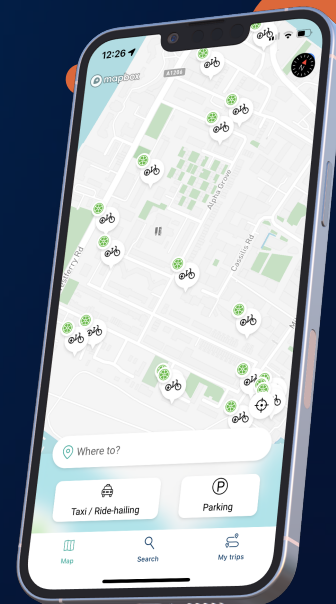# **IOMOB** - Data Analysis and Visualization

Summary

In this case study we analyze how Boost, a **digital consultancy specialized in conversion, data analysis and visualization**, helps Iomob to overcome challenges related to data management and understanding user behavior.

By implementing **data visualization and analytics solutions**, Iomob was able to gain valuable insights about its users, improve its product and make informed data-driven decisions to steer growth and business success.

What is Iomob

Iomob is a **startup that offers technology to transportation companies** to integrate different services in a single application. With its software, Iomob allows users to access a variety of transportation options, from subways and buses to scooters and car sharing, **all from a single application.**

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IOMOB - Data Analysis and Visualization

Iomob's Challenges

When Iomob approached us, they shared the **different challenges and issues** they were facing. During our analysis, we identified the areas that needed improvement.

- **Fragmented databases**

Iomob used two different databases, which made it difficult to efficiently manage and analyze the information.

- **Incorrect implementation of Google Analytics 4**

Incorrect implementation of Google Analytics 4 led to inaccurate data collection and information about user behavior.

- **Large volume of data and lack of interpretation**

The startup had a large amount of data, but lacked the technical ability and knowledge to interpret it and extract valuable information.

- **Undetected errors in the application**

Iomob was experiencing errors in its application that had not been detected and corrected, which negatively affected the user experience.

Boost Solutions

Boost offered a **quality and effective service** to solve the problems and challenges faced by Iomob.

- **App engagement study**

We conducted a thorough study of the engagement of Iomob's app users to better understand their behavior, preferences and needs.

- **Database unification**

We integrated Iomob's two existing databases into a single consistent data source, facilitating efficient information management and analysis.

- **Vehicle Location Maps**

We developed a real-time tracking system to visualize the location and availability of different transportation services in Iomob's app. This allowed users to make better decisions by providing them with useful information.

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- **Error tracking through analytics**

We implemented advanced analytics tools to detect and track errors in Iomob's app, enabling quick resolution and an improved user experience.

- **Implementation of Google Analytics 4**

We assisted Iomob in correctly setting up Google Analytics 4, ensuring the collection of precise and relevant data regarding user behavior and app performance.

- **Database setup in BigQuery**

We set up a database in BigQuery, so that Iomob had an efficient platform for large-scale data storage and analysis.

- **Data interpretation training**

We provided additional training to Iomob's teams in data interpretation and analysis. In this way, their staff acquired the necessary skills to understand and use data effectively, identifying patterns, trends and key opportunities.

Results and customer benefits

Our collaboration provided the following **benefits** for Iomob:

- **Global user volume insights**

Through the App engagement study and database unification, Iomob was able to gain a clear and accurate view of the number of users. This allowed them to understand the scale of their impact and reach.

- **In-depth study and analysis of user engagement**

The implementation of data analysis and visualization tools allowed Iomob to analyze in detail **the behavior of their users**. They were able to identify which features of the app were most used, user patterns, preferences and key moments. These insights helped Iomob **optimize their application** and improve the user experience.

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- **Creating an adapted and shareable product**
Based on the insights obtained through data analysis, Iomob was able to **develop a product tailored to the needs and preferences of its users**. In addition, they were able to **share and commercialize** their technology among their clients. The transportation companies were able to integrate their services in a single application.

- **Data-driven decision making**
Thanks to the solutions implemented by Boost, Iomob was able to **base its results on hard data and solid analytics**. This enabled them to make informed strategic decisions to drive their growth and improve their services.

- **Data reliability and accurate measurement**
A proper implementation of **Google Analytics 4** and a database assembly in **BigQuery** ensured Iomob with **reliable and accurate data** to support their analysis and decisions. This gave them a clear view of their application performance and the effectiveness of their business strategies.

CONCLUSION

The collaboration with Boost enabled Iomob to **make the most of its data** to overcome challenges related with data management and interpretation; using data visualization and analytics **to boost growth and success** in the transportation market.

With the **solutions implemented by Boost**, Iomob was able to better understand its users, optimize its product, and make strategic data driven decisions.

If understanding and **making better use of your company's data** can be a key step towards improving your business strategy and obtaining more positive results, do not hesitate to contact us. We will be happy to hear about your situation and evaluate **how we can help you achieve your goals**.

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