

PROJECT - 3

- IN THIS PROJECT WE HAVE CONDUCTED A DETAILED ANALYSIS OF APPS DATA FOR A STAKEHOLDER WHO WISHES TO CREATE AND CAPITALIZE INTO THE APP MARKET.
- WE HAVE 2 DATASETS, ONE CONTAINS VARIOUS APP MATRICES(16 COLUMNS) AND ANOTHER CONTAINS DETAILED DESCRIPTION OF ALL THE APPS; WITH OVER 7000 ROWS OF DATA.
- SOME OF THE IMPORTANT FIELDS ARE APP ID, APP NAME, APP SIZE, APP PRICE, USER RATING, TOTAL NUMBER RATINGS, GENRE, SUPPORTED DEVICES, SUPPORTED LANGUAGES ETC
- WE WILL EXTRACT VARIOUS INSIGHTS USING SQL QUERIES.
- SOME OF THE SQL COMMANDS USED FOR THE ANALYSIS ARE – GROUP BY, ORDER BY, CASE, WHERE, RANK... ETC.

□ OVERVIEW OF BOTH THE DATASETS -

	SL_No smallint	id_ [PK] integer	track_name character varying	size_bytes bigint	price real	rating_count_tot integer	rating_count_ver integer	user_rating real	user_rating_ver real	ver character varying
1	1	281656475	PAC-MAN Premium	100788224	3.99	21292	26	4	4.5	6.3.5
2	2	281796108	Evernote - stay organized	158578688	0	161065	26	4	3.5	8.2.2
3	3	281940292	WeatherBug - Local Weather, Radar, Maps, Alerts	100524032	0	188583	2822	3.5	4.5	5.0.0
4	4	282614216	eBay: Best App to Buy, Sell, Save! Online Shopping	128512000	0	262241	649	4	4.5	5.10.0
5	5	282935706	Bible	92774400	0	985920	5320	4.5	5	7.5.1
6	6	283619399	Shanghai Mahjong	10485713	0.99	8253	5516	4	4	1.8
7	7	283646709	PayPal - Send and request money safely	227795968	0	119487	879	4	4.5	6.12.0
8	8	284035177	Pandora - Music & Radio	130242560	0	1126879	3594	4	4.5	8.4.1
9	9	284666222	PCalc - The Best Calculator	49250304	9.99	1117	4	4.5	5	3.6.6
10	10	284736660	Ms. PAC-MAN	70023168	3.99	7885	40	4	4	4.0.4

	id_ [PK] bigint	track_name character varying	size_bytes bigint	app_desc character varying
1	281656475	PAC-MAN Premium	100788224	SAVE 20%, now only \$3.99 for a limited time!
2	281796108	Evernote - stay organized	158578688	Let Evernote change the way you organize your personal and p
3	281940292	WeatherBug - Local Weather, Radar, Maps, Alerts	100524032	Download the most popular free weather app powered by the
4	282614216	eBay: Best App to Buy, Sell, Save! Online Shopping	128512000	The eBay app is the best way to find anything you need, from c
5	282935706	Bible	92774400	On more than 250 million devices around the world, people are
6	283619399	Shanghai Mahjong	10485713	★ WINNER "BEST GAME" 2009
7	283646709	PayPal - Send and request money safely	227795968	Description
8	319204550	2016 U.S. Open Golf Championship	139545600	The United States Golf Association is pleased to present the o
9	284035177	Pandora - Music & Radio	130242560	Find the music you love and let the music you love find you.
10	284666222	PCalc - The Best Calculator	49250304	PCalc is the powerful choice for scientists, engineers, student

❑ VERIYING SET OF APPS IN BOTH THE DATASET -

	unique_apps bigint
1	7197

	unique_app_desc bigint
1	7197

❑ CHECKING THE NULL VALUES IN BOTH THE DATASETS -

	null_ bigint
1	0

	null_desc bigint
1	0

❑ DISTRIBUTION OF APPS ACROSS GENRE -

	prime_genre character varying	num bigint
1	Games	3862
2	Entertainment	535
3	Education	453
4	Photo & Video	349
5	Utilities	248
6	Health & Fitness	180
7	Productivity	178
8	Social Networking	167
9	Lifestyle	144
10	Music	138
11	Shopping	122

12	Sports	114
13	Book	112
14	Finance	104
15	Travel	81
16	News	75
17	Weather	72
18	Reference	64
19	Food & Drink	63
20	Business	57
21	Navigation	46
22	Medical	23
23	Catalogs	10

❑ RANGE OF APP RATINGS -

	minrating real	avgrating double precision	maxrating real
1	0	3.526955675976101	5

❑ USER RATING OF FREE APPS VS PAID APPS -

	app_type text	avg_rating double precision
1	Free	3.3767258382642997
2	Paid	3.720948742438714

❑ CORRELATION BETWEEN SUPPORTED LANGUAGE TO THE USER RATING -

	supported_languages text	avg_rating double precision
1	Between 20-30	3.992462311557789
2	Less than 10	3.368327402135231
3	Between 10-20	4.150127226463105
4	More than 30	3.849246231155779

❑ POTENTIAL GENRE SUITABLE FOR PENETRATION (WITH LOW USER SATISFACTION)

	prime_genre character varying	avg_rating double precision
1	Catalogs	2.1
2	Finance	2.4326923076923075
3	Book	2.4776785714285716
4	Navigation	2.6847826086956523
5	Lifestyle	2.8055555555555554
6	News	2.98
7	Sports	2.982456140350877
8	Social Networking	2.9850299401197606
9	Food & Drink	3.1825396825396823
10	Entertainment	3.2467289719626167

❑ CORRELATION BETWEEN LENGTH OF APP DESCRIPTION USER RATING -

	desc_length text	avg_rating double precision
1	Very Short	1.8482142857142858
2	Short	2.5738188976377954
3	Medium	3.2294812869336833
4	Long	3.85625814863103

❑ HIGHEST RATED APPS IN EACH OF THE GENRE -

	prime_genre character varying	track_name character varying	user_rating real
1	Book	Color Therapy Adult Coloring Book for Adults	5
2	Business	TurboScan™ Pro - document & receipt scanner: scan multiple pages and photos to PDF	5
3	Catalogs	CPlus for Craigslist app - mobile classifieds	5
4	Education	Elevate - Brain Training and Games	5
5	Entertainment	Bruh-Button	5
6	Finance	Credit Karma: Free Credit Scores, Reports & Alerts	5
7	Food & Drink	Domino's Pizza USA	5
8	Games	Head Soccer	5
9	Health & Fitness	Yoga Studio	5
10	Lifestyle	ipsy - Makeup, subscription and beauty tips	5
11	Medical	Blink Health	5

12	Music	Tenuto	5
13	Navigation	parkOmotor - for Apple Watch meter expiration timer, notifications & GPS navigator to car locat...	5
14	News	The Guardian	5
15	Photo & Video	Pic Collage - Picture Editor & Photo Collage Maker	5
16	Productivity	VPN Proxy Master - Unlimited WiFi security VPN	5
17	Reference	Sky Guide: View Stars Night or Day	5
18	Shopping	Zappos: shop shoes & clothes, fast free shipping	5
19	Social Networking	We Heart It - Fashion, wallpapers, quotes, tattoos	5
20	Sports	J23 - Jordan Release Dates and History	5
21	Travel	Urlaubspiraten	5
22	Utilities	Flashlight ☺	5
23	Weather	NOAA Hi-Def Radar Pro - Storm Warnings, Hurricane Tracker & Weather Forecast	5