

Using Location Services in Android and Google Analytics To Track And Organize Mobile And User Data

Venu Sahu

*M.Tech Research Scholar,
Computer Science & Engg. Dept.
Chatrapati Shivaji Institute of Technology
Durg, India*

Mr. Bhupesh Kumar Dewangan

*Sr. Assistant Professor,
Computer Science & Engg. Dept.
Chatrapati Shivaji Institute of Technology
Durg, India*

Abstract— Unnecessary utilization of the cellular telephones has expanded a requirement for creating mixed bag of light weighted Operating Systems and additionally applications that would encourage client prerequisites. Recently, advanced mobile phones have become fundamentally regarding both transforming and client interface which will fulfill the developing pervasive requests of client. We emphatically see that confinements in existing following based applications will handicap the adaptability of utilizing cell telephones within any area, whenever, by anybody. Subsequently, requesting the requirement for Ubiquitous applications to be conveyed in a PDA. This paper goes for creating a coordinated application in particular Location Based Intelligent Mobile Organizer that will encourage client with area mindful administrations. Retailers could likewise distribute their item rebate data by enlisting into our approved site. All clients with this stacked application will procure huge profit through this application. The proposed work is to be implemented utilizing JDK 1.6 (Java Development Kit), Eclipse and Android 4.2 (Google programming interface) introduced on Windows Operating System. Being at a state of investment client will be capable partner errand and perspective the markdown data as portable alarms. This proposed application is coordinated into a pervasive gadget and can structure as a necessary piece of our routine exercises.

Keywords—GPS, Android, SQLite, Google Analytics, Mobile Tracking.

I. INTRODUCTION

Global^[1] Positioning Systems is a top need engineering utilized for finding a gadget position precisely. Procedure for following is possible utilizing a GPS recipient which is an extra equipment coordinated in the vast majority of versatile supplies. We have utilized GPS as the methodology thought for area following. The stage utilized for improvement is Android Operating System Customer inviting client interface letting client to enter the errand and store it for future recovery is carried out utilizing the select SQLite inbuilt database accessible in Android versatile. Client can adjust errand related to any area and recovering points of interest as caution before arriving at a fancied area of investment. Client entering into this application is given a choice for uniting with the database in order to confirm the area redesigns. Data is then conveyed at the opportune time in the ideal spot to the perfect individual. The portable client will likewise have the capacity to get retail offers and rebate data in the encompassing by this keen spectator module.^[3] SQLite is an in-process library that implements a

self-contained, server less, zero-configuration, transactional SQL database engine. It is the one database, which is zero-configured, that means like other database you do not need to configure it in your system. SQLite engine is not a standalone process like other databases, you can link it statically or dynamically as per your requirement with your application. The SQLite accesses its storage files directly. Major features include:

SQLite does not require a separate server process or system to operate.(server less).

- SQLite comes with zero-configuration, which means no setup or administration needed.
- A complete SQLite database is stored in a single cross-platform disk file.
- SQLite is very small and light weight, less than 400KiB fully configured or less than 250KiB with optional features omitted.
- SQLite is self-contained, which means no external dependencies.
- SQLite transactions are fully ACID-compliant, allowing safe access from multiple processes or threads.
- SQLite supports most of the query language features found in the SQL92 (SQL2) standard.
- SQLite is written in ANSI-C and provides simple and easy-to-use API.
- SQLite is available on UNIX (Linux, Mac OS-X, Android, iOS) and Windows (Win32, WinCE, WinRT).

^[4]Google Analytics is a service offered by Google that generates detailed statistics about a website's traffic and traffic sources and measures conversions and sales. It's the most widely used website statistics service. The basic service is free of charge and a premium version is available for a fee.

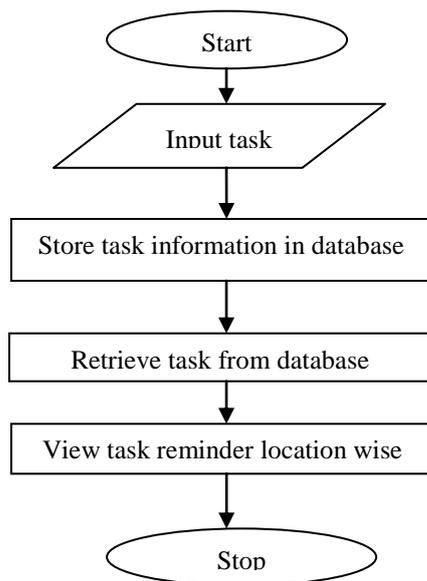
Google Analytics can track visitors from all referrers, including search engines and social networks, direct visits and referring sites. It also tracks display advertising, pay-per-click networks, email marketing and digital collateral such as links within PDF documents.

II. PROPOSED METHODOLOGY

Most guaranteeing sort of relevant data is the closeness determination known as Location Based Service Tracking area of a cell phone precisely. The area has been a testing

exploration point for quite a long time^[2] Global Positioning Systems is a top need engineering utilized for placing a gadget position precisely. Approach for following is possible utilizing a GPS beneficiary which is an extra fitting incorporated in the majority of portable devices. We have utilized GPS as the methodology thought for area following. The stage utilized for advancement is Android Operating System, is been demonstrated as the best working framework for a connection mindful area based administrations. Client well disposed client interface letting client to enter the undertaking and store it for future recovery is carried out utilizing the selective SQLite inbuilt database accessible in Android versatile. Client can adjust undertaking related to any location and can receive subtle elements as alarm before arriving at a location. Client entering into this application is given an alternative for associating with the database to check the area upgrades. Data is then conveyed at the ideal time in the correct spot to the perfect individual. The portable client will likewise have the capacity to get retail offers and rebate data in the encompassing by this android onlooker module.

Google Analytics can be used to track mobile related info. Once user account is created and the application code configured the application sends periodic info regarding location information for the user. The information is generated and recorded as report. If a user loses device, this feature can be used to track the location of the device. The Google Analytics also has the feature of tracing real-time event and information. The application sends periodic information from certain modules in the application so as to trace realtime events in the device.



III. EXPECTED OUTCOME

Including Task: Task is entered and stored in the SQLite database. Area reminder alert is performed utilizing the GPS administration. Changes in area can be updated also using Android. The area change is compared with the database

information to check whether there are information related to the current area.

Tracking Location: Location application will get the task data from client and will listen for area changes. The new co-ordinates are gone to administration routine composed for taking care of tracking .

Task showed as alert: User can adjust assignment related to any area and recovering subtle elements as alarm before arriving at a specified area. Client entering into this application is given a choice for uniting with the database in order to confirm the area updates. Data is then conveyed at the correct time in the opportune spot to the user.

Transfer retail discount: Retailers could likewise distribute their item rebate data. Once done, the administrative privileges of transferring discount data are given to the retailer.

Review retail rebate data: The client will likewise have the capacity to get retail offers and discount data in the encompassing by this clever eyewitness module. Client will be capable partner assignment and perspective the rebate data as mobile alerts.

IV. CONCLUSION

Future fight in the telecom business is slightest anticipated that will be focused around the equipment or the peculiarities like SMS and call cost, yet the fight would be focused around the upgraded client well disposed applications gave by the administration supplier and versatility for such applications gave by gadget makers. Setting up of framework for an area based administration utilizing the GPS info, to alert a client on arriving at a specified area is copied utilizing the Android platform effectively. Subsequently this Location based intelligent mobile organizer and application utilizing GPS following is produced in order to include compose clients' assignment wisely.

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