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cubscriber interest profiling

ClickStream makes it possible to determine a subscriber’s use of popular resources and services or interest in websites of a specific topic.

QoE Stor provides a categorized list that includes resources grouped into 54 categories.

Using OTT services

Required steps for detection:

1. go to QoE Analytics → Subscribers → Clickstream
2. create a **Host filter**, use match to enter the regular expression (?i)(\W|^)(smotreshka|ivi|okko|netflix)(\W|$), which lists OTT resources for detection
    - smotreshka
    - ivi
    - okko
    - netflix

Example of database segmentation

Required steps for detection:

1. go to QoE Analytics → Subscribers → Clickstream
2. create a **Host Category filter**, select the required category
    - Auto
    - Children’s websites, etc.

Example of searching for subscribers with high traffic consumption

Required steps for detection:

1. go to QoE Analytics → Netflow → Top with high traffic (on the right) → Top subscribers
2. sort by traffic volume