Mobile Analytics

Get to know your customers

Mobile Analytics tracks user in-app behaviors, letting user to dissect customer historical data in great details. It also giving insights into session frequency, session data, geo locations, devices types and much more. User gets an understanding how the application performs, by sending data from inside the application and analyzing this information.

Dashboard Overview

Mobile Analytics provide a quick analysis and gives a glimpse of how the mobile application is performing. It's mostly useful for marketing people with an intent to understand what's going on in their application.

The available analysis includes:

➢ Demographics – Gender, Language, Age, Geography.
➢ Traffic – Daily/monthly new users, screen views, device model, error, daily/monthly active user, app download by market place, app review by marketplace, enterprise total download by platform or channel.
➢ Transactional – Events.

Usability

Mobile Analytics is tightly integrated to the MLEB suite of products including Mobile Wallet, Mobile Virtual Real Super Mall, Mobile Retail and etc.

Delivery Option

Mobile Analytics is provided as part of Mobile SDK which contains a common set of libraries. The set of libraries are made available for developers who want to add in this service into their mobile application.

Admin Portal

➢ Allows administrators to manage the analytic profile for different type of MLEB Systems.

➢ Secure authentication is required before administrators can login to the admin portal in order to manage all analytics' profiles.
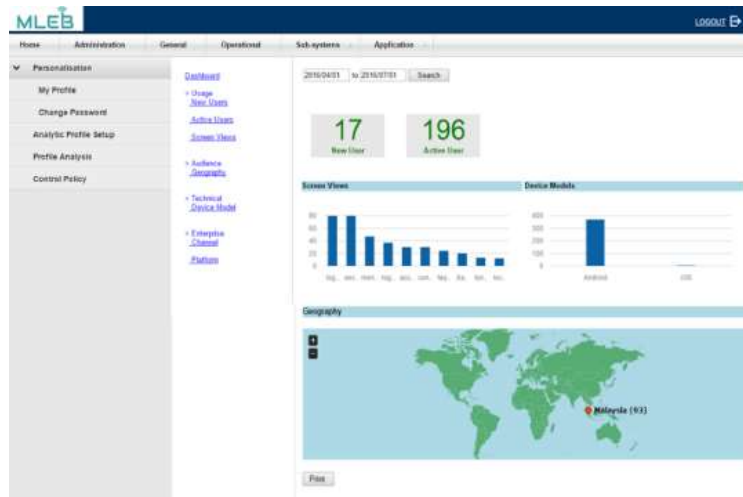

Figure 1: Dashboard Overview screen

Use Case Scenarios

➢ Consumer/retail industry to check on the number of customer sign up and customer's behaviors.

➢ Financial industry to track on the number of app usage, device information for security purpose and etc.

For further information on Mobile Analytics, please email us at **mobility@silverglobe.com**.

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Product Specifications
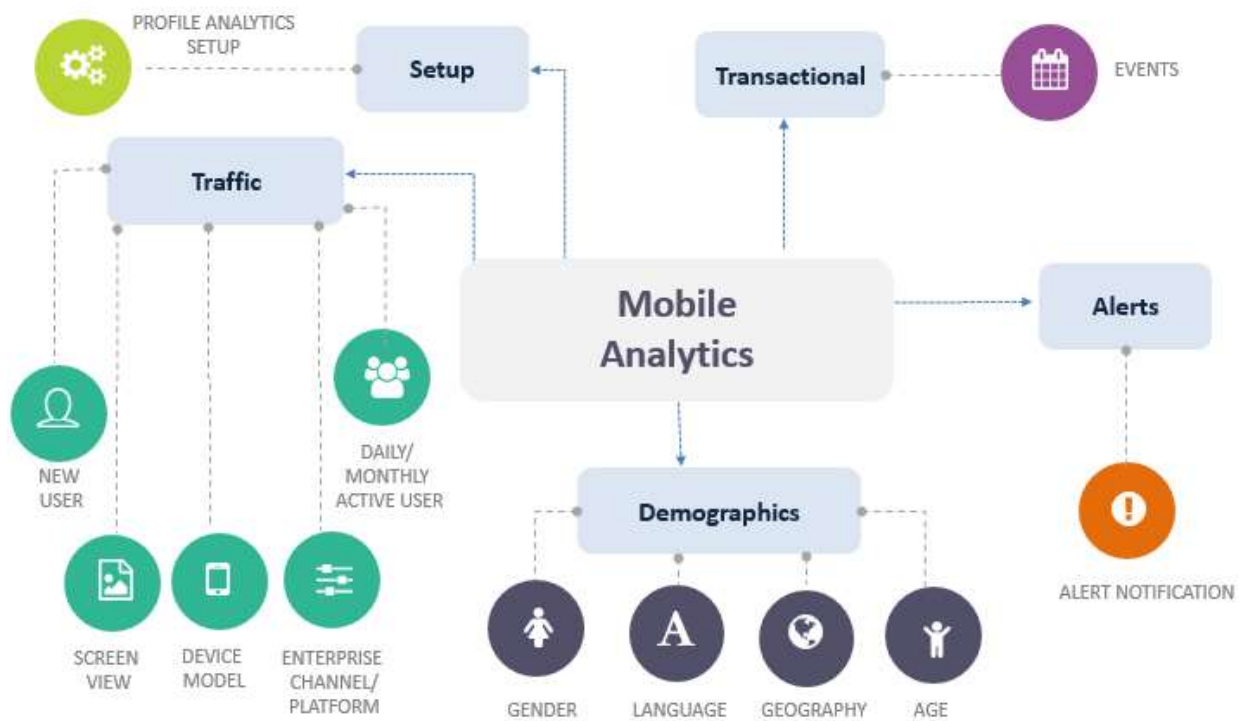
Features	Description
Profile Analytics Setup	A maintenance screen in admin portal for user to setup the profile.
New Users	To track on the number of new sign up user.
Screen View	To track on the number of visit on a particular screen.
Device Model	To track on what type of mobile devices used to log into the mobile application.
Daily/Monthly Active User	To track on the number of active user login to the mobile application either in daily view or monthly view.
Enterprise Platform/Channel	Analyse on the total download for enterprise application based on platform or channel.
Gender	Analyse on the gender either female or male.
Language	To track on the language setup by user in a mobile application.
Geography	Locator service of user upon logging into the mobile application.
Age	To track on the age range of the user.
Alert Notification	Setup proactive or reactive alert which are both configurable in MLEB system.
Events	To track on the activity performed by user.