

Build Better Mobile Apps Using Actionable Insights

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Introduction

Recent studies show that enterprises are struggling to understand how to effectively use mobile app analytics tools. It is estimated that fewer than half of enterprise mobile apps are instrumented to gather usage analytics and less than 5% of organizations are actually able to use the data collected.

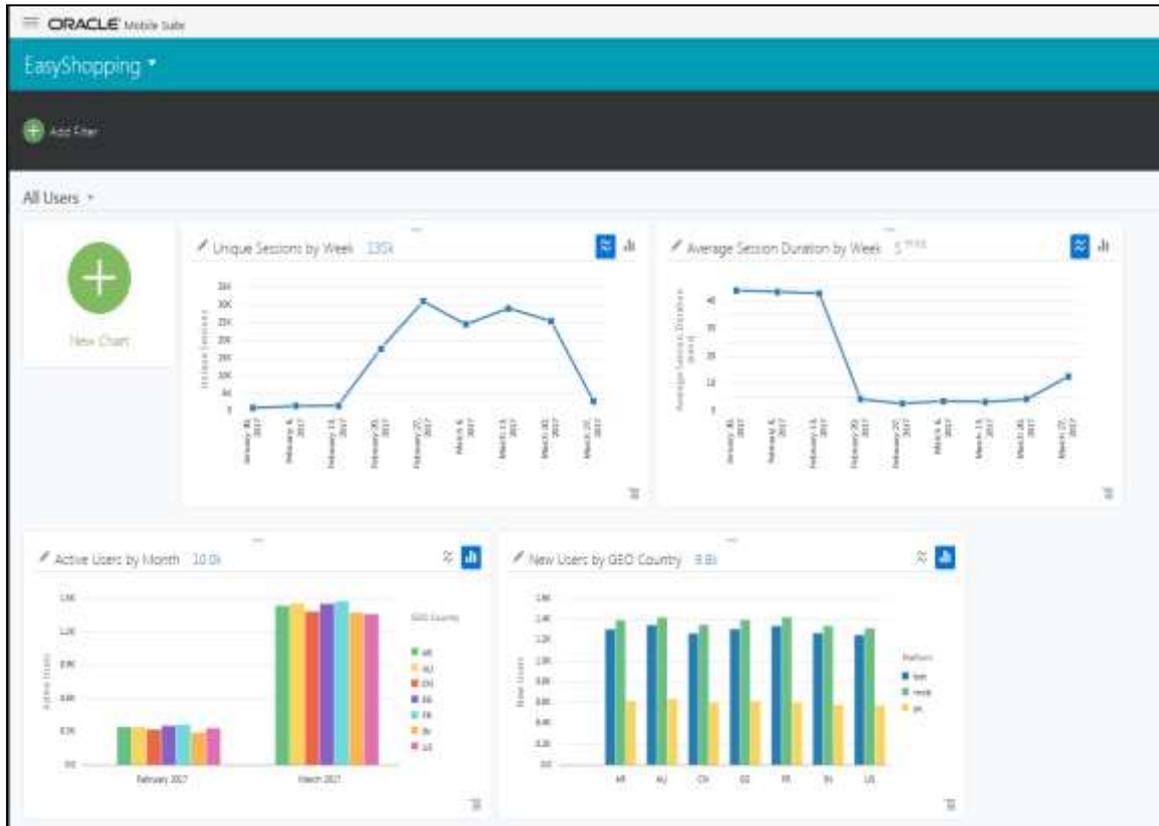
Collecting this intelligence is important because measuring engagement (what a user is doing in your app) is the best indicator of product usage and the first step in developing better solutions. For instance: identifying points in the application flow where users drop off—and evaluating reasons for this behavior—can result in increased engagement and conversion rates. Measuring which mobile apps are used most, how long users stay connected, and how often they return enables you to identify if the app is gaining or losing users, to evaluate app stickiness via usage patterns, and to use this information to tailor behavior for specific cohorts of loyal users.

Actionable Insights for the Enterprise

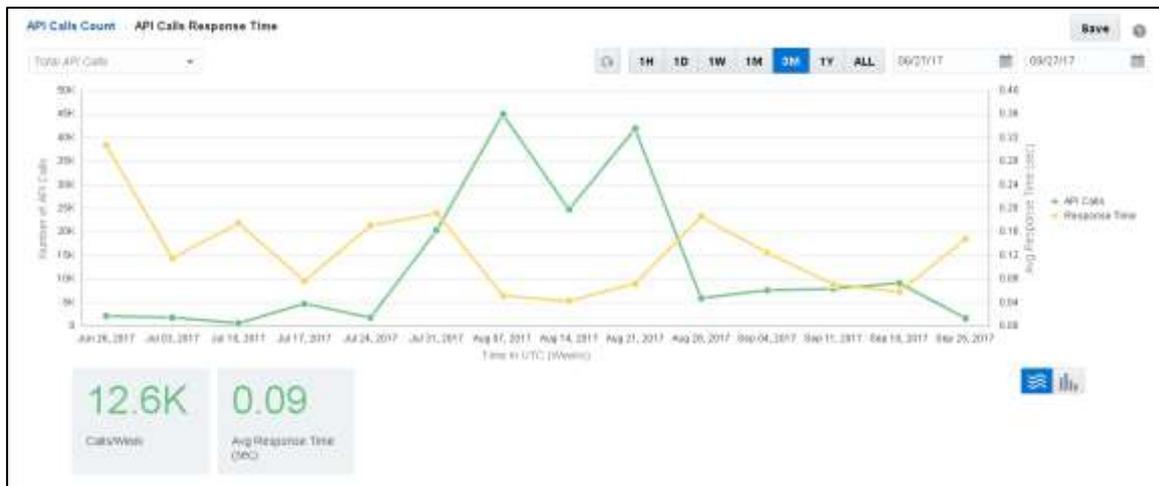
Oracle Mobile Cloud, Enterprise (OMCe) provides all the analytic tools you need to develop a deep understanding of customer behavior, so you can efficiently engage with them to drive key business goals. Included in OMCe is a set of rich tools for analyzing, monitoring, and optimizing mobile, web apps, and intelligent bots. It provides up-to-the-minute, detailed insights into what users are doing — using actual behavioral data — to take the guesswork out of what's working, and what isn't. You can then take action based on these insights to optimize your solution

Analytics for Multiple Personas

OMCe Analytics supports multiple personas (Developer, Line of Business, Operations) with rich, easy to use analytics and highly customizable reports. Line of Business and Operations personas are provided with a broad range of behavioral analytics via usage, conversion and engagement metrics.



Mobile developers have access to service level analytics to detect execution anomalies, locate failed calls, and identify opportunities for performance enhancements.



Key Learnings

Attend this session to learn how Oracle Mobile Cloud Enterprise provides a Big Data platform to accurately obtain these behavioral and operational metrics. See how you can turn these insights into actions to drive remedial improvements in your apps and chatbots.

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