



Generating insights from mobile device activity and network coverage data

In the right platform, mobile device data can provide a powerful window into user behaviour and infrastructure performance.

GeoSpock DB's spatial optimisations are ideal for generating insights from SDK, ad-impression, GPS and network infrastructure data at scale. Whether it's understanding real time operations, enhancing business line reporting dashboards, or performing ad hoc investigation of specific assets, GeoSpock DB helps make the most of your mobile data across your business.



INDEX DATA ACROSS SPACE, TIME AND DEVICE

Ensure spatial data querying and analysis remains elegant and efficient at any data scale and across any time interval.



OPTIMISED ST_FUNCTIONS

Make the most of the GeoSpock DB architecture to deliver higher performance on intensive tasks like spatial joins and dataset correlations.



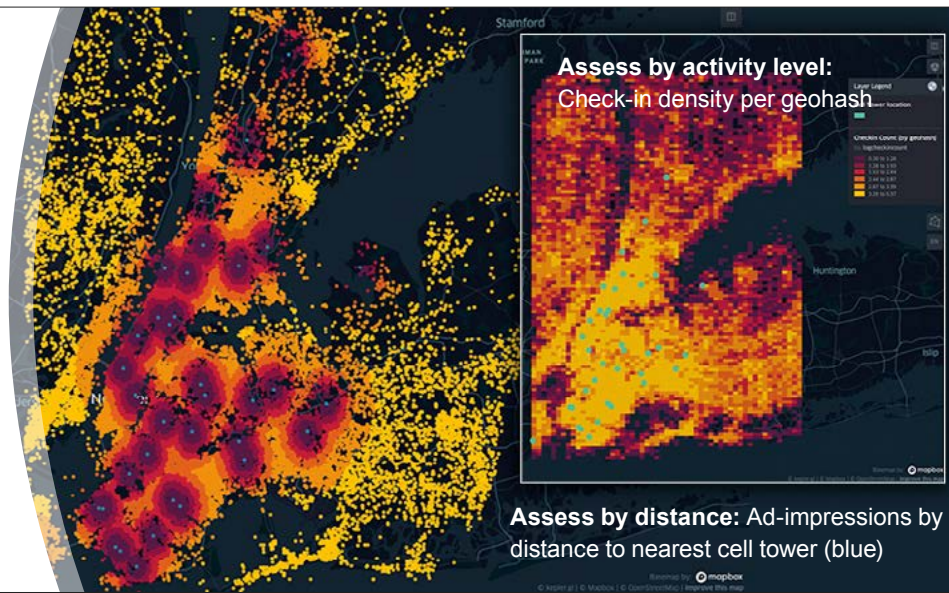
DATA FUSION

Merge datasets dynamically at point of query to retain maximum use case flexibility and cut down on silos and replication.

MAKING THE MOST OF MOBILE DEVICE DATA WITH GEOSPOCK DB

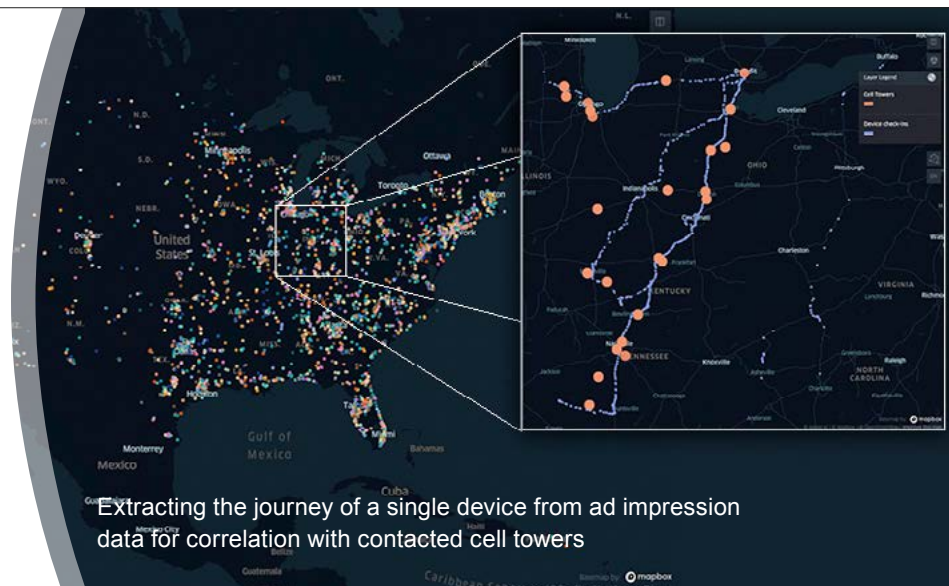
Activity driven network coverage assessment

- Understand the placement of network infrastructure relative to customer activity
- Identify hotspots or coverage gaps
- Predict site usage intensity, failure rates, and optimise operational efficiency
- Model the impact of new infrastructure on the existing network



Customer journey and activity pattern analysis

- Investigate customer journeys at the aggregate or individual level
- Understand activity patterns associated with specific behaviours to improve targeting
- Analyse network performance to see which assets are over/under utilised along popular routes
- Correlate customer service requests with infrastructure status to quantify how network performance impacts customer experience



Flexible, cost-effective, multi-scale analysis

- Flexibly analyse data at national, regional or individual level
- Create maps, aggregations and statistical insights for a range of applications from a single platform and database instance
- Work with our data science team to investigate new use cases, or build AI/ML models to make the most of all available data

