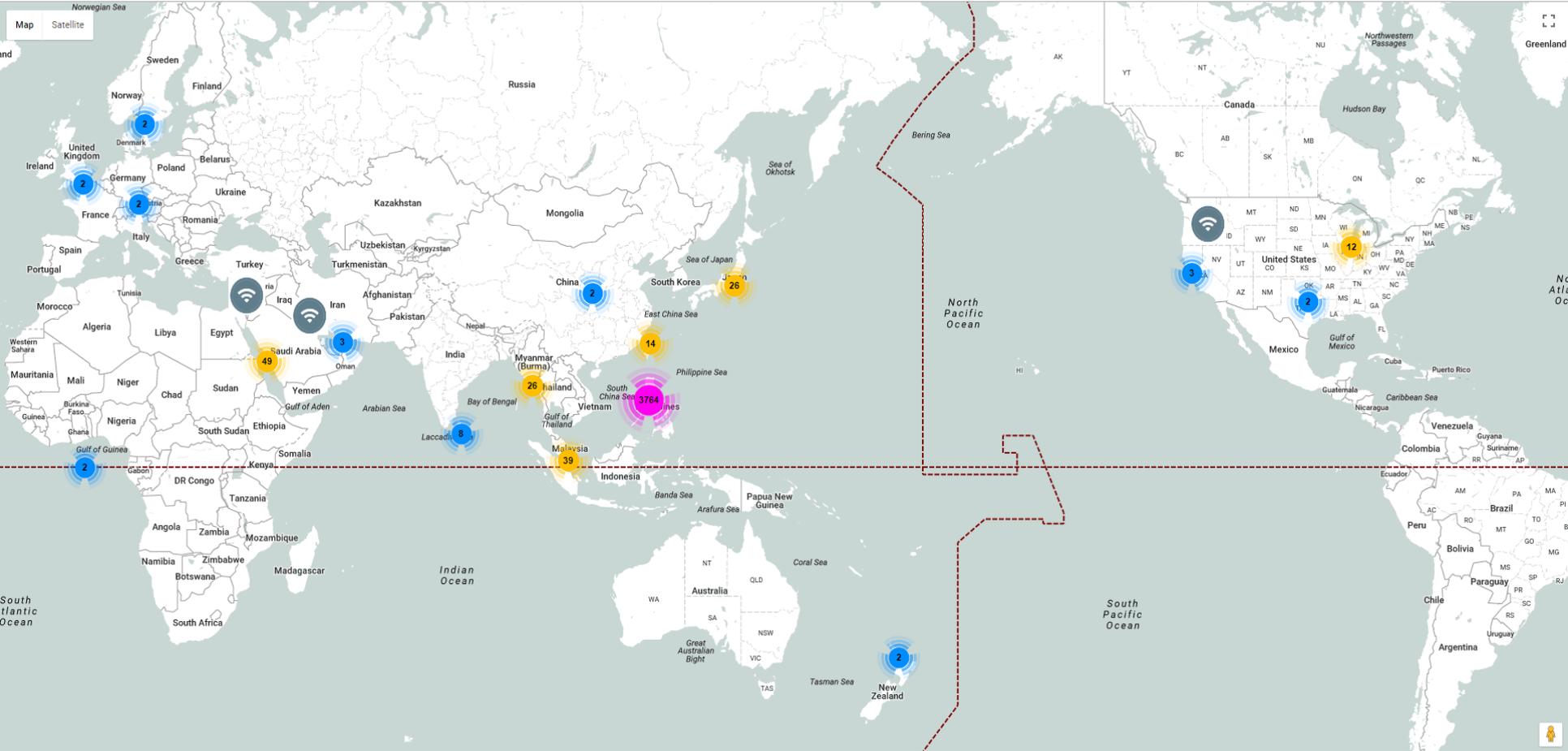




BANDWIDTH AND SIGNAL STATISTICS



Hawthorne effect

The tendency to perform or perceive differently when one knows they are being observed.

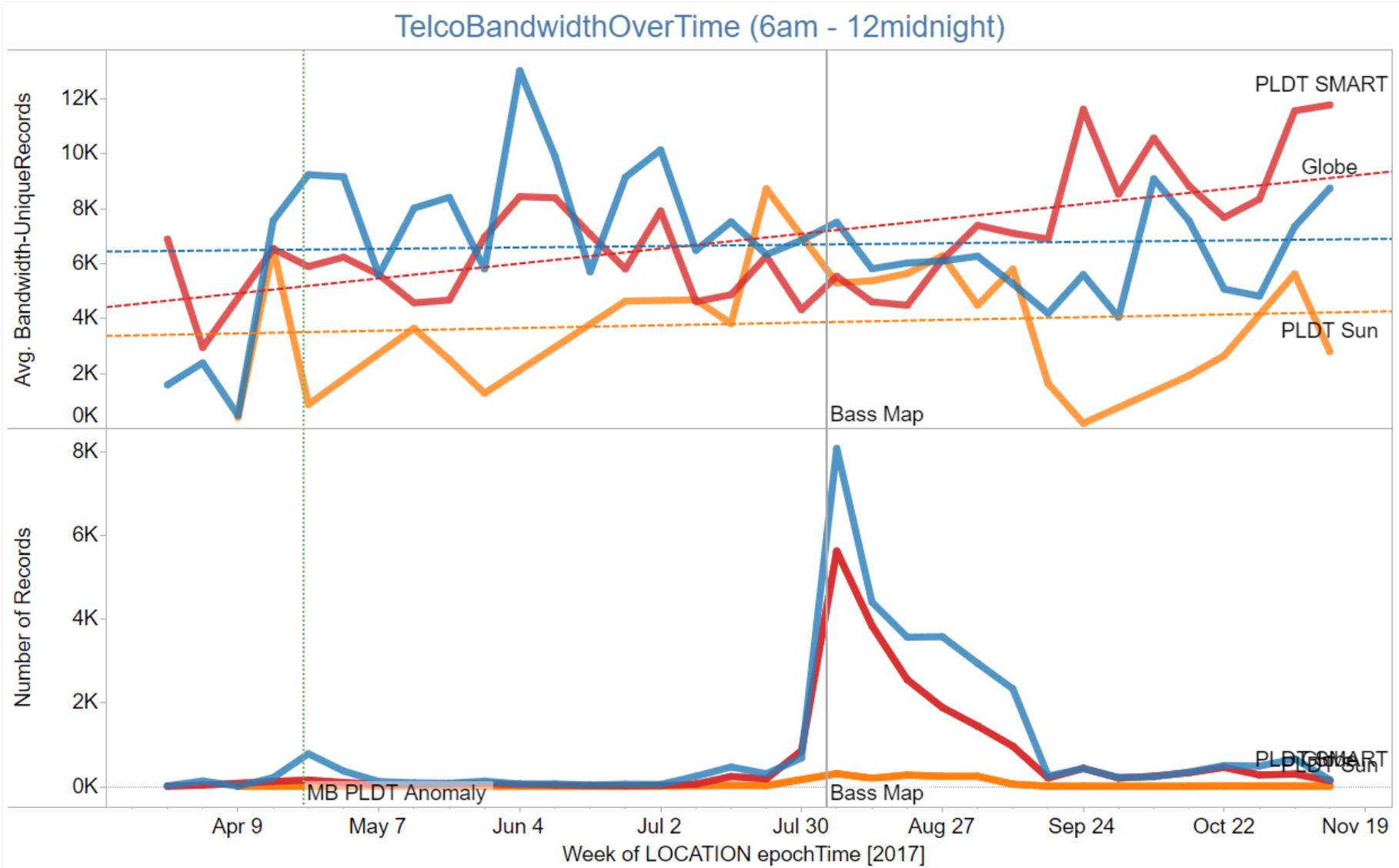


“You get the performance that
you measure”

Niche Quadrant Analysis

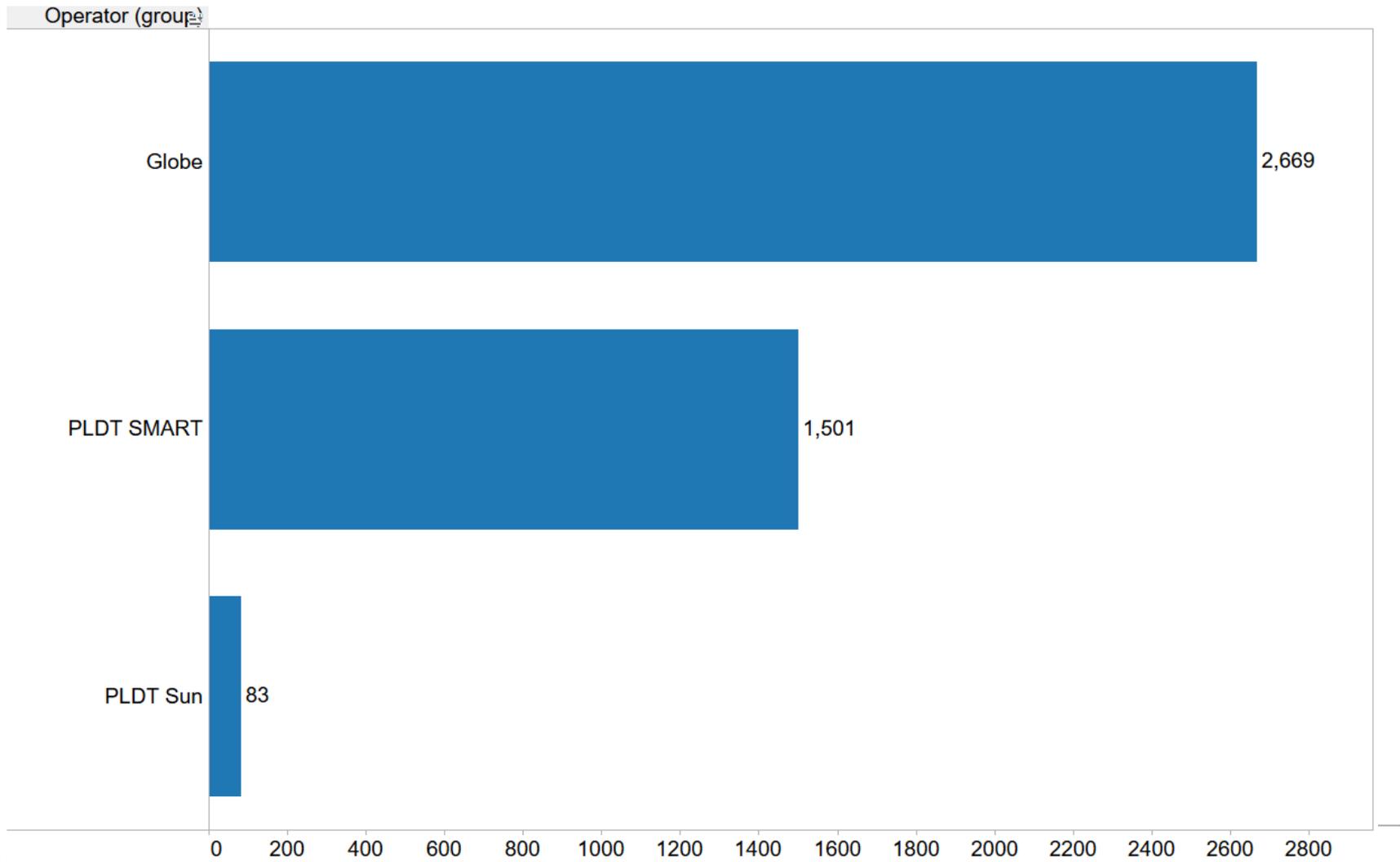
FREE	Government Agencies	ProjectBASS
Proprietary	Telcos, ISPs	Ookla OpenSignal MLabs
	In house	Crowd Sourced

Measurable Impact – Mobile Internet

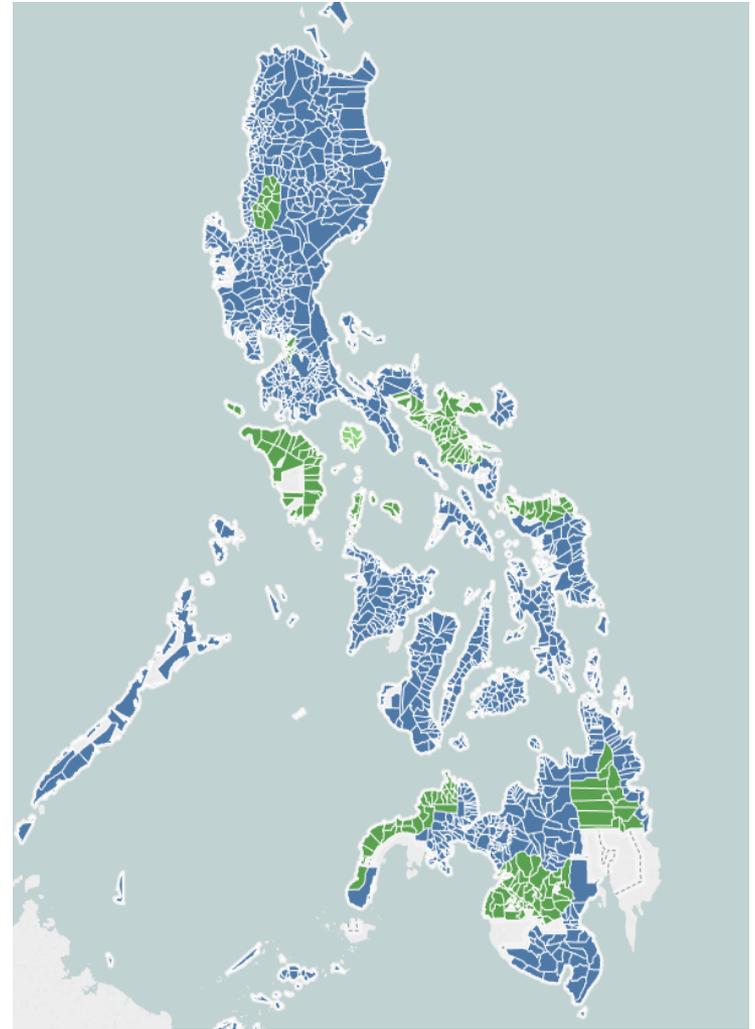
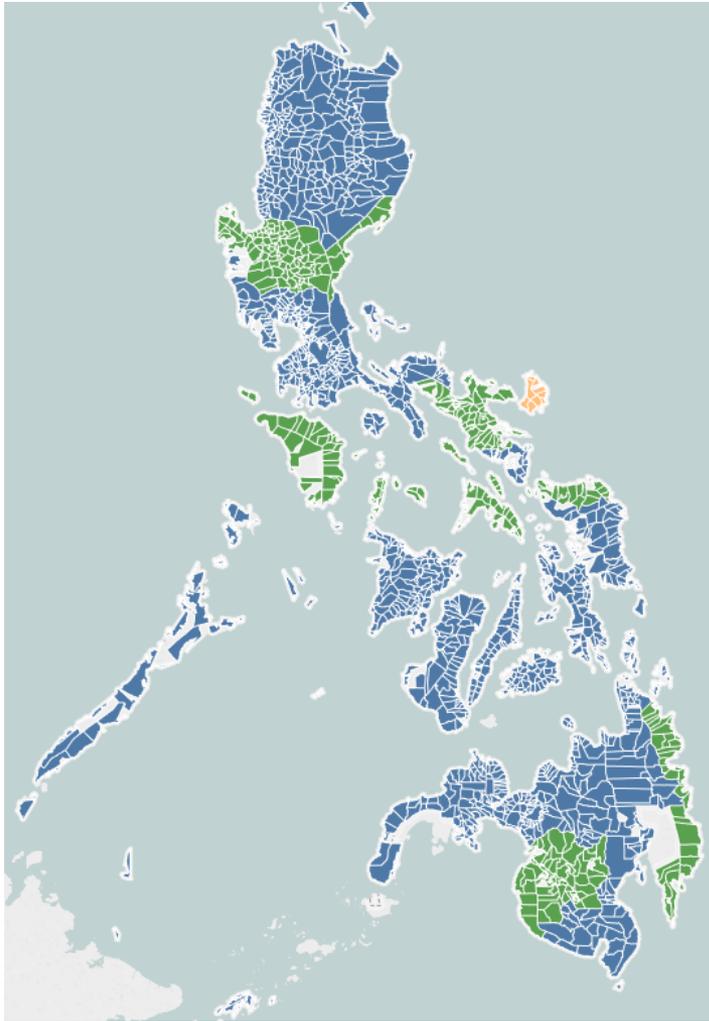


Validating Telco Infrastructures

Unique Cell Sites



Data Viz: Bandwidth Champions per Province over time

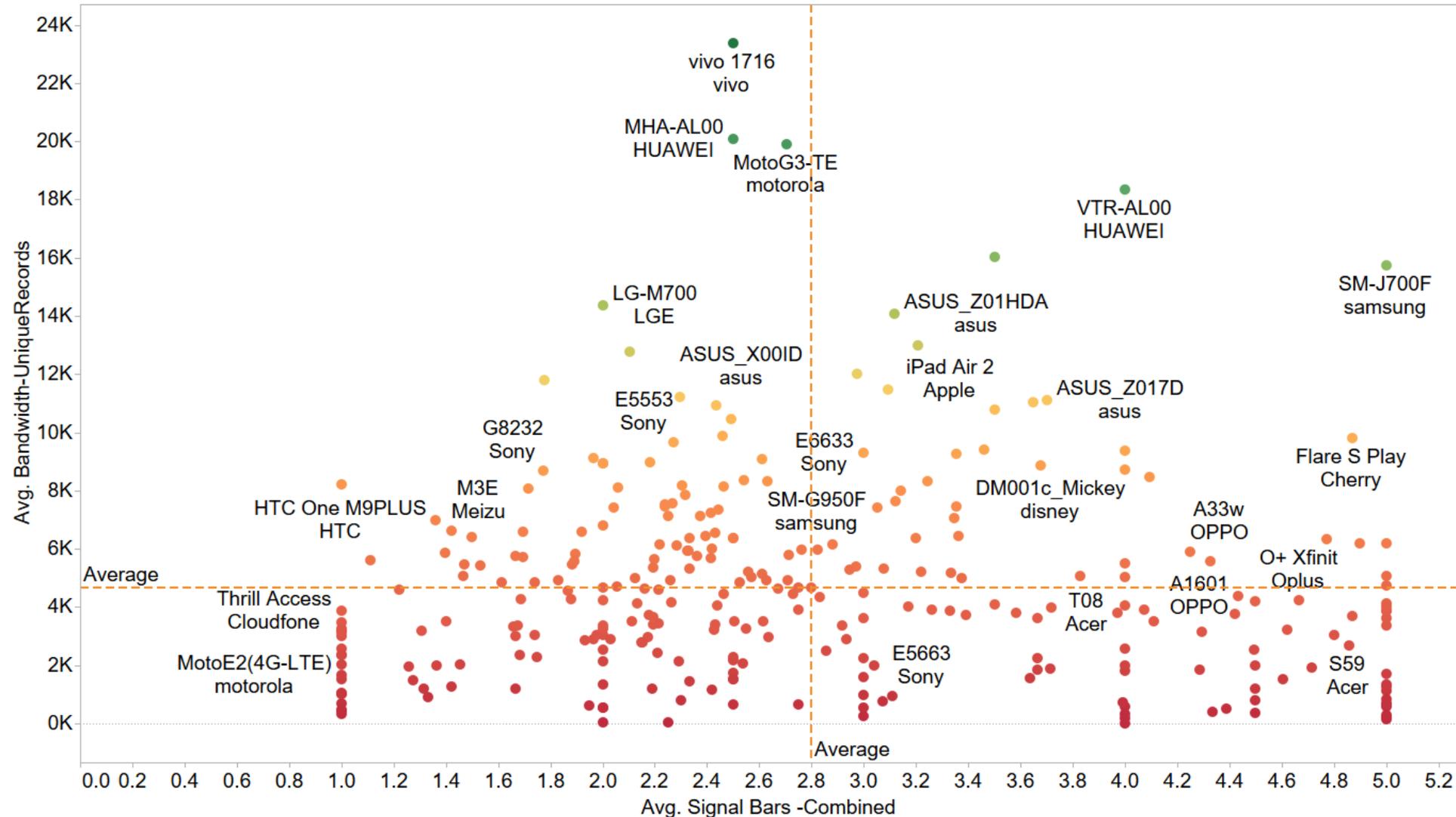


Bandwidth Maps per Telco



Analyzing Handset Performance

Bandwidth and Signal Strength



Gauging Market Sentiments

Moodmeter

Operator (group)

Globe

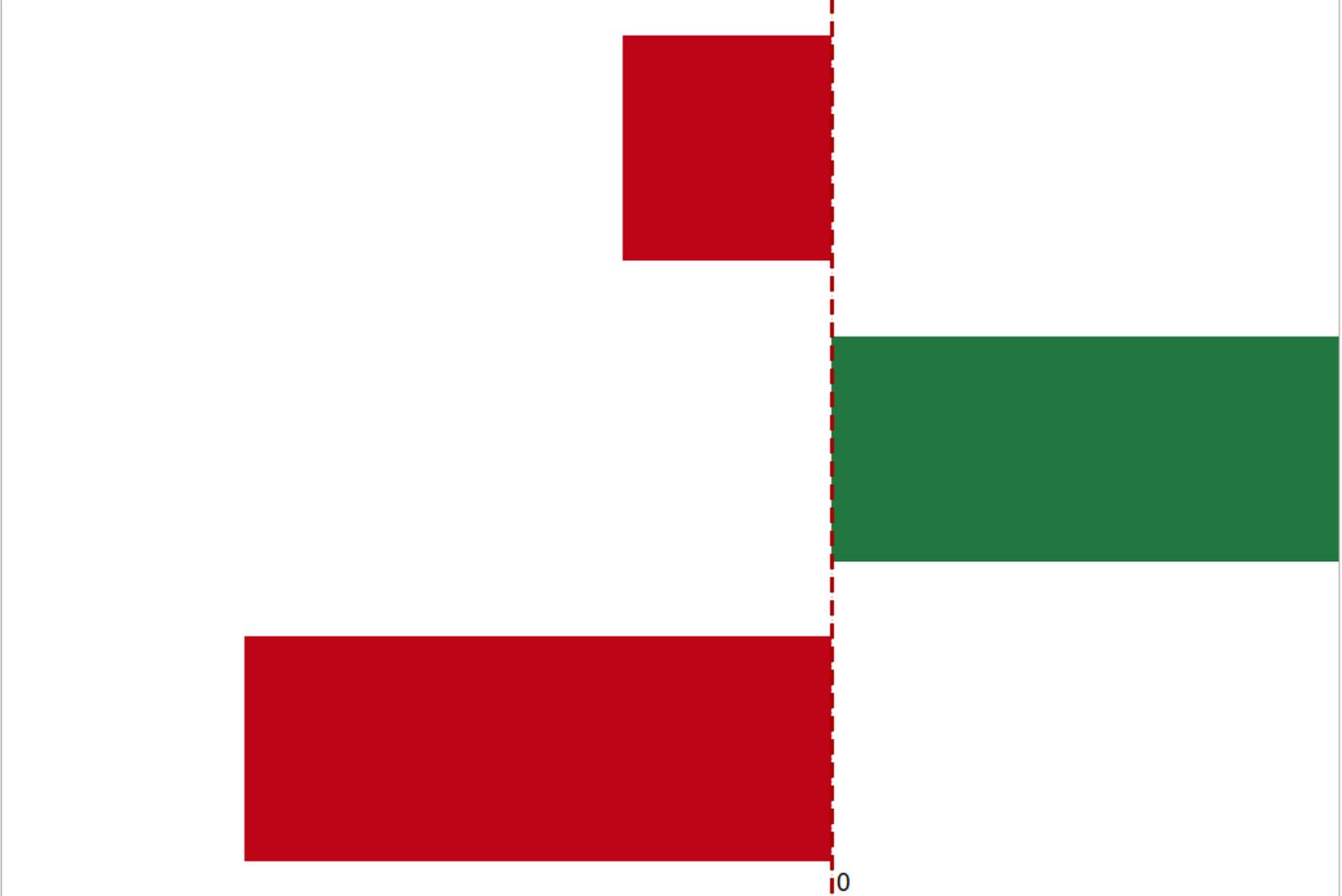
PLDT SMART

PLDT Sun

-0.16 -0.14 -0.12 -0.10 -0.08 -0.06 -0.04 -0.02 0.00 0.02 0.04 0.06 0.08 0.10

Avg. Mood ★

0



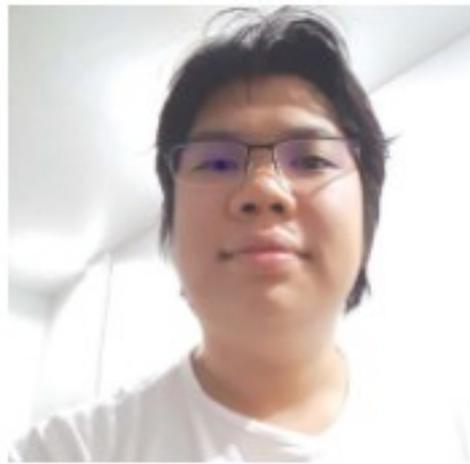
Daily Stats API for Embeddable Widget

The screenshot shows a web browser window with the address bar displaying `https://bass.bnshosting.net/api/dailystats/`. The browser's address bar includes navigation icons (back, forward, search, refresh, home) and a security lock icon. Below the address bar, there are social media and utility icons for Facebook, Twitter, and IMDb, along with folder shortcuts for References, Learn, and Project Management.

The main content area displays the JSON response from the API, with tabs for JSON, Raw Data, and Headers. The JSON is formatted and color-coded, showing two data points:

```
0:
  operator: "globe"
  mood: -0.18
  bandwidth: 6373.56
  cellTowers: 2053
  dateAdded: 1510133660000
1:
  operator: "smart"
  mood: 0.13
  bandwidth: 9121.262
  cellTowers: 1211
  dateAdded: 1510133661000
```

BASS CORE TEAM (Virtual Collaborators)





BLOGS



Extra Slides

CROWDSOURCED MEASUREMENT



VOLUNTEERS MIGHT BE BETTER THAN EXPERTS

Diversity and breadth of ideas and knowledge
Tests with different parameters: Distance from Tower, Handset, Operator, Browsers, Mobile OS
Larger Groups are likely to uncover issues/bugs
Larger Groups map larger areas faster
Significant Cost Savings

PERSONAL DATA PRIVACY CONCERNS

IMEI truncation and GPS precision

MANAGEMENT OVERHEAD

No control over place, time and frequency of tests
Recruitment Difficulties

DATA OWNERSHIP

Core group stewardship
Data made publicly available

