

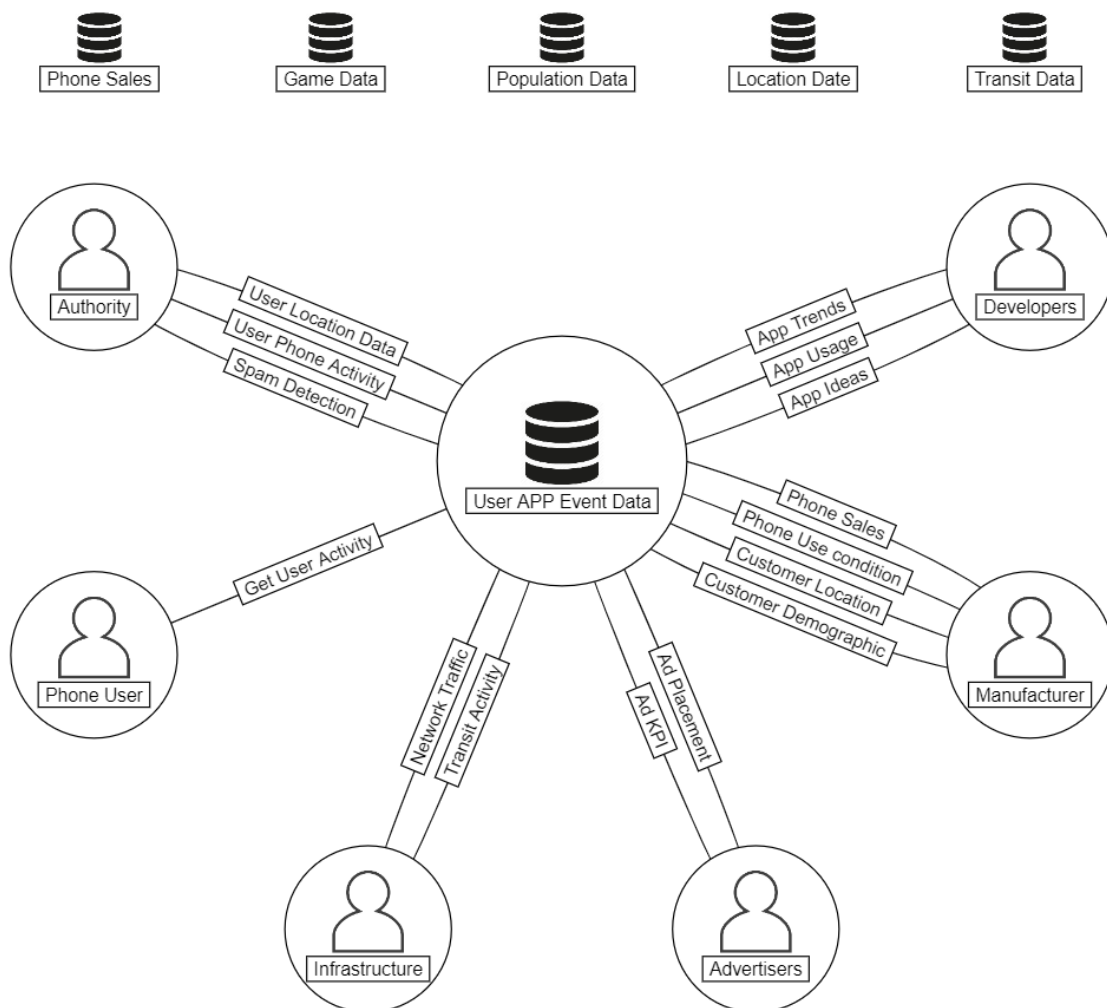
Functional Map for dataset

“China Mobile User Gemographics”

By Wilson Lee

Dataset Link : <https://www.kaggle.com/chinapage/china-mobile-user-gemographics/home>

Functional Map



List of Use Case

Game / App Statistics	Rank 1
<ul style="list-style-type: none">• Find best App base on location• Map App popularity base on time of day• Recommendations for in app advertisement placement• Build a app for a target region• App criteria list for a target audience	
Customer phone usage / Customer Information	Rank 2
<ul style="list-style-type: none">• Predict User age• Predict User Area of activity• Find User routine• Find User main phone activity• Map phone usage during rush hour• Identify User base on event location	
Phone sales statistics	Rank 3
<ul style="list-style-type: none">• Find best phone hardware feature base on phone model usage• Find phone model preference base on age• Find phone model preference base on region• Identify regions with potential customers	
Infrastructure Traffic	Rank 4
<ul style="list-style-type: none">• Identify Location to build more Network Infrastructure• Identify location with high traffic	

Mock-up for “Application Criteria Builder”

By Wilson Lee

Data Application

What are the criteria for phone application development for user engagement?

Objective

This application helps developers identify the criterias required for a popular phone application. The application will have audience filter base on age, sex, region, usage hour and phone model. The application will use the audience criteria and build a list of qualities for the phone application to maximize engagement.

Dashboard and metrics

Descriptive analytics

Show the list of application categories with the highest and lowest engagement rate base on the filtered criteria.

Diagnostic analytics

Present to the user with “keyword analysis” of the category.

Predictive analytics

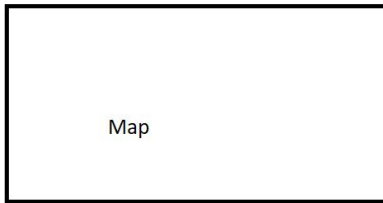
Base on the list of “keywords” generate a list of qualities for the new application.

Prescriptive analytics

Find a list of applications with the presented qualities (Google search). This list is to be used as research material for the application.

Application Criteria Builder

Filter Selection



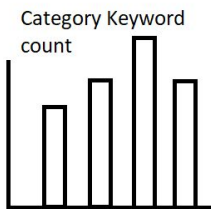
☐ Male ☐ Female Age Range ▼

Time of Day From ▼ To ▼

☐ Use Map Map Location Radius ▼

Phone Brand ▼ Phone Model ▼

List of Top / Worst
App Categories



List of keywords
and qualities
for the App

Application search results for Inspiration