Abstract

Mobile App has constantly evolved to become the most critical asset of every organization. As much as Mobile App has evolved technically, it is also highly important to continuously measure the App in order to make better Business Decisions. This paper has laid out a basic framework of Mobile App Analytics by defining some Key Performance Indicators and explaining their importance in deriving actionable insights to help Product Managers and Business owners make data-driven decisions.

References


Index Terms

Computer Science  Information Systems

Keywords

Mobile App Analytics, Digital Analytics, Product Managers.