

DATASETS

All

General Mobile Activity

In memory

Age Bracket

Country

Date

Mobile subscriptions

Month

Sources

Type

Usage Type

Usage Type(Group)

Year

% of population of 3g/4G users

% of population of Mobile subscriptions

% Usage by Country

3G/4G subscriptions

Avg (% Usage by Country)

Desktop

Mobile

Mobile apps

Percentage

Population

Row Count

Applications Activity by Age

In memory

ALL OBJECTS

EDITOR

Phone Usage Type

Rows

Usage Type(Group)

Columns

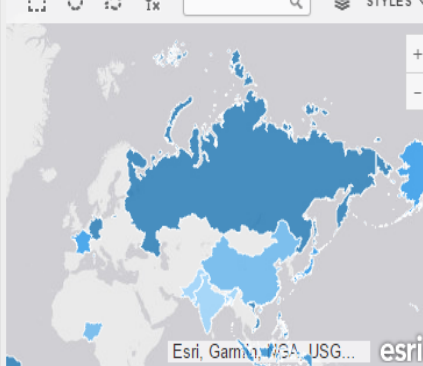
Metric Names

Metrics

Avg (% Usage by C...

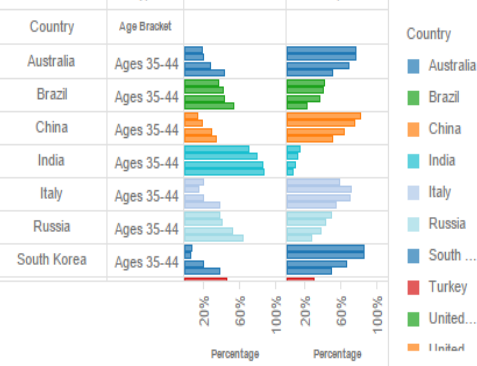
Mobile Penetration

Map view showing mobile penetration across various countries.



Phone Trends by Age Group

Table showing phone trends by age group, including Country, Age Bracket, and Feature Phone/Smartphone usage.



Phone Usage Type

Table showing phone usage type, including Usage Type(Group) and Avg (% Usage by Country).

Usage Type(Group)	Avg (% Usage by Country)
Direct Marketing	38.24%
Applications	56.70%
Barcode or QR Scanning	19.33%
Instant Messaging	42.60%
Location-Based Services/GPS	39.40%
Mobile Banking	29.30%
NFC/Mobile Wallet	8.00%
Text Messaging/SMS	84.10%
Web Browsing	58.90%

Sheet 1

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