

# Cell Analytics™

Powered by performance, coverage, and signal measurements from Ookla®, Cell Analytics provides insights about wireless service quality, RF measurements, data usage, user density, indoor vs. outdoor performance, cell site locations, and much more.

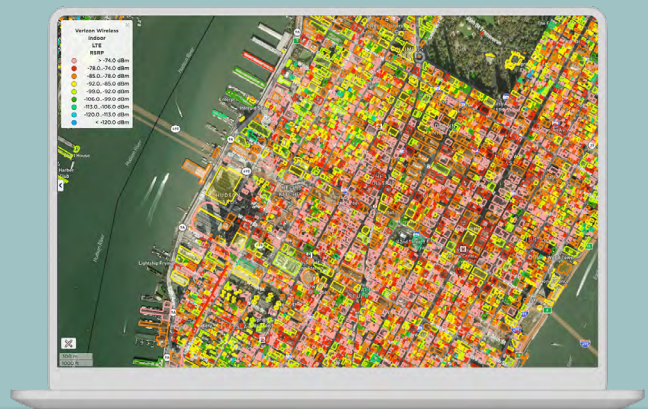


Every day, over 18 million consumers use Speedtest to understand their internet connection, and hundreds of millions of coverage scans are conducted on Android devices for users who have opted in. This provides network measurements from locations that are inaccessible by traditional data collection methods like drive testing and walk testing, such as private businesses and homes. Combining crowdsourced data with information on cell site locations, tools to prioritize optimization and deployment efforts, and competitor comparisons, Cell Analytics provides a comprehensive platform for mobile network operators to understand their networks and identify the areas that need improvement.

## Make data-driven decisions

Cell Analytics rapidly assesses all networks and technologies down to the individual building level to help operators:

- Assess the performance, quality, and availability of existing networks
- Focus engineering effort where most needed
- Identify and fix network issues faster
- Locate opportunities for capacity expansion to existing cell sites
- Prioritize both network optimization and marketing efforts based on coverage, demand, and competitive benchmarking
- View historical network performance and validate improved coverage resulting from infrastructure investments

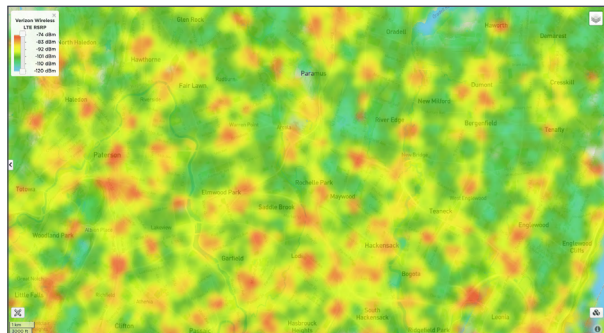


# A simple interface with a wide range of views

Cell Analytics makes it easy to understand and draw actionable conclusions about the state of your network. Platform features include:

- RF measurement maps on all cellular networks and technologies
- Cell footprint maps
- Data usage maps
- User density maps
- Competitive difference maps
- 3D views of performance and quality by height above ground in tall buildings
- Ranked top buildings for engineering and sales teams
- Indoor, outdoor, and combined views
- Cell Site Finder tool
- Adjustable colors, thresholds, and filters
- Data exports and imports from other GIS software

## Example views and use cases



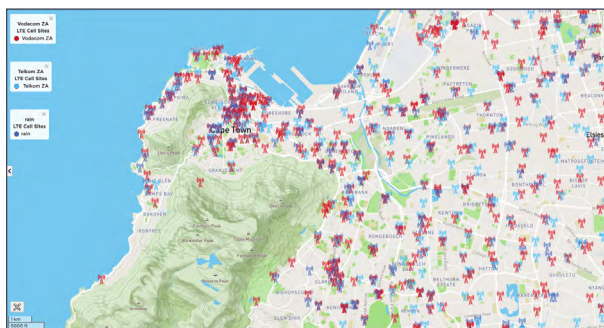
### Network performance views

Filter by band, view only good or bad areas, or compare two networks



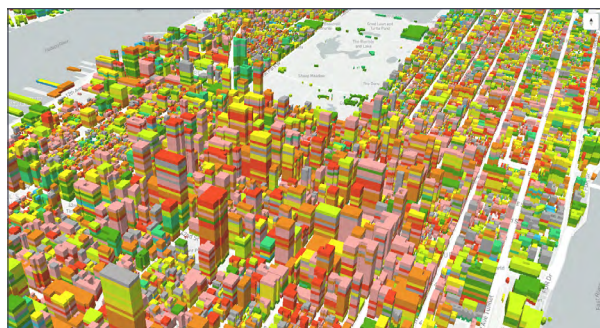
### Check coverage from individual sites

See most frequently used cells in each 10m bin, as well as other useful cell-level views



### Find cell sites

Identify where competitors have built cell sites and discover areas with no cell sites that also have poor coverage or quality



### See indoor RF measurements per operator

Advanced processing is used to identify indoor users and signal measurements so you can see indoor coverage and quality per operator, as well as user density

Learn more at [ookla.com/cell-analytics](https://ookla.com/cell-analytics)