**Shopify App Analysis\_ Project 6**

**Summarization:**

The Shopify App Store data was analyzed using Power BI to understand app performance and reviews. The App Landscape section explored key metrics, including app counts, review trends over time, and the relationship between reviews count and average ratings. The Reviews section examined the impact of review helpfulness and developer responsiveness on ratings through weighted calculations and scatterplots. In the App Reviews section, relationships between the Reviews and Apps tables were established to evaluate developers’ performance, comparing total ratings, helpful reviews, and responsiveness with filters focusing on highly-reviewed apps. The analysis provided a comprehensive view of factors influencing app success and user engagement.

**Part 1: App Landscape**

I analyzed the types of apps in the Shopify App Store by creating a KPI card showing the total number of unique apps and a line chart tracking the sum of reviews over time using the lastmod date. Additionally, I created a scatterplot comparing reviews count (X-axis) to average ratings (Y-axis), with annotations interpreting trends. These visualizations provided an overview of app diversity and user engagement.

**Part 2: Reviews**

Using the Reviews table, I created a new column, helpful\_reviews, to weigh ratings by helpfulness and displayed the average value in a KPI card. Another column, developer\_answered, was created to identify whether developers responded to reviews, and a scatterplot was built to compare average ratings (Y-axis) by developer responsiveness (X-axis). These insights highlighted the impact of developer interaction and review helpfulness on ratings.

**Part 3: App Reviews**

I established a relationship between the Reviews and Apps tables via their app\_id columns to explore developer performance. A bar chart showed developers’ total rating sums (X-axis: developers, Y-axis: sum of ratings), adjusted in a second bar chart to reflect average helpful\_reviews for accuracy. Finally, a third bar chart identified the most responsive developers by comparing developer names (X-axis) with the count of developer responses (Y-axis), filtered to include apps with over 500 reviews**.**