IOS App Rating

Make Your App Popular Today

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Why This App?

- Smartphone Apps occupy a huge position in everyday life

  - Rating closely associates the success of an App

- Developers could make modification based on predicted score

  - Improve user experience

  - Generate more revenue

Data

- Kaggle
- Two datasets
  - AppleStore.cvs
  - appleStore_description.csv
- Final merged dataset
  - Target: user_rating
  - 15 Predictors: 7 numeric, 8 categorical
  - Size_bytes, price, supported device number, screenshots number, supported language, total rating received so far, content_rating (3 dummy variable), prime genre (3 dummy variable), description length, whether description contains "game" and whether if the app is free.
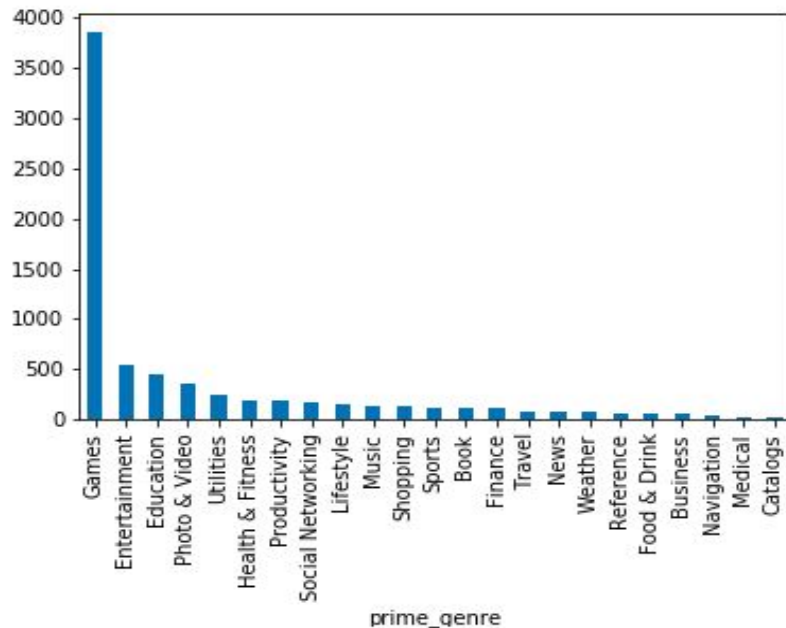 - 7197 records

Model

- Linear regression (baseline)
- Random Forest
  - Min_samples_leaf : 6
  - Min_samples_split : 5
  - N_estimators : 500
- Xgboost
- Train vs validation set: 0.8/0.2
- 5 fold cross-validation
- Success metrics
  - R squared
  - Accuracy

	Linear Regression	Random Forest	Xgboost
R squared	0.396	0.6024	0.6021
Accuracy	0.74	0.86	0.82

Rating Count is the Key to Success

- Most important features:
  - Rating_count_before: 0.59
  - Is Game: 0.12
- Game is the largest category

Thank You!

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