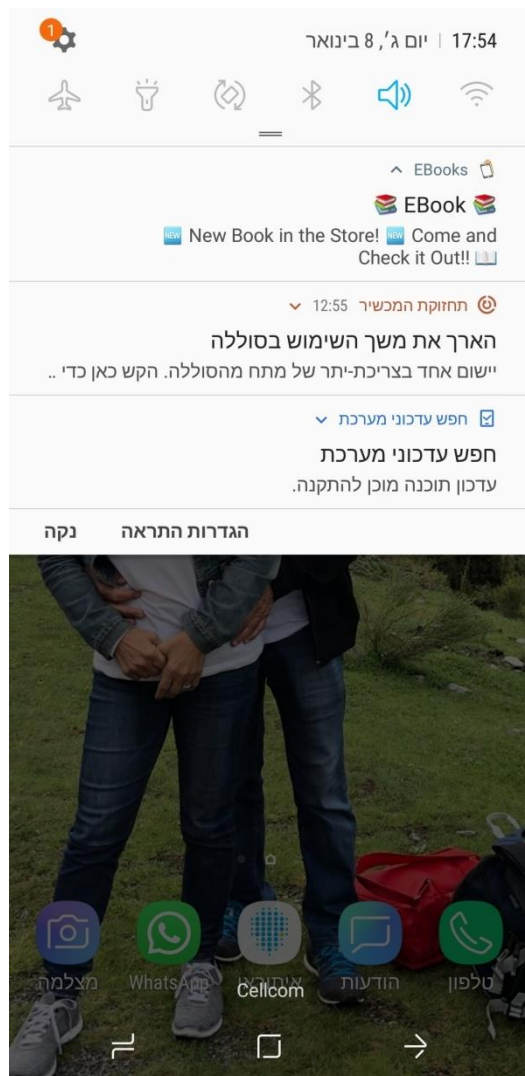
Push notification: Sale of 30% off.



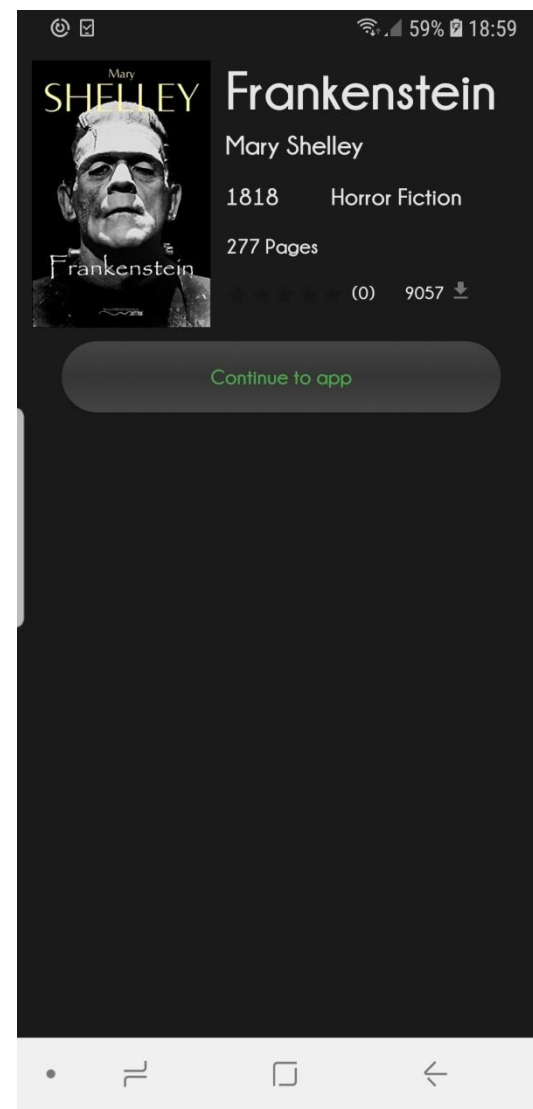
Click on the notification ->



Push notification: New book in app.



Click on the notification ->



we choose the book id that we want define as “New book” for notification in the firebase (Custom data of the push).

5 Additional options (optional)

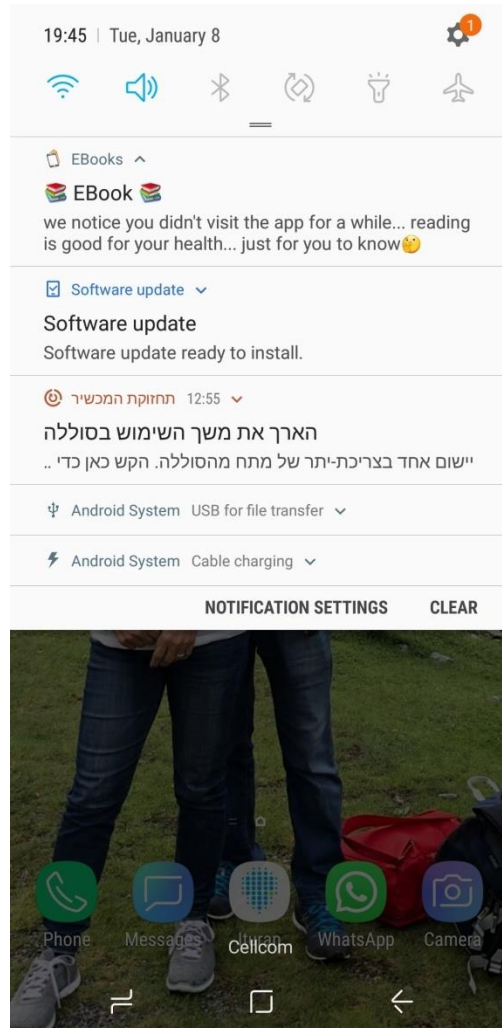
All fields optional

Android Notification Channel ?

Custom data ?

type	newBook
book_id	12

Push notification: Visit our app.



Click on the notification ->

