

클라우드를 활용한
모바일 분석 플랫폼 Fingra.ph



FINGRA.PH
The easiest mobile analytics "Fingra.ph"



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- 現 씨넷코리아 칼럼니스트
- 現 정보통신산업진흥원 SW 동아리 멘토
- 現 성결대학교 컴퓨터공학부 산학자문위원

CLOUD



IaaS



PaaS



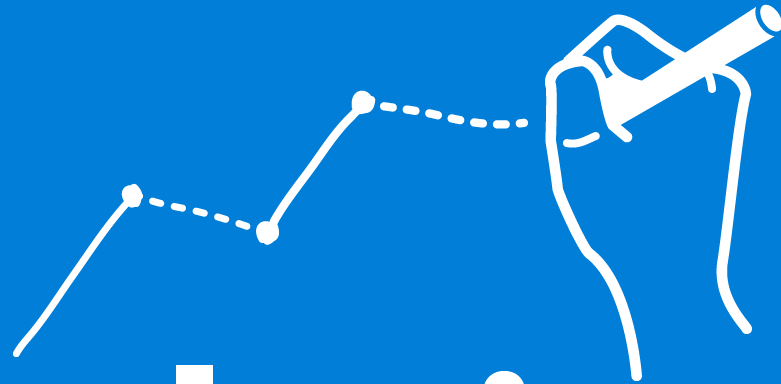
SaaS



소프트웨어 서비스
모바일 분석 플랫폼

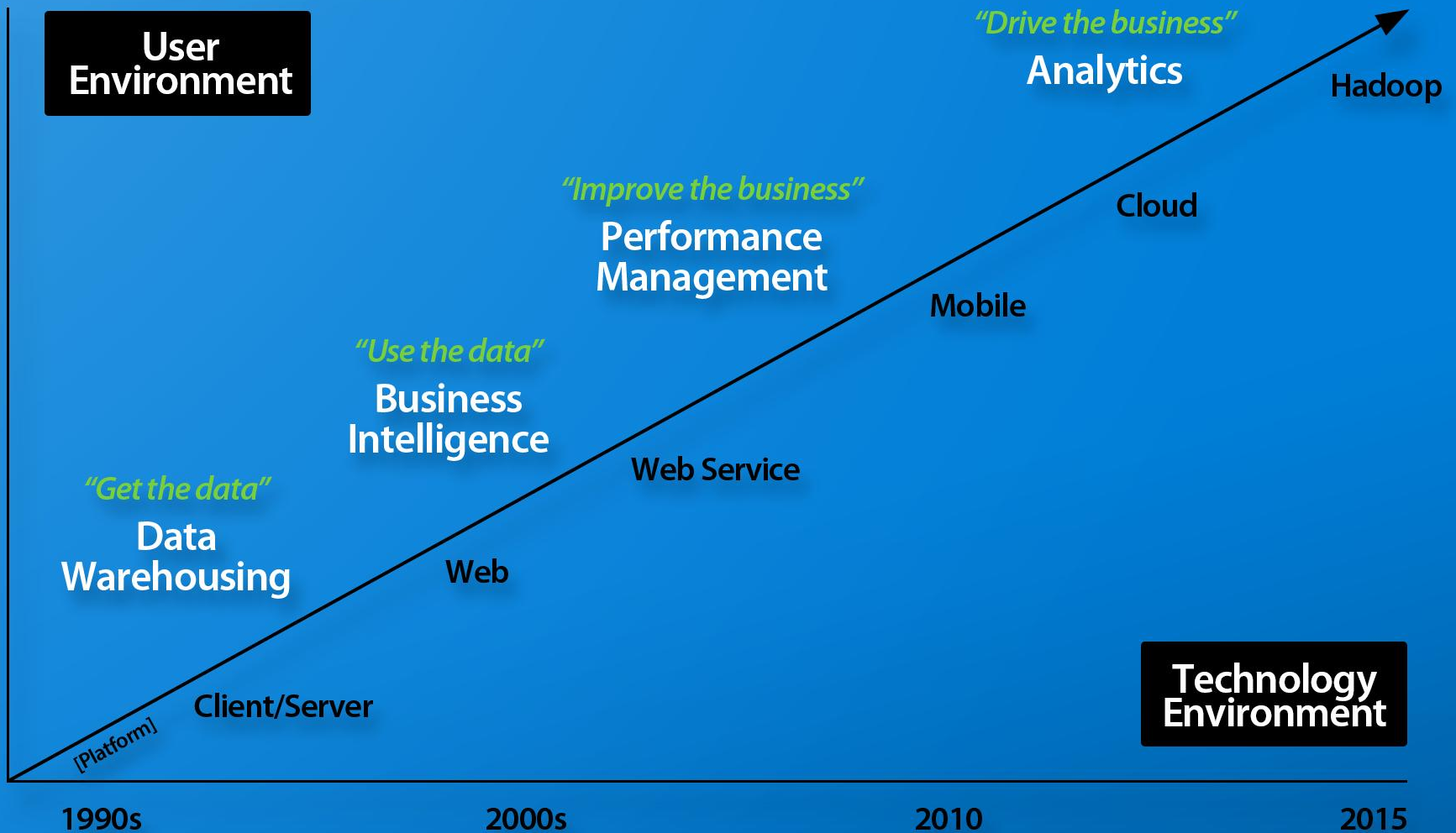
“모바일 분석 플랫폼”

- 대부분 분석 서비스 → 광고 초점
- Fingra.ph → 통계 & 분석 데이터 초점
- 다양한 통계/분석 → Snapshot으로 모듈화
- Snapshot을 통해 모바일 데이터 마켓 서비스
SaaS 형태로 제공

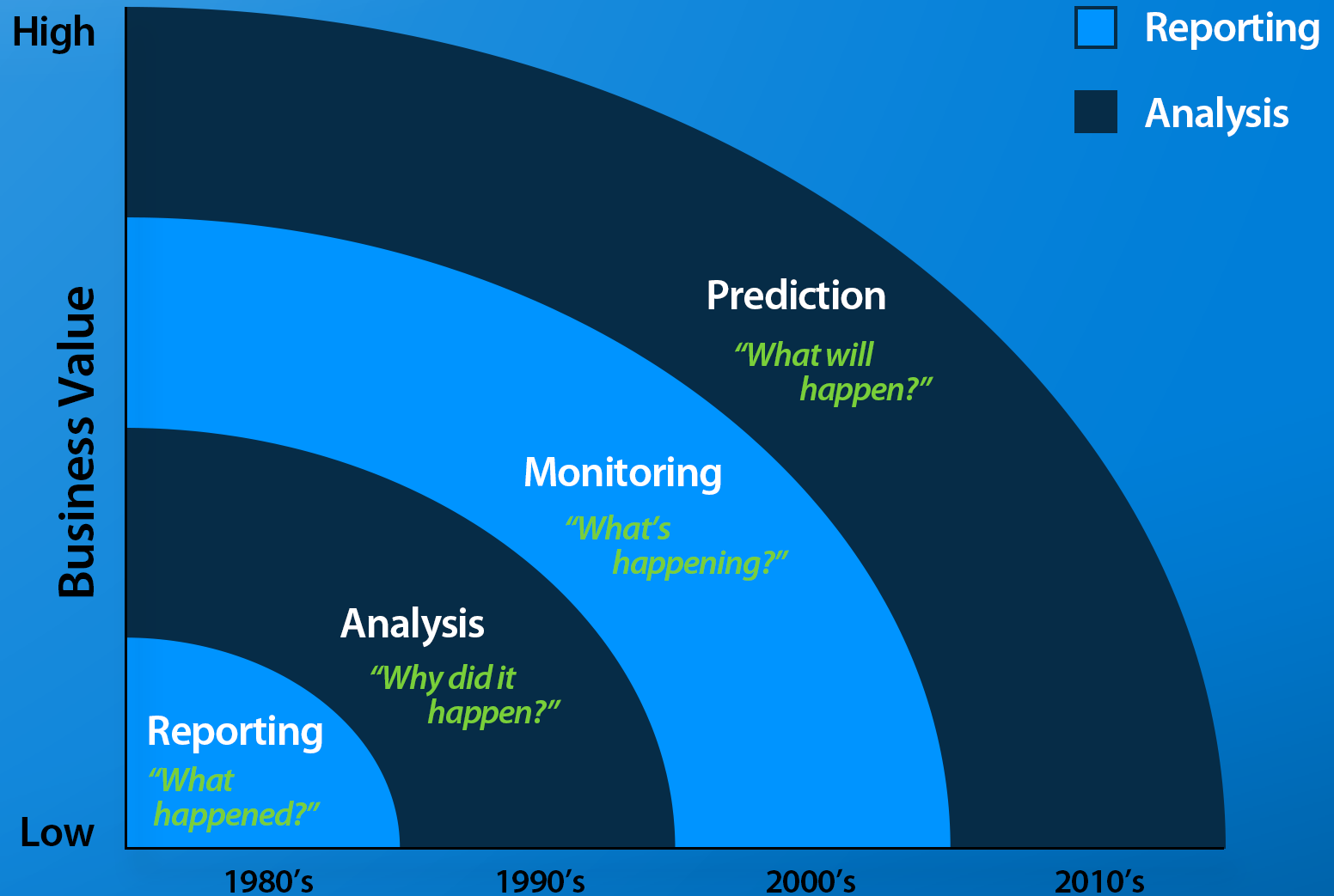


Analytics.

“넓은 의미의 Analytics”



“좁은 의미의 Analytics”





**BIG
DATA**

VOLUME

- Terabytes
- Records
- Transactions
- Tables, files

3 VS of Big Data

- Batch
- Near time
- Real time
- Streams

- Structured
- Unstructured
- Semistructured
- All the above

VELOCITY

VARIETY

Eric Schmidt, Executive Chairman, Google

"Between the birth of the world and 2003, there were five exabytes of information created, we now create five exabytes every two days."



Big Data로 무엇을 할 것인가?

수많은 데이터를 통해 유의미한 정보를 분석



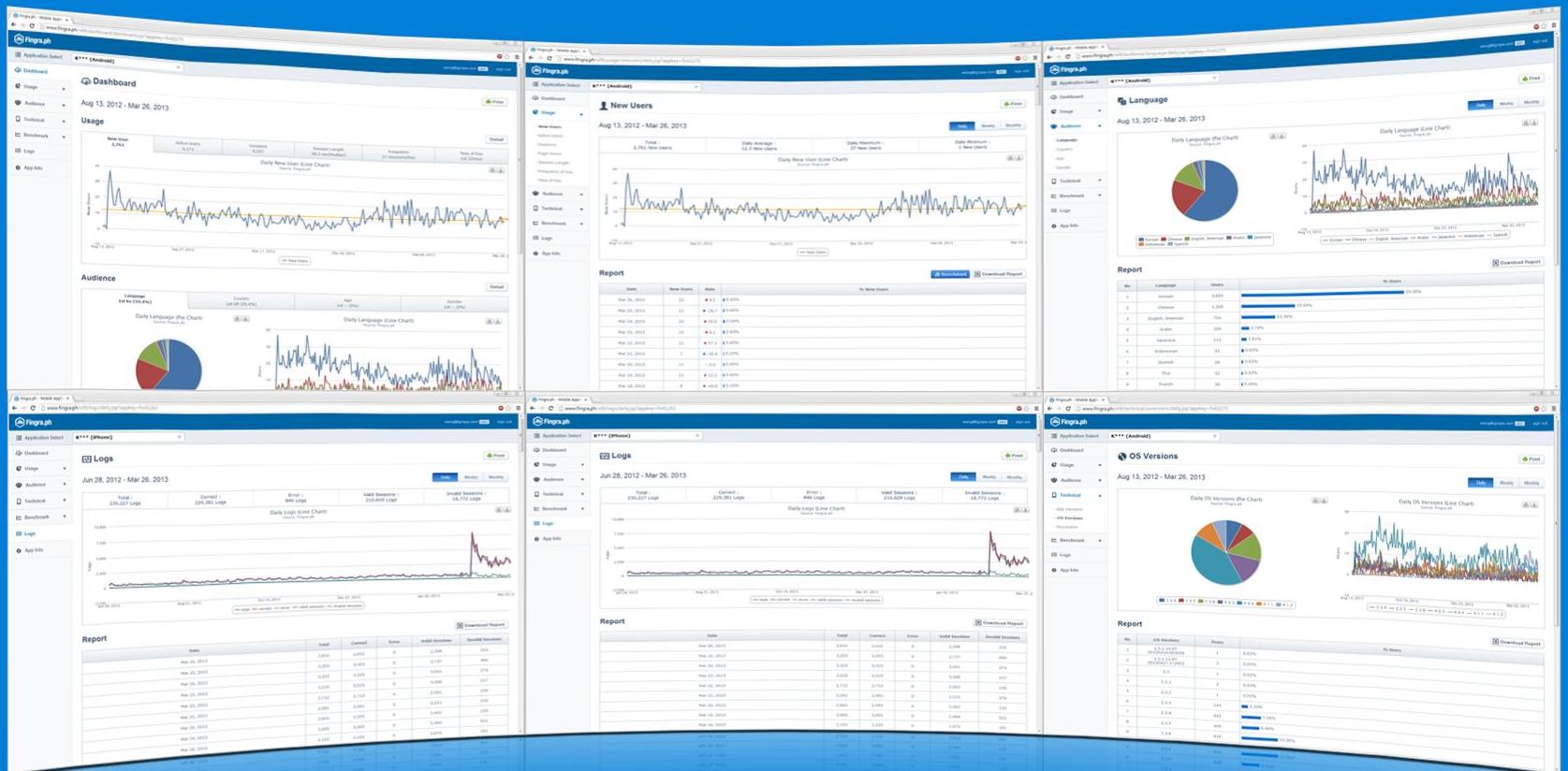
A person with a large backpack is silhouetted against a blue sky, standing on a sand dune. The dunes are covered in footprints, suggesting a path or journey. The entire scene is bathed in a deep blue light.

**To turn data into insight
into action.**

mobile analytics Platform.



Usage, Audience, Technical, Benchmark, UV/PV/DAU...

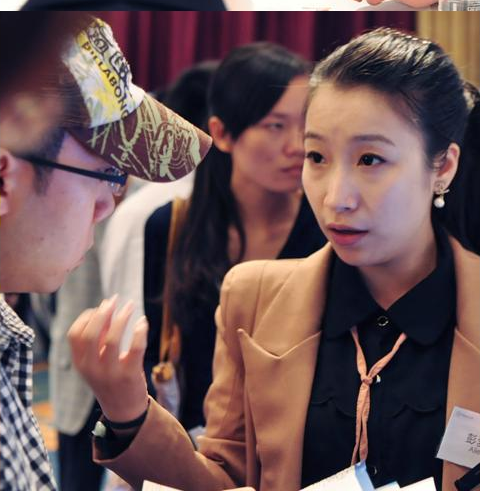
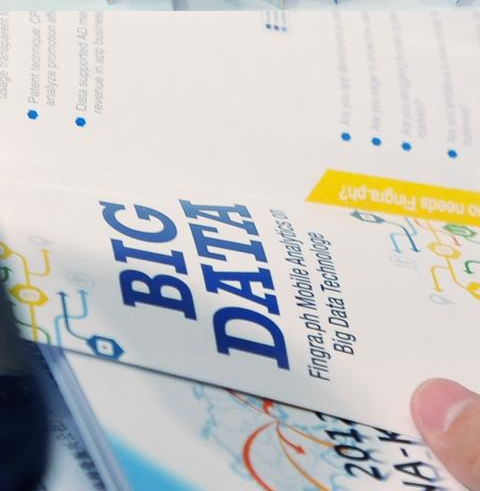
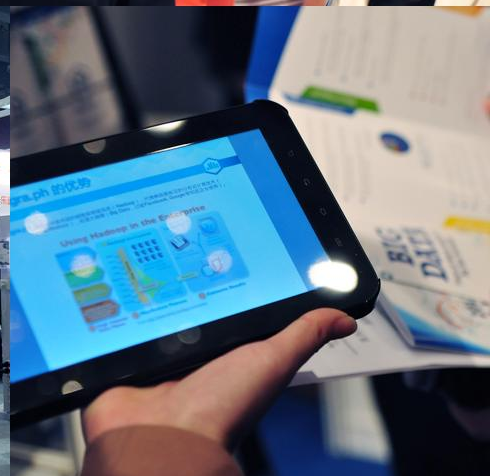


<http://www.fingra.ph>

China Mobile

GDC 2012

2012中韩峰会
CHINA-KOREA
PLAZA



새로운 Concept이 필요하다!!

New Features.

The screenshot shows a web browser window with the URL 'labs.fingra.ph'. The page features a grid of 12 feature cards, each with an icon, a title, a 'Try it' button, and a brief description. The features are: App Profile, Promotion Analysis, Country Detail, Trace, Advanced Dashboard & Apps List, Portfolio Management, Prediction Analysis, Decision Making, Event, Correlation Analysis, Finger Stock, and App Diet. The 'Trace', 'Prediction Analysis', 'Decision Making', and 'App Diet' features are marked as 'Coming soon'. The 'Finger Stock' feature includes 'App Store' and 'Google Play' buttons.

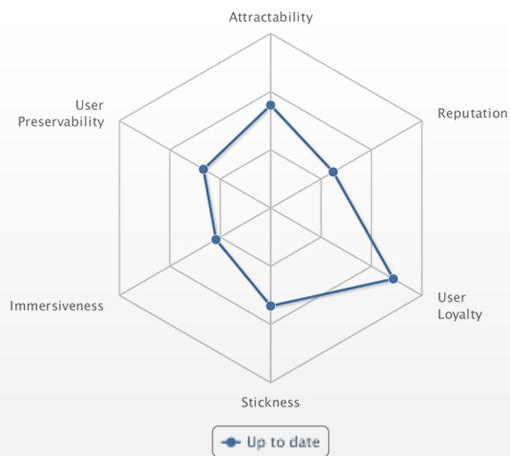
Fingra.ph LABS

- App Profile**
Try it ▶
With App Profile, you can catch a quick snapshot to know how your app is performing and compare it to other meaningful patterns to diagnose its growth potential.
- Promotion Analysis**
Try it ▶
Actual effectiveness of a promotion took place in blogs and SNSs can be measured by examining the statistic results of the same period – helping to choose the most effective marketing scheme.
- Country Detail**
Try it ▶
Not only the user number of a specific country, you will be able to see New User, Sessions, Page Views, Frequency of Use of the chosen country.
- Trace**
Coming soon
For the functionalities requires staging, such as In-App purchase, you can measure the change of user numbers on each step in order to assess in which step the users get dropped most.
- Advanced Dashboard & Apps List**
Try it ▶
Advanced Dashboard & App List combined offers the most evolved way to look at your app's performance. Get all important measures at one glance!
- Portfolio Management**
Try it ▶
This allows for easy management of your portfolios (apps). All the major updates related to your apps will be displayed in one place. The updates include how your app fares in terms of ranking and revenue on both Google Play and App Store.
- Prediction Analysis**
Coming soon
Through Machine Learning, trend of user/session numbers can be predicted and compared with the actual results.
- Decision Making**
Coming soon
With the concise summary of app analysis, suggestions can be presented for the future decision making.
- Event**
Try it ▶
You can also measure trends and detailed stats for specific menus, pages, and banners by applying the SDK on it.
- Correlation Analysis**
Try it ▶
Analyzing the correlations between Time & Sessions, OS & User, Country & User, so that you can assess how the changes of Time, OS, Country can affect the variables.
- Finger Stock**
App Store Google Play
This stock movement predicting app is implemented with the three types of machine learning method (SVM, MARS and NN) which are also used in Fingra.ph. Its predictability will also verify Fingra.ph's.
- App Diet**
Coming soon
Harnessing the technique of fingra.ph, App Diet is a smartphone app that will identify the unused apps on a device and offer a quick way to remove them. Also, it provides app recommendations based on a user's preference.

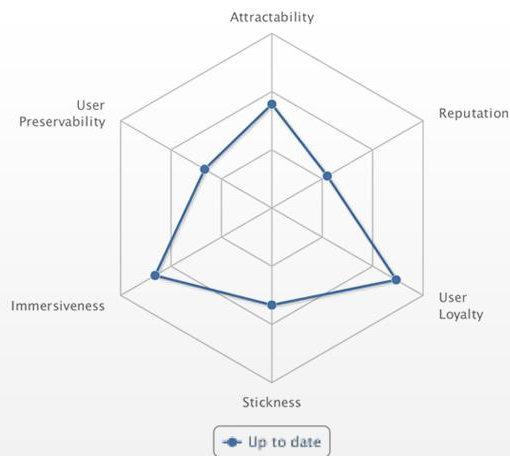
<http://www.fingra.ph>

App Profile.

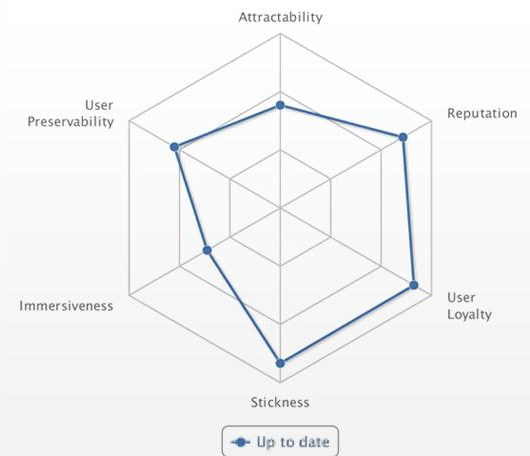
UTILITY



EDUCATION



SPORTS

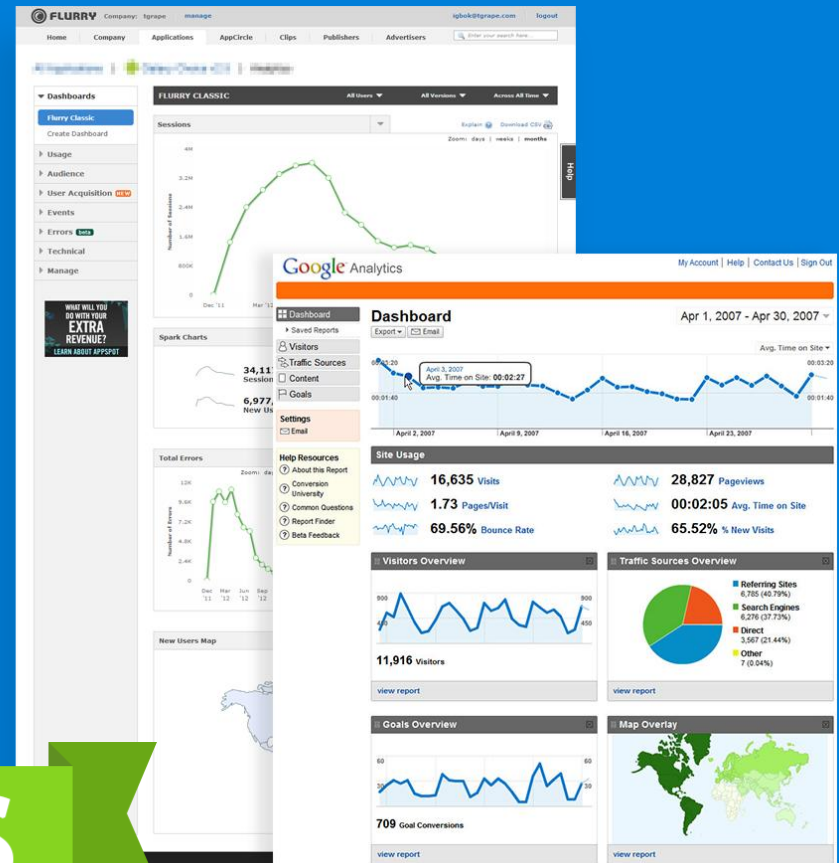
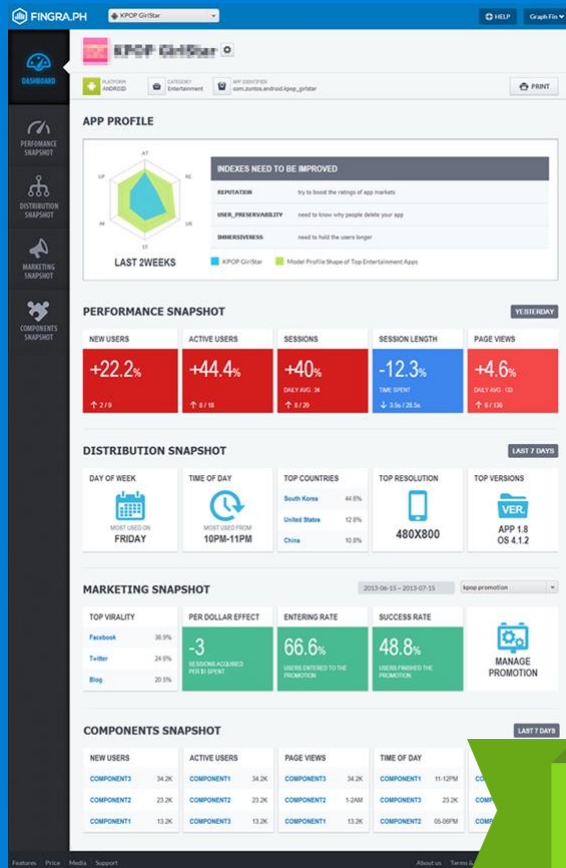




SXSW Interactive 2013

가장 쉬운 모바일 분석 Fingra.ph

필요한 시점에 정확한 데이터 제공

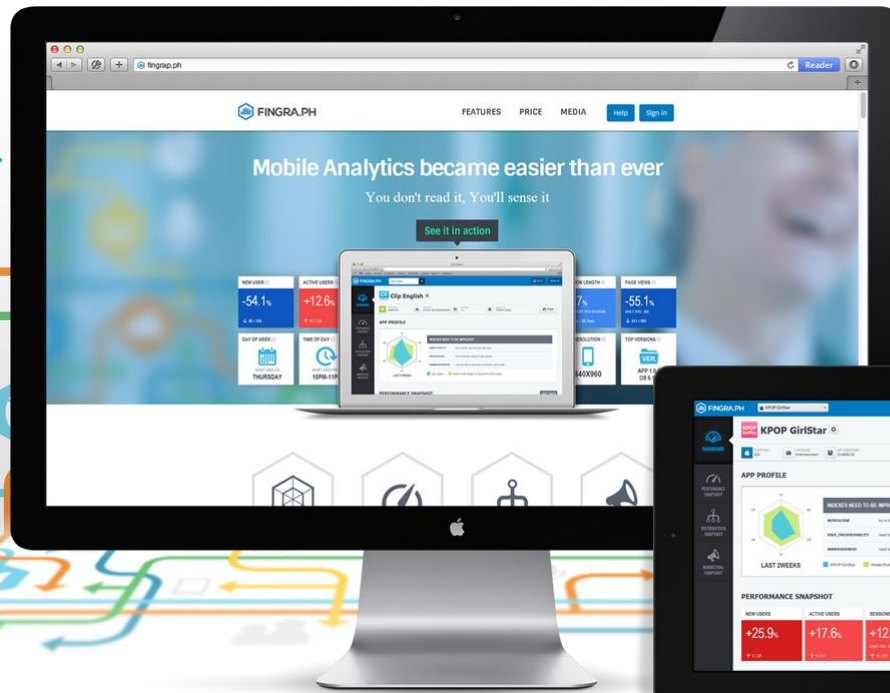


VS

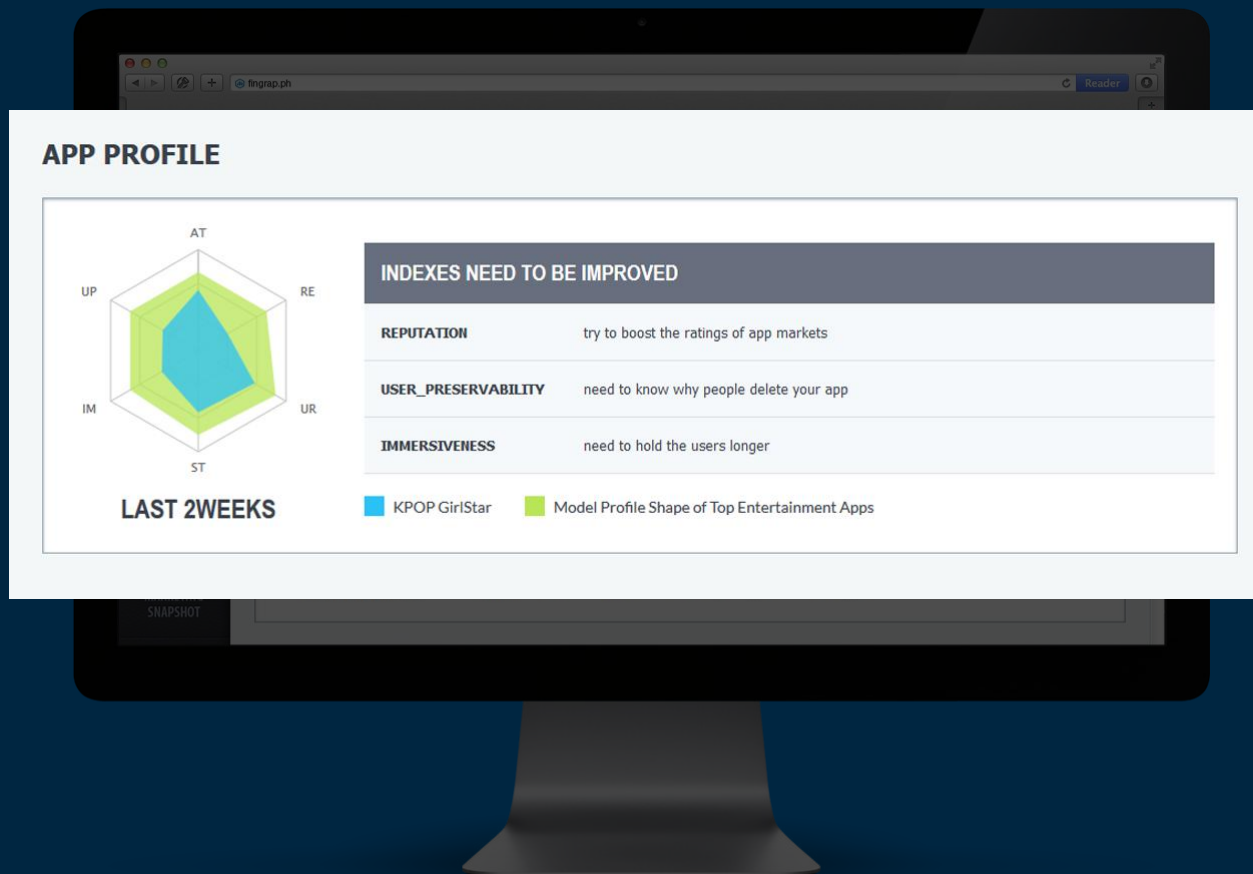


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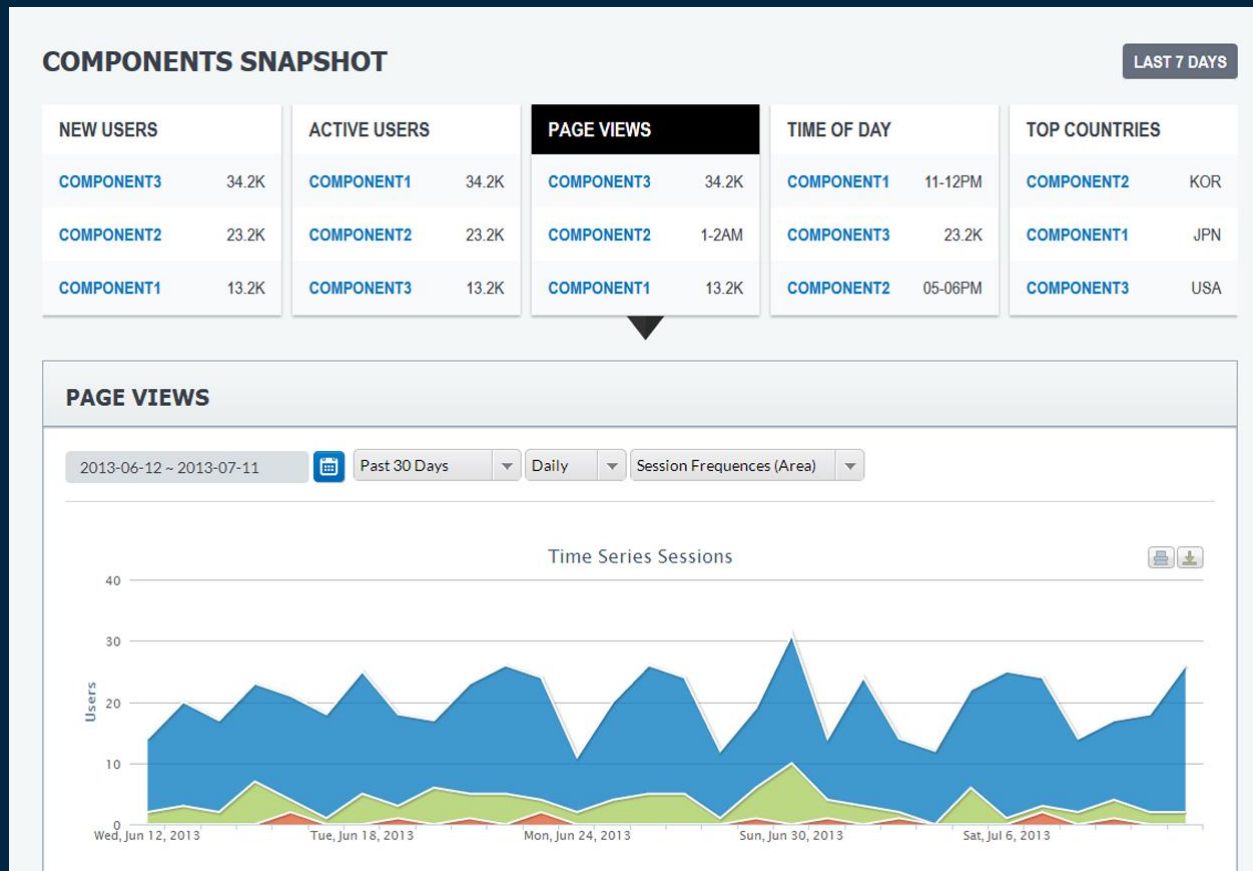
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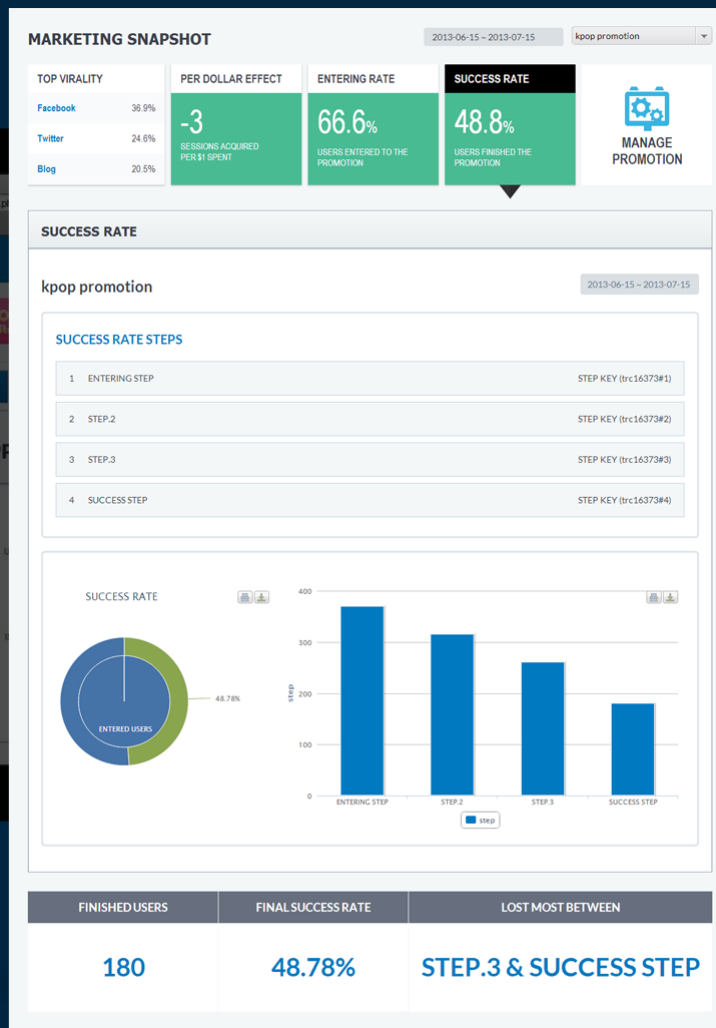
APP PROFILE



COMPONENT SNAPSHOT



MARKETING SNAPSHOT



TIME OF DAY

DISTRIBUTION SNAPSHOT

LAST 7 DAYS

DAY OF WEEK



MOST USED ON
FRIDAY

TIME OF DAY



MOST USED FROM
10PM-11PM

TOP COUNTRIES

South Korea	35.7%
United States	16.6%
Saudi Arabia	6.1%

TOP RESOLUTION



640X960

TOP VERSIONS



APP 1.0.5
OS 6.1.3

TIME OF DAY

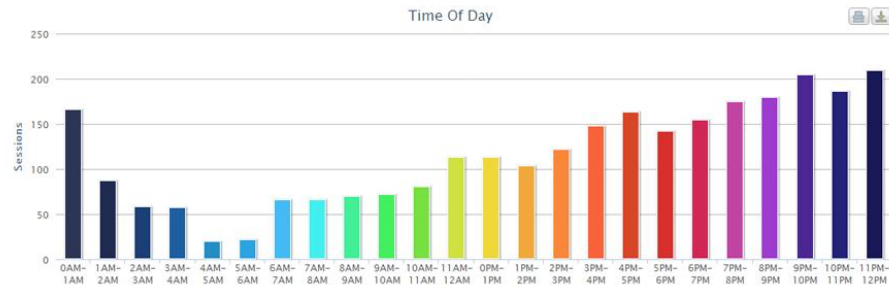
2013-06-15 ~ 2013-07-14



Past 30 Days

Daily

No Segmentation



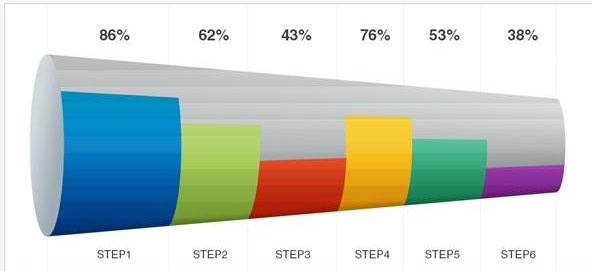
USED MOST FROM

11PM-12PM

USED LEAST FROM

4AM-5AM

FUNNEL SNAPSHOT

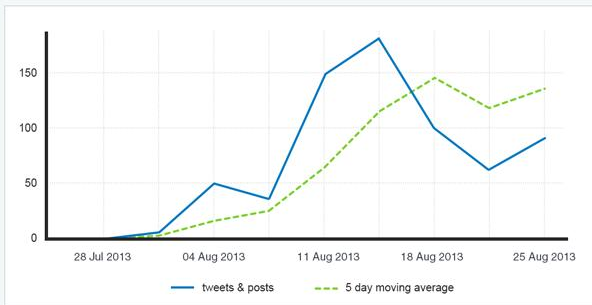


USD \$40 /month | API USD \$45 /month

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

BUY

VIRAL SNAPSHOT



USD \$40 /month | API USD \$45 /month

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BUY

MOBILE TRENDS SNAPSHOT

RANKING	SHARE	SESSIONS
1. SHOT.LY	39.7%	+2.8% 12,449K
2. KPOP GIRLSTAR	11.2%	
3. CLIP ENGLISH	10.6%	

API USD \$115 /month | STAND-ALONE





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BUY

"SaaS"

Fingra.ph Data Market

관련업체 동향

			
미국	미국	미국	중국
2005년 설립 (2008년 분석시작)	2008년 설립	2007년 설립	2010년 설립
http://www.flurry.com	http://localytics.com	http://www.kontagent.com	http://www.umeng.com
Analytics Analyze Mobile App Circle	2-Tier Solution Library / SDK Web Portal / Service	K-Suite Mobile App Analytics Social Analytics K-Suite Data Mine	App Analytics AD Platform SNS Analytics
230,000 App	10,000 App	-	65,000 App

Fingra.ph 추진 조직



감사합니다.