

Mobile Analytics for Big Data Analysis and Storage

An all-in-one solution to monitor and analyze real-time data

Introduction

With smartphone app usage higher than ever before, digital media consumption is on the rise. The rapid growth in digital media consumptions means that it's imperative for companies to ensure comprehensive tracking of their mobile apps as well as user behavior. This not only facilitates mobile app optimization but also improves targeted marketing. Data analysis is a crucial component in enhancing the overall ROI and monetization of the mobile experience.

Background

The abundance of mobile data requires effective and efficient data tracking, storage, and analysis. For effective mass log analysis, companies need an all-in-one mobile analytic solution that independently collects data and provides real-time user behavior analysis and independent log analysis. However, companies cannot quantify or evaluate the effectiveness of performance optimization for monitoring systems without performance data baselines and response thresholds.

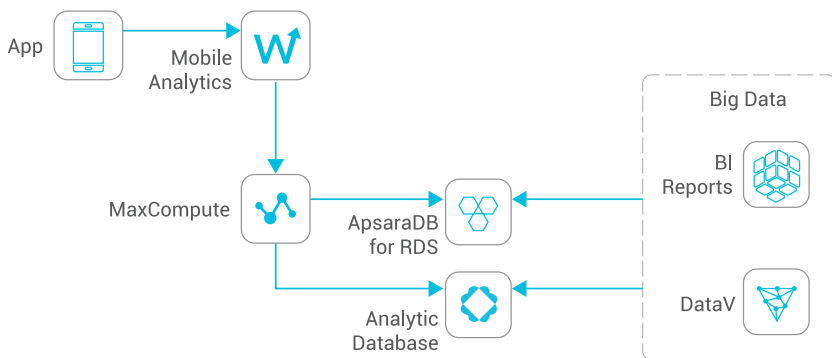
Highlights

-  User behavioral analysis
-  Hijacking analysis
-  Elimination of SPOFs
-  Basic business statistics
-  Activity and retention
-  Performance analysis
-  Crash analysis

Benefits

- ✓ Supports multi-dimensional performance analysis
- ✓ Complete system of operational indicators that cover basic analysis report
- ✓ Allows viewing multi-dimensional combinatorial analysis performance reports
- ✓ Save time with Big Data, machine learning, VR and IoT convenient operations

Recommended Solution Architecture



The architecture diagram depicted above demonstrates a solution that monitors and analyzes real-time data generated by mobile applications and provides advanced BI reports.

Alibaba Cloud Mobile Analytics offers an all-in-one solution that monitors and analyzes real-time data generated by mobile applications and provides advanced BI reports. Upon integrating a mobile app with Alibaba Cloud Mobile Analytics, you can use MaxCompute to process data monitored with mobile analytics. The system stores the result in ApsaraDB for RDS, after which you can perform Big Data analysis to generate BI reports.

Analytics allows you to track, measure, and understand how mobile users are interacting with your mobile apps. It also allows you to build an efficient mobile marketing strategy based on user behavior reports.