Shopify App Reviews Analysis

Project link:

Shopify App Review Analysis

This project was done primarily using Power BI. The goal of this project was to analyze the landscape of apps on the Shopify platform, using data scraped from publicly available Shopify websites in an effort to figure out what key factors play into the success of a Shopify app.

Data

apps: Details of the apps on Shopify apps marketplace

apps_categories: Join tables to connect apps with categories

categories: Categories of the apps. Each app has multiple categories

reviews: Each review (row) contains information on user opinion about the related app (rating and comment). Also, it contains the response from the developer if present.

The Process

I first created a KPI card that counts the unique number of apps. I also created a scatter plot and a line chart to analyze the app landscape. User reviews were measured through three separate bar charts which measured the sum of reviews, average number of reviews as well as count of distinct reviews.

Results

After compiling each chart it was determined that apps which garnered more distinct helpful reviews often had higher ratings which coincided with larger traffic flows and app usage. The actionable strategy offered during the conclusion of the analysis was to push for more distinct helpful reviews for apps which had lower usage.