

DASHBOARD 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

- Age Group
- Applications
- Percent Usage
- Row Count

EDITOR

Mobile Penetration

Geo Attribute

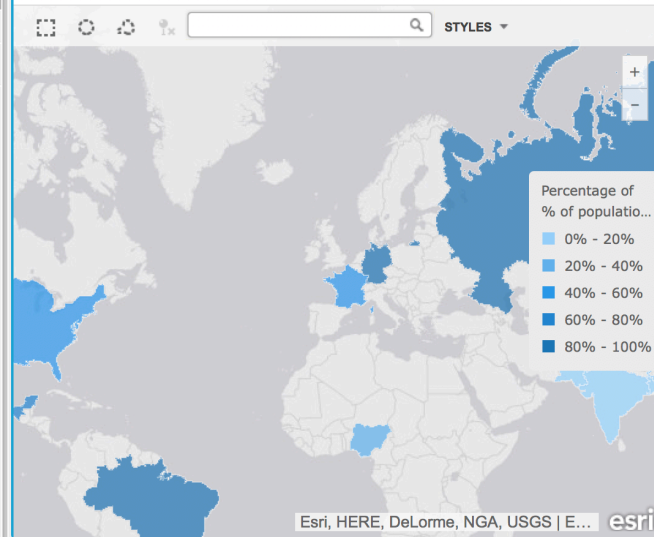
Country

Color By

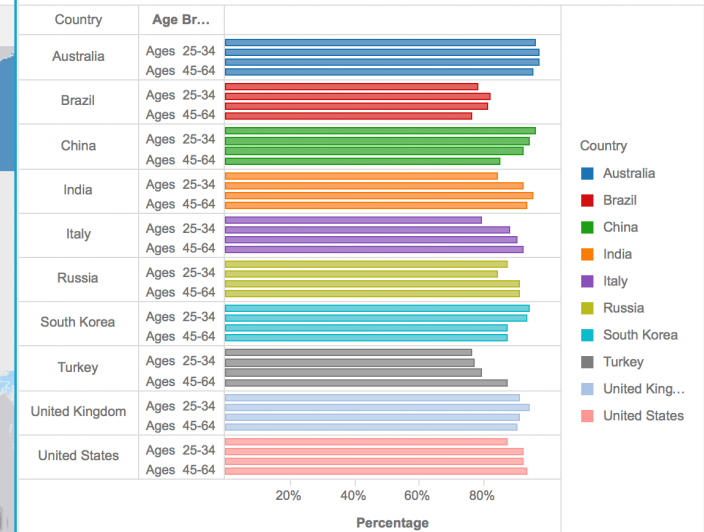
% of population of ...

Tooltip

Mobile Penetration



Phone Trends by Age Group



Phone Usage Type

Usage Type(Group)	Avg (% Usage by Country)
Direct Marketing	39.40%
Applications	56.80%
Barcode or QR Scanning	17.60%
Instant Messaging	40.20%
Location-Based Services/GPS	42.00%
Mobile Banking	29.60%
NFC/Mobile Wallet	9.00%
Text Messaging/SMS	79.00%
Web Browsing	61.80%