Name: sravan kumar VASAM

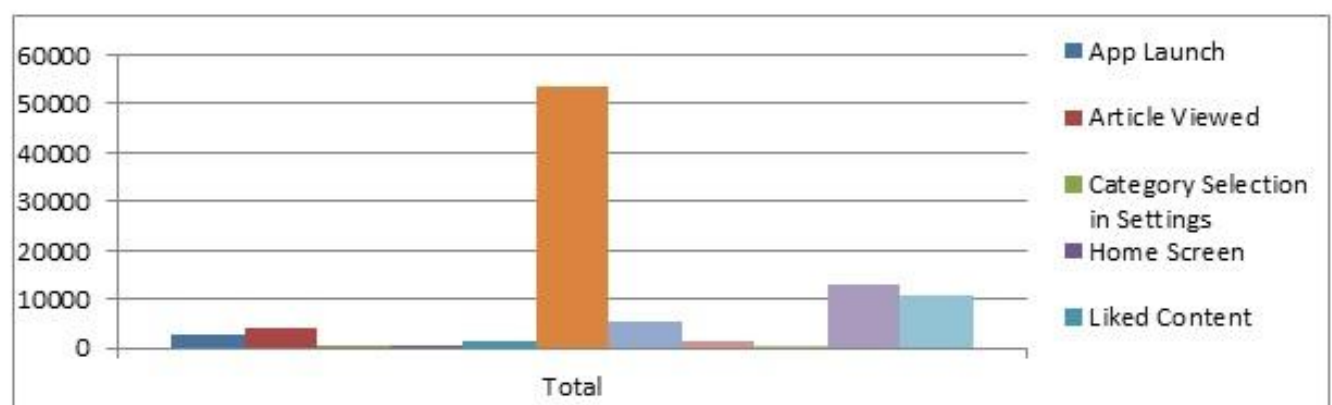**Title:** TRIGGERING & SWIPING ANALYSIS ON USER MOBILE APPLICATIONS-

Description: Differentiation of users-Average usage time & Session usage etc. Total Triggering & Swiping, Users Specific Swipes, Visualization per user over the course of time, Users behavior, '1Lakh instances'.

Technologies used : Excel-pivot tables, SQL Server Data mining tools, Tableau.

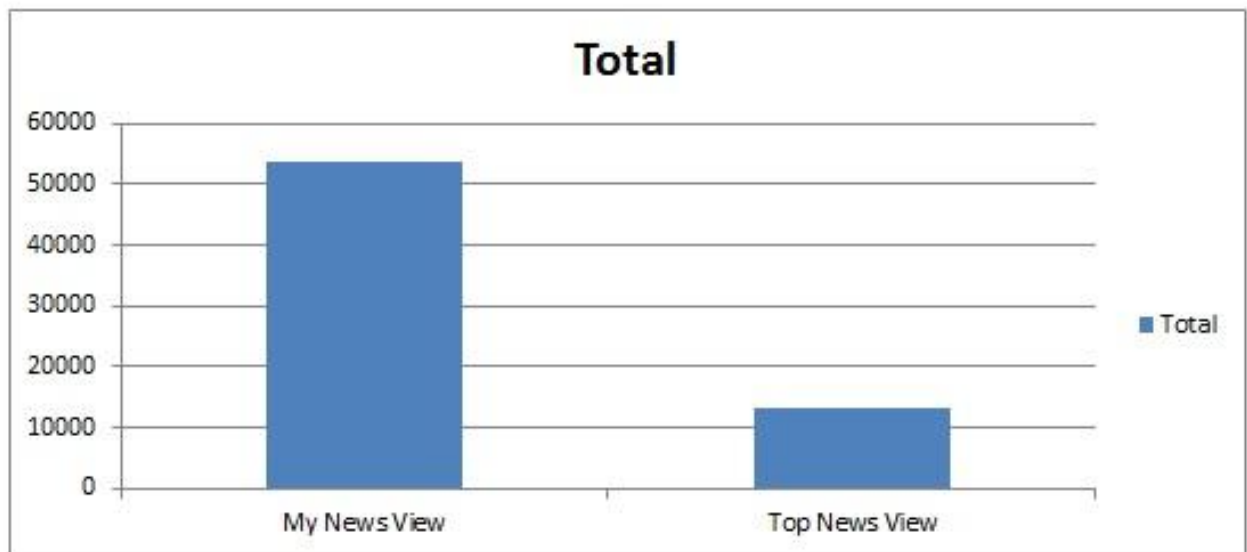*Note: Summary of Data analysis not shared due to privacy of data.*

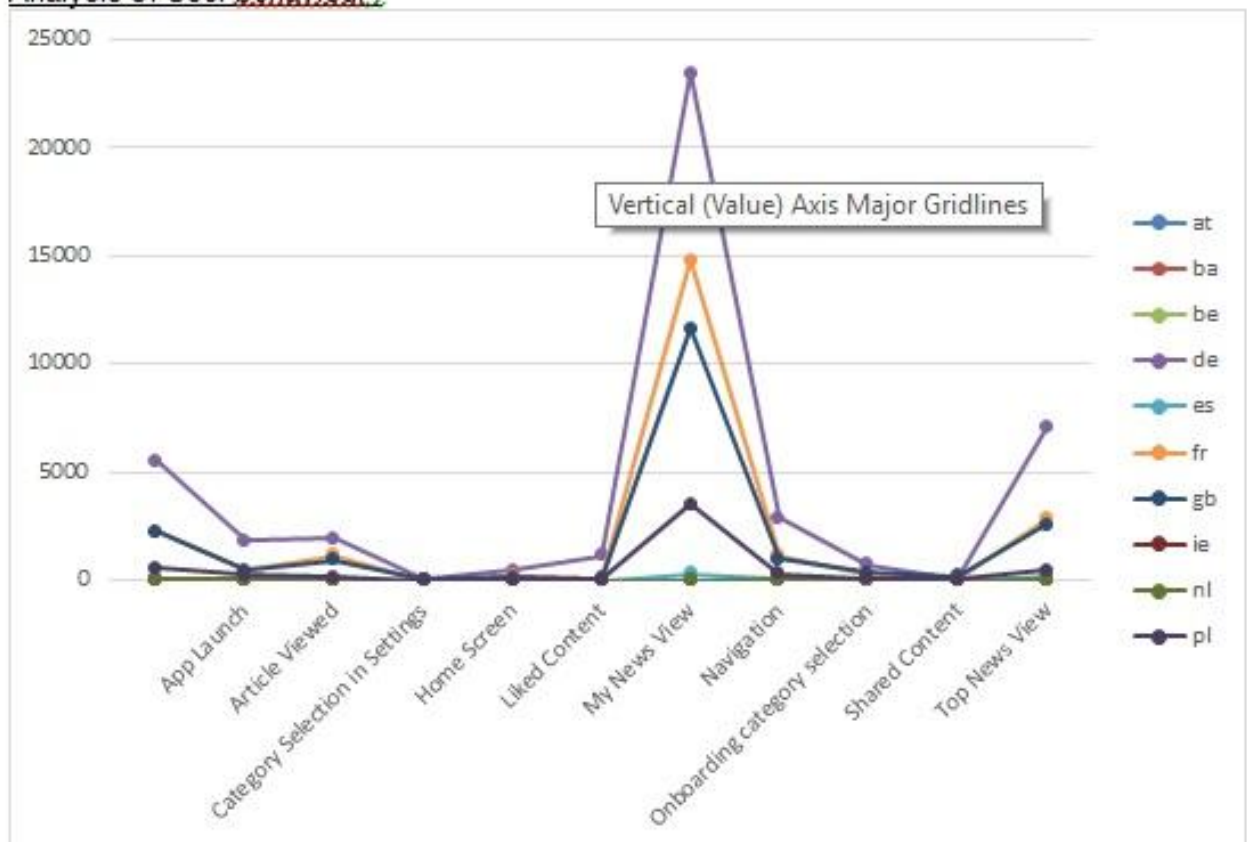Here you can find the visualization reports of the above project.

Total Swipes

Users swiping in Top News and My News

Users swiping in Top News and My News

Total

Values on vertical axis: 0, 10000, 20000, 30000, 40000, 50000, 60000

Categories: My News View, Top News View

Legend: Total

Analysis of User behaviour :

Values on vertical axis: 0, 5000, 10000, 15000, 20000, 25000

Vertical (Value) Axis Major Gridlines

Categories: App Launch, Article Viewed, Category Selection in Settings, Home Screen, Liked Content, My News View, Navigation, Onboarding category selection, Shared Content, Top News View

Legend: at, ba, be, de, es, fr, gb, ie, nl, pl
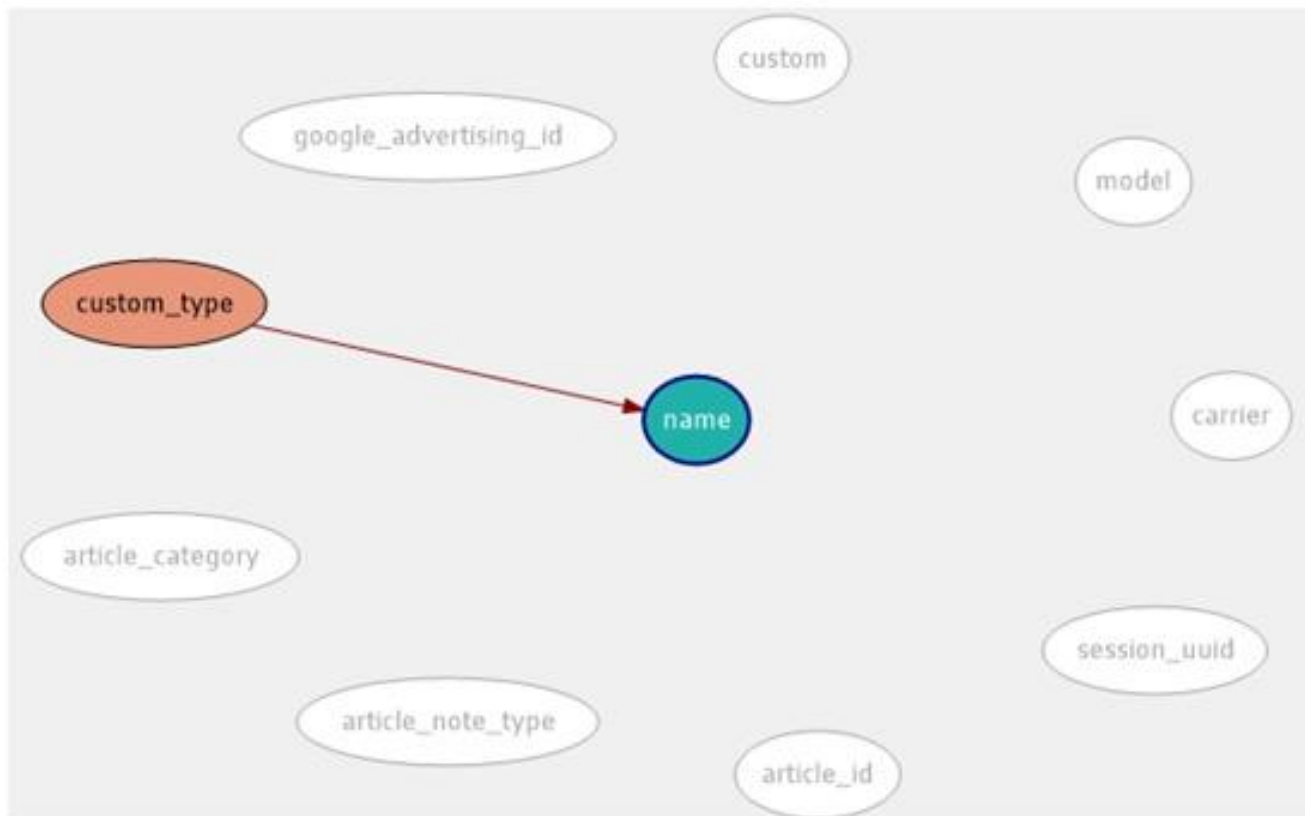
Data Mining :

Clustering model :
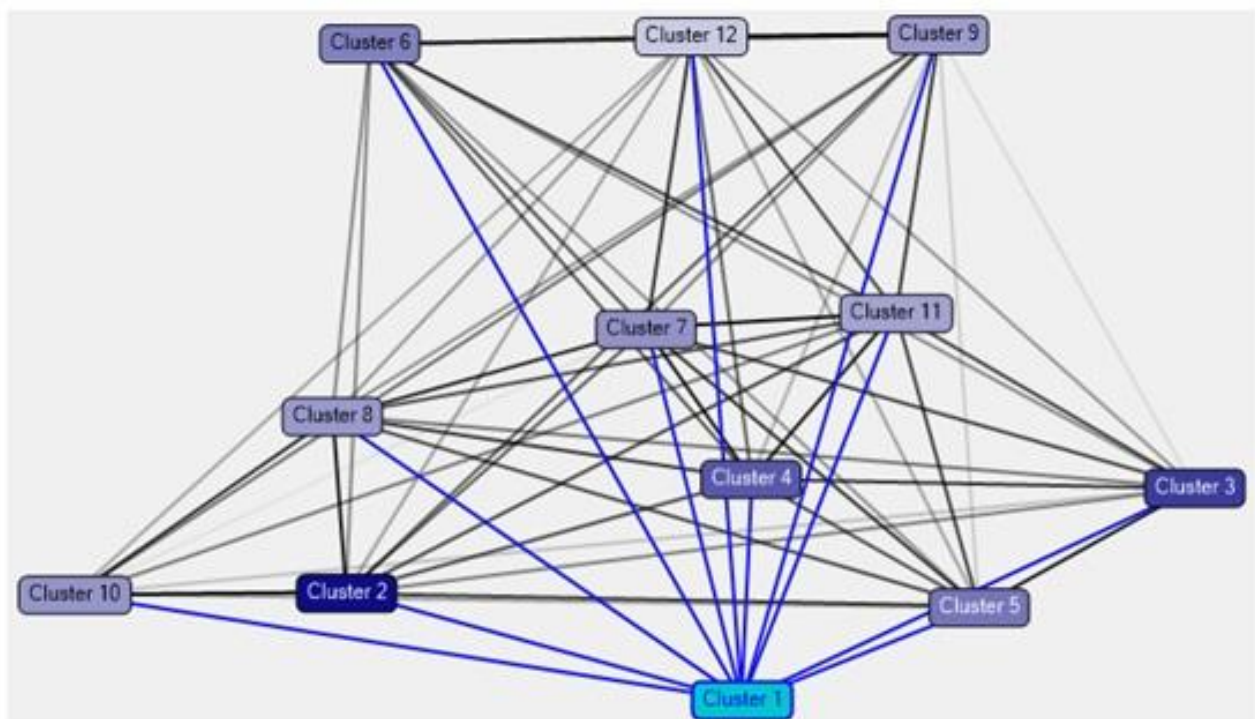
Dependency network in classification model

Decision tree in Classification model :

Interactive report

Mining Legend			
High	Low		
Total Cases: 93898			

Value	Cases	Probability	Histogram
☑	10745	11,44%	
☑ App Launch	2998	3,19%	
☑ Article Viewed	4195	4,47%	
☑ Category Selection in ...	91	0,10%	
☑ Home Screen	806	0,86%	
☑ Liked Content	1295	1,38%	
☑ Manquant	0	0,00%	
☑ My News View	53703	57,18%	
☑ Navigation	5332	5,68%	
☑ Onboarding category s...	1428	1,52%	
☑ Shared Content	257	0,28%	
☑ Top News View	13048	13,90%	