Tableau

Assignment #2

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Introduction

Tableau is used for creating data visualizations, data stories, data analysis formation, publishing data sources as well as workbooks to Tableau Server. It has **Strengths** one of the strengths is Quickly Create Interactive visualizations by using drag-n-drop functionalities of Tableau, Easy to use, also Tableau can handle large amounts of data it can handle millions of rows of data with ease and provide multiple data sources.
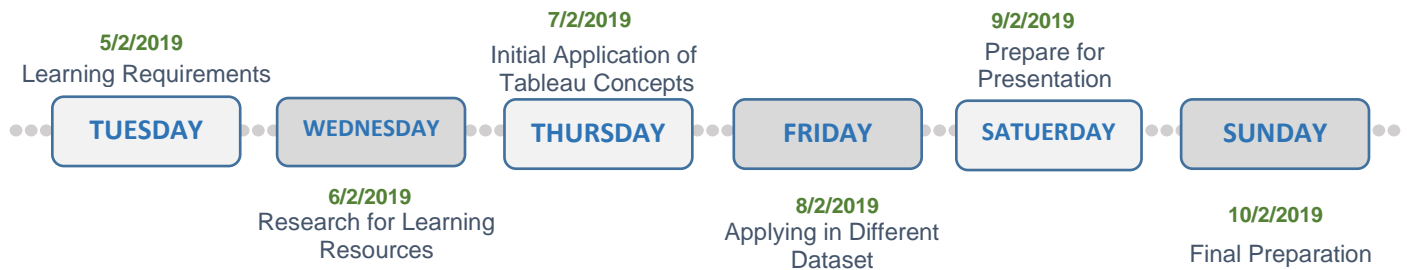
Even though it is a great software it has some **limitations** such as No Custom Visual Imports; Tableau is not a complete open tool, Many issues with editing data, Limited number of tools and options for string data.

The Goals of this assignment

- Learn new Tableau features.

- Help google play to studying Customer Behavior from different aspect.

- Create Patterns that will help google play easily get information from their data.

- Studying customer behavior based on two variables (installs and category)

- Improve our presentation skills and Problem solving.

Time line

week 6 - Tableau – DEMO

5/2/2019
Learning Requirements

TUESDAY

6/2/2019
Research for Learning Resources

WEDNESDAY

7/2/2019
Initial Application of Tableau Concepts

THURSDAY

8/2/2019
Applying in Different Dataset

FRIDAY

9/2/2019
Prepare for Presentation

SATUERDAY

SUNDAY

10/2/2019
Final Preparation

week 7 - Tableau – Assignment

14/2/2019
Start Application on Google Play Data

THURSDAY

15/2/2019
Continue Application on Google Play Data

FRIDAY

16/2/2019
Writing the Document

SATUERDAY

SUNDAY

17/2/2019
Finished Writing the Document

Problem

Google play is using Direct email advertising of the app to their existing customers. And they are aiming to Predict the behaviour of future customers in terms of behavior similarity.

Solving the problem using Tableau

The first variable is Installs

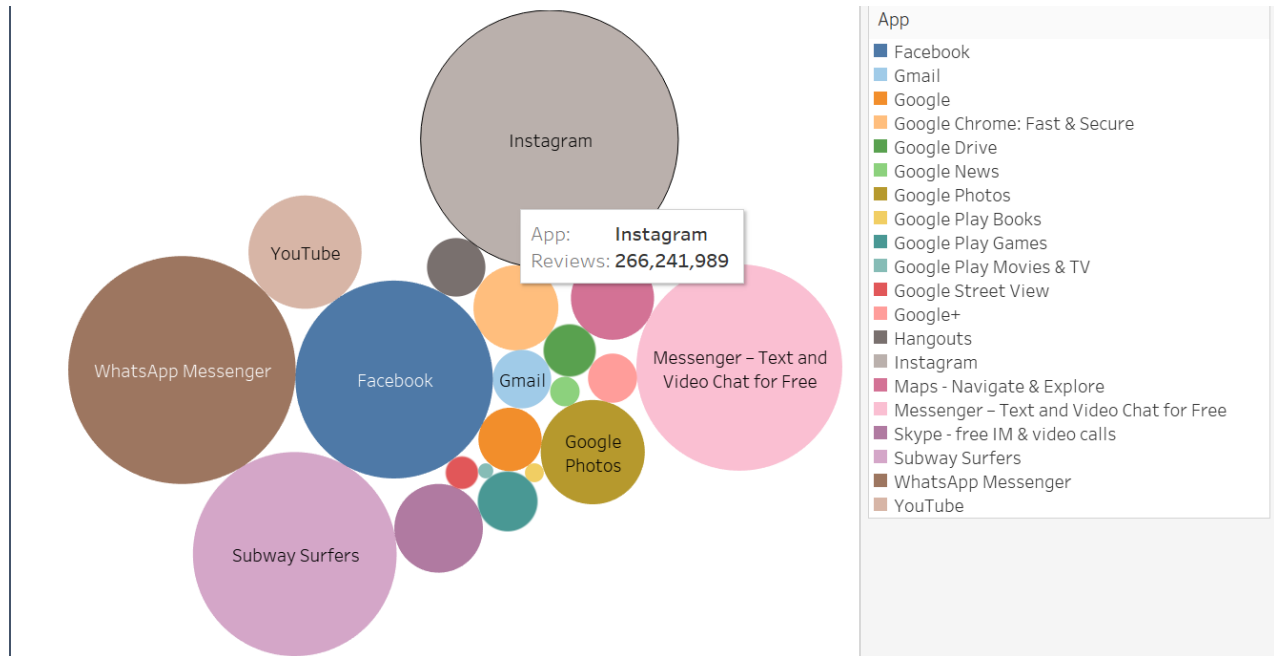1- Relation between installs, app and review

Figure1.

Apps with the highest value of installs (1,000,000,000+) and the Sum of Reviews

- The apps with the highest number of installs are

  - Gmail
  - Facebook
  - Google
  - Google chrome
  - Google drive
  - Google news
  - Google play books
  - Google play game
  - Google play Movies and TV

  - Google Street View
  - Instagram
  - Maps
  - YouTube
  - Subway Surfers
  - WhatsApp Messenger
  - Skype - free IM & video calls
  - Messenger – Text and Video Chat for Free

- The app with the highest review is **Instagram** with a total of (266,241,989)

- So, we recommend Google play to focus on maintenance for these apps and develop more apps that has the same features
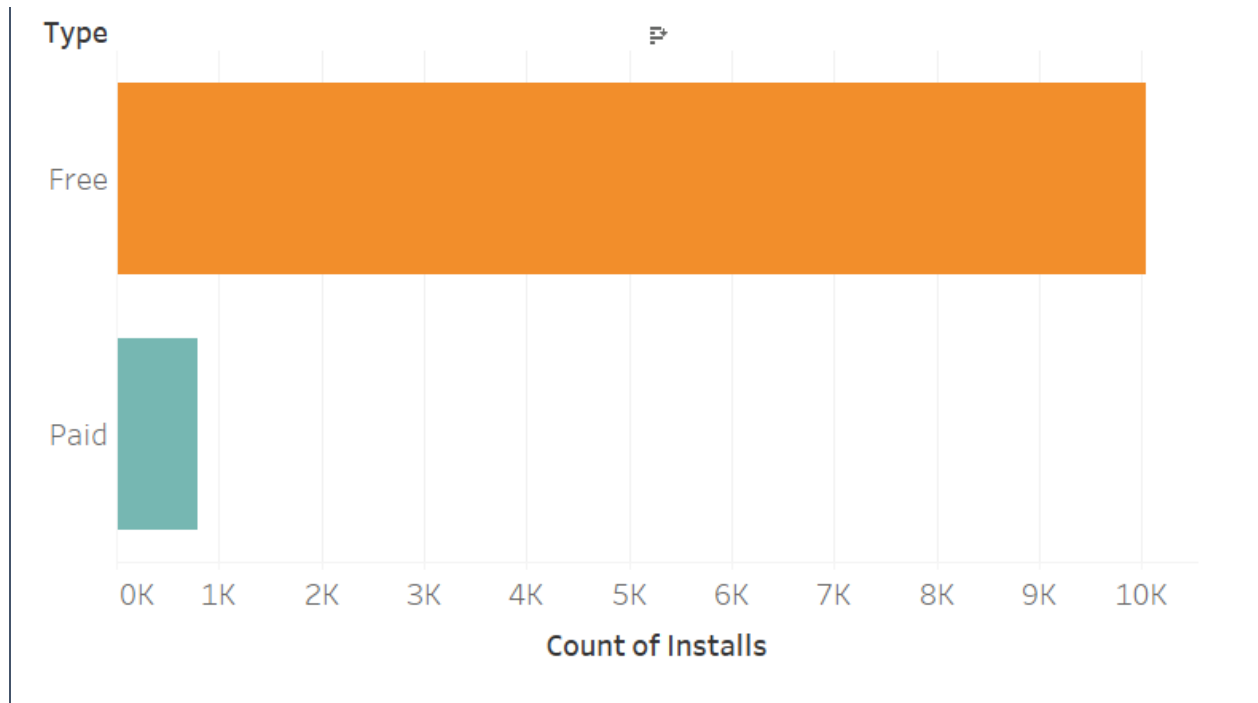
2- Relation between installs and type

Figure2.

The count of installs based on the Type

- the free apps have more installs with total of (10,039)
- the paid apps have less installs with total of (800)

free apps have more probability of being downloaded.

- So, **we recommend Google play to with free apps and develop more paid features.** These features are different from other applications so that when the application is free will encourage download the application and therefore, people will pay for the benefits.

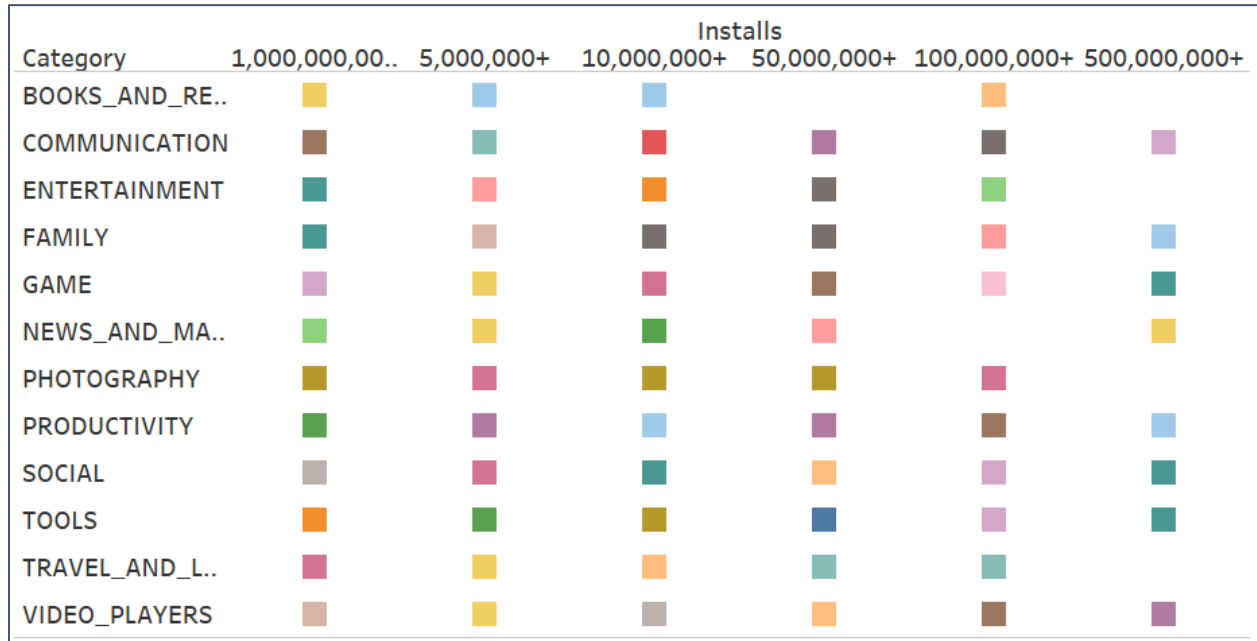3- Relation between installs, category and app

Category	Installs					
	1,000,000,00..	5,000,000+	10,000,000+	50,000,000+	100,000,000+	500,000,000+
BOOKS_AND_RE..	■	■	■		■	
COMMUNICATION	■	■	■	■	■	■
ENTERTAINMENT	■	■	■	■	■	
FAMILY	■	■	■	■	■	■
GAME	■	■	■	■	■	■
NEWS_AND_MA..	■	■	■	■		■
PHOTOGRAPHY	■	■	■	■	■	
PRODUCTIVITY	■	■	■		■	■
SOCIAL	■	■	■	■	■	■
TOOLS	■	■	■	■	■	■
TRAVEL_AND_L..	■	■	■	■	■	
VIDEO_PLAYERS	■	■	■	■	■	■

Figure3.

The app with the max number of installs in each category

- categories that has apps with the range (5 million - 1 billion) of installs
- We advice google to focus in developing more apps with in these categories.

These categories are:

- BOOKS_AND_REFEREN
- CECOMMUNICATION
- ENTERTAINMENT
- FAMILY
- GAME
- NEWS_AND_MAGAZINES
- PHOTOGRAPHY
- PRODUCTIVITY
- SOCIAL
- TOOLS
- TRAVEL_AND_LOCAL
- VIDEO_PLAYERS

The second variable is Category

1- The relationship between category and Genres

Installs	Genres	Category	
1,000,000,000+	Arcade	GAME	■
	Books & Reference	BOOKS_AND_REFERENCE	■
	Communication	COMMUNICATION	■
	Entertainment	ENTERTAINMENT	■
		FAMILY	■
	News & Magazines	NEWS_AND_MAGAZINES	■
	Photography	PHOTOGRAPHY	■
	Productivity	PRODUCTIVITY	■
	Social	SOCIAL	■
	Tools	TOOLS	■
	Travel & Local	TRAVEL_AND_LOCAL	■
	Video Players & Editors	VIDEO_PLAYERS	■

Figure4.

Category with Genres that have the highest value of installs (1,000,000,000+)

- **Genres with the highest number of installs in each category are**
  - Books & Reference
  - Communication
  - Entertainment
  - Arcade
  - News & Magazines
  - Tools
  - Photography
  - Productivity
  - Social
  - Travel & Local
  - Video Players & Editors

✦ We recommend google play to develop more apps within these genres.

For example: based on google play data the category GAME has many types of Genres (Arcade, strategy, action, racing, casual, …etc.) And as represented in this pattern the most installed Genres is Arcade so we recommend google play to develop more games with Arcade Genres.

2- The relationship between category and type

Figure5.

Categories that has only free apps

- **The Categories that has only free apps are**

  - Beauty
  - Comics
  - House_and_home

➕ **We recommend google develop more paid apps with in these categories**

The third varibul is reviews
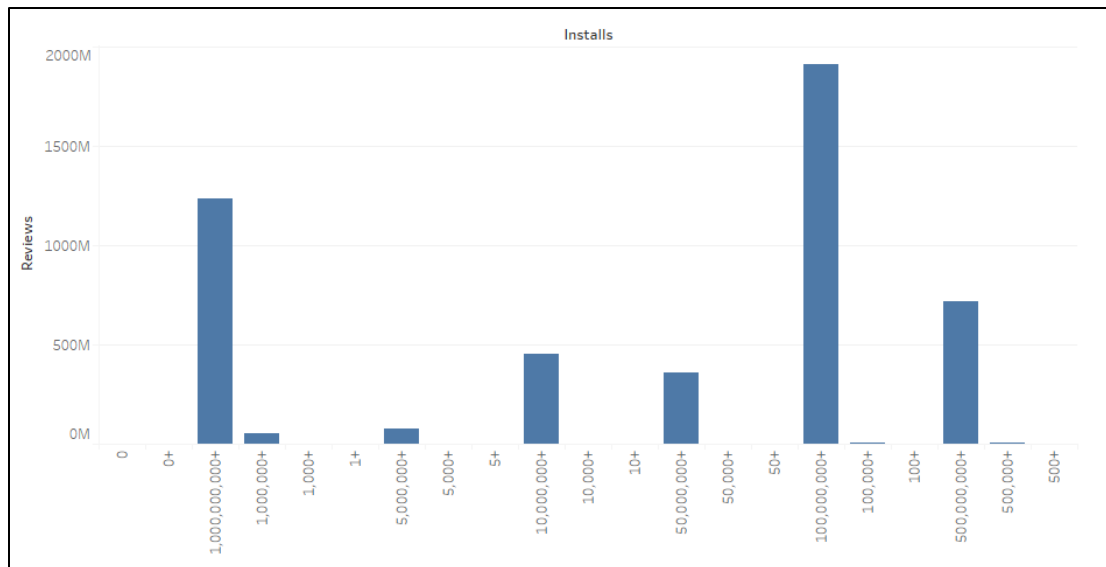
1- the relationship between review and installs

Figure6.

shows the number of reviews on installs

- **The apps that have been installd 100,000,000 times have the most review**
- **The apps with the highest reviews are not the most installd**
- **There is no relation between number of installs and review**

- **We advice googel not to spend many resourse on encourgeing the customers to review the apps since it dosent effect the installs.**

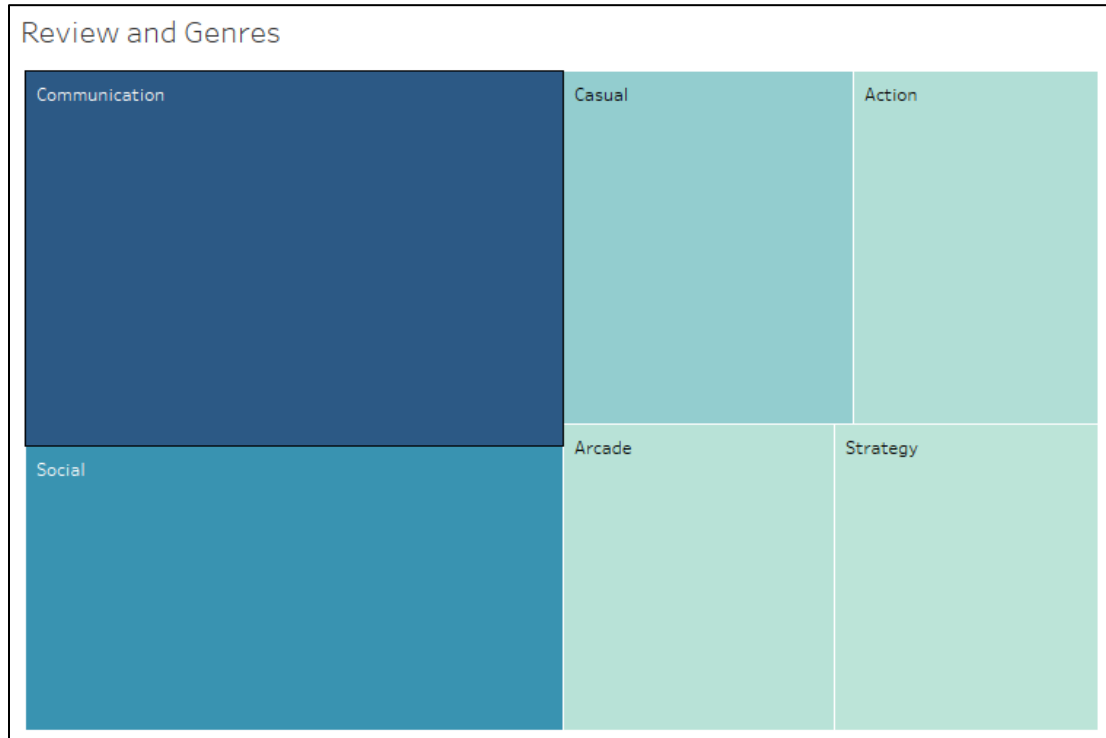2- the relationship between reviews and genres

Figure7.

Shows the number of reviews based on each genrec

- **The genres(communication) that have been reviewd 815,462,260 times have the most review.**

- **We recommend google to develop more apps in this genres (communication) because it has the most review.**

References

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https://www.youtube.com/channel/UCu8rzBIc9UquDDy2E6uK8ZQ

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Appendix: minutes

<u>Week6 - Demo:</u>

Date & time of meeting	Place of meeting	Group members present	Matters discussed
5-2-19/ 8pm-9pm	Online using Slack app.	Group members	discuss Requirements and seach
6-2-19	Online using Slack app.	Group members	Sharing result of the Search in learning resources
9-2-19	Online using Slack app.	Group members	Create the Presentation
10-2-19/ 12pm-1pm	King Saud University, CBA library.	Group members	Final Preparation And practice

<u>Week7 - Assignment:</u>

Date & time of meeting	Place of meeting	Group members present	Matters discussed
14-2-19/ 8pm-9pm	Online using Slack app.	Group members	discuss our variables and Start Application on Google Play Data
15-2-19	Online using Slack app.	Group members	Application on Google Play Data
16-2-19/ 2pm-5pm	Online using ZOOM app.	Group members	Writing the document
17-2-19	Online using Slack app.	Group members	Final preparation