

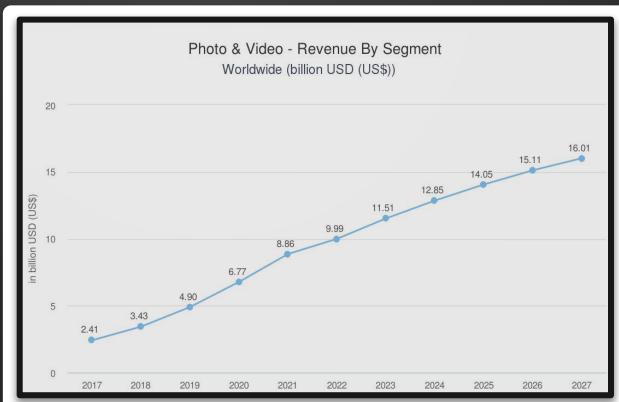
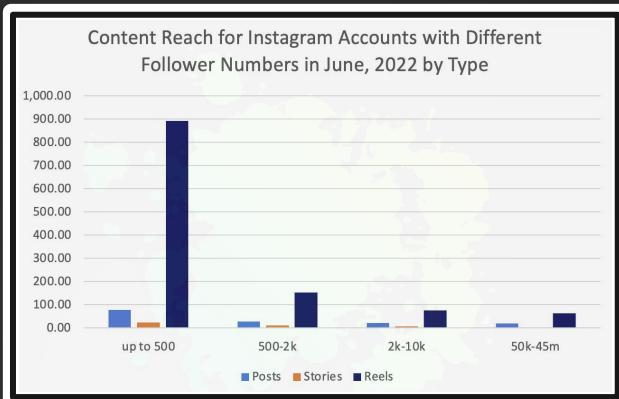
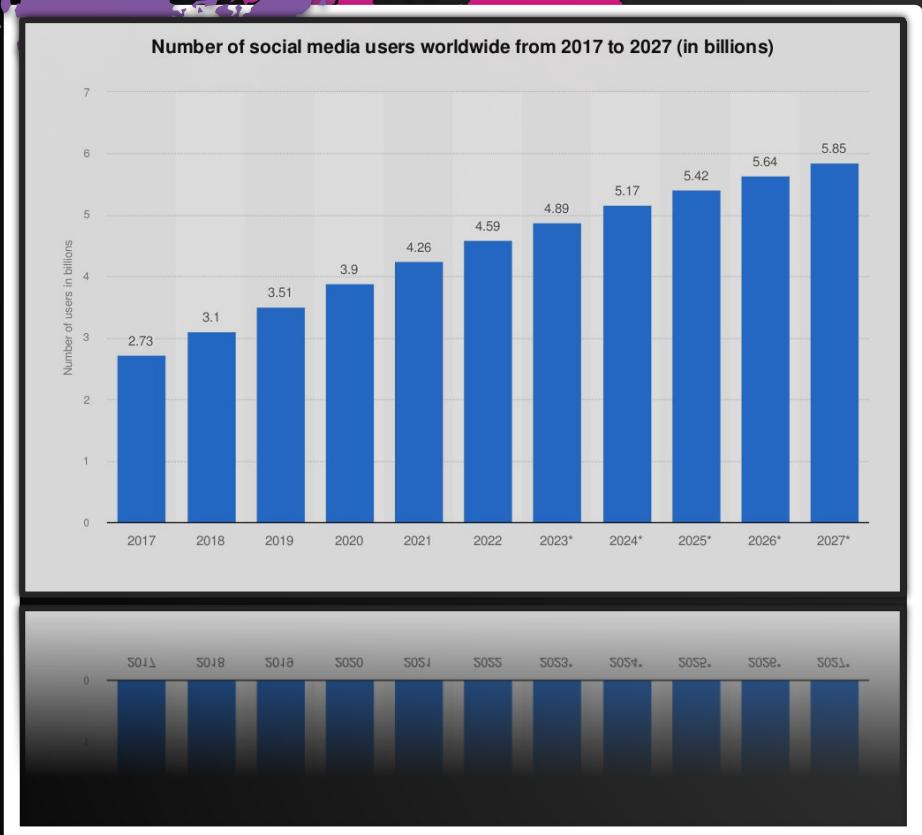
A survey of Video-Editing Apps Reviews

Group 6



Introduction

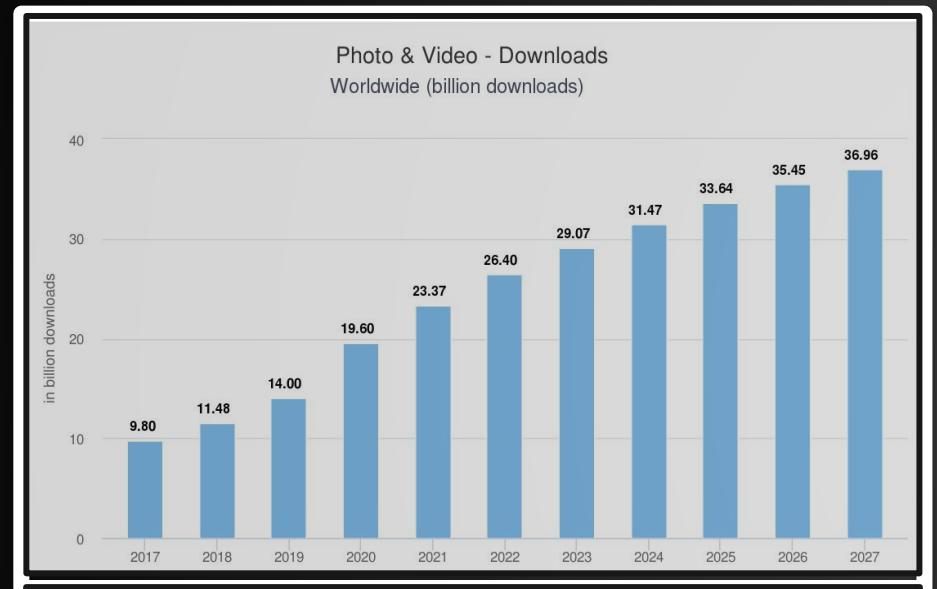
The Market for Short-Video Editing Apps



Stats & Facts

- Number of social media users is growing
- Reels have emerged as the most prevalent content format
- Mobile photo and video apps are the second most downloaded apps
- The revenue of photo & video apps is projected to reach US\$ 16 bn in 2027
- The demand for these applications is estimated to increase rapidly, Going from 30 million downloads in 2023 to 37 million downloads in 2027

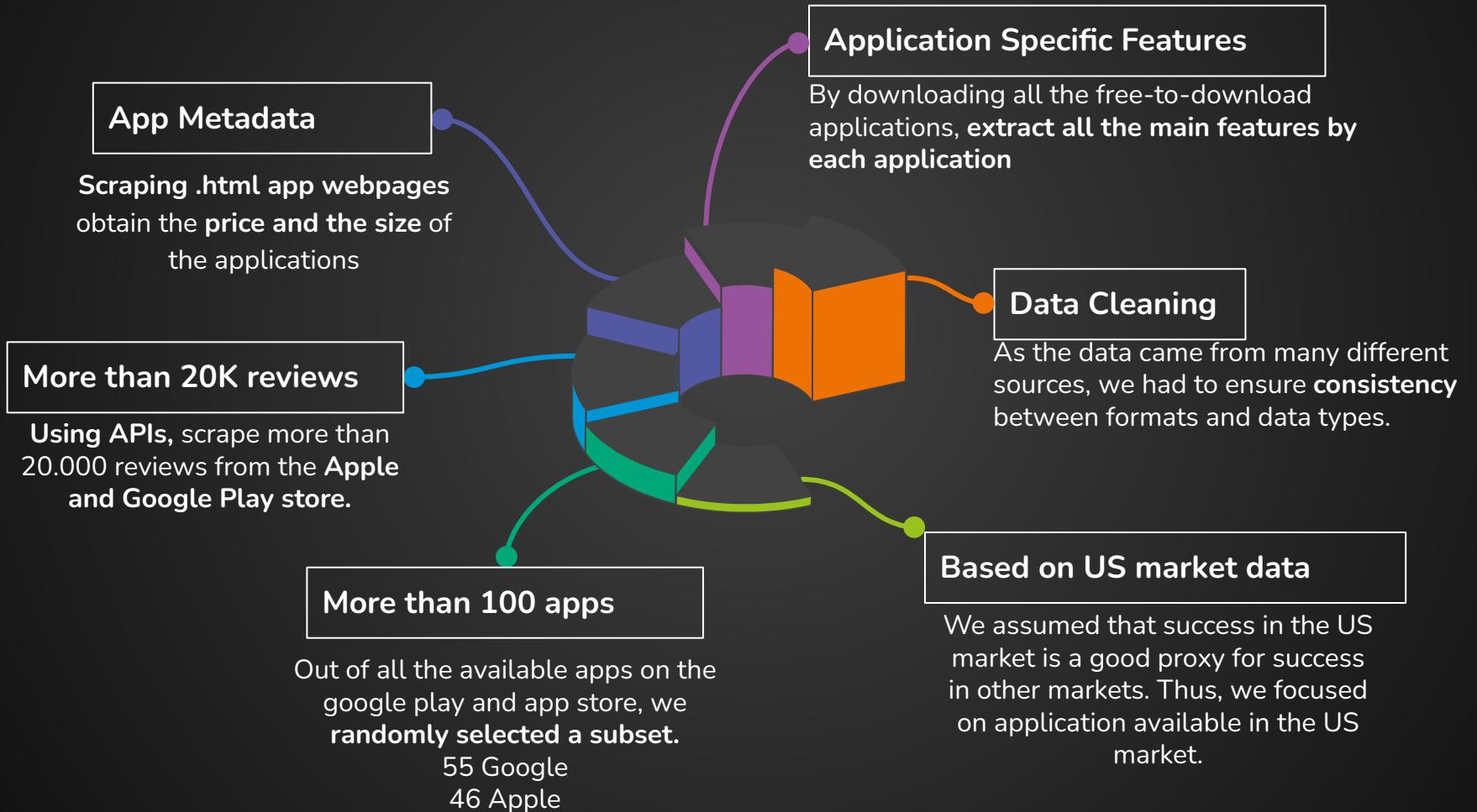
Research Question & Motivation



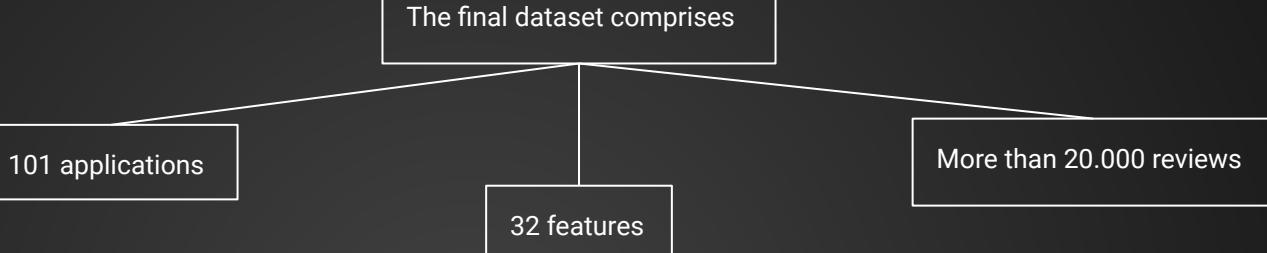
Noticing the spark rise in short-video content and the increasing demand for photo & video application, we decided to explore the factors that make a video editing application popular both in terms of downloads and ratings.

RQ: What are the key factors that make a video-editing app a success in terms of number of downloads and high rating score?

The Dataset



A Brief Overview



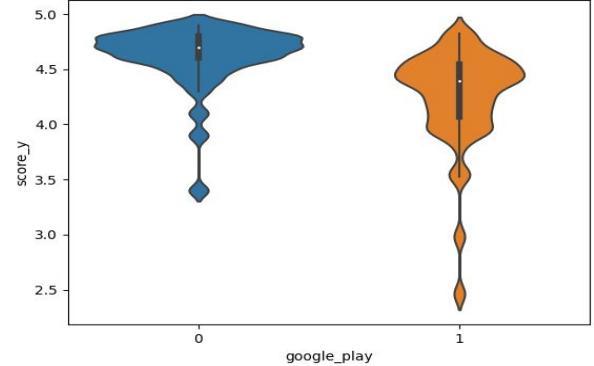
- Trim Video
- Remove Middle Part
- Split Video
- Merge Clips
- Adjust Speed
- Filter
- Effects
- Animation
- Remove Background
- Retouch (Face/Body)
- Canvas
- Stabilizer
- Free Vlog Music
- Add Own Music
- Sound Effects
- Voice Overs
- Animated Stickers and texts
- Sync Stickers with video
- Sync Text with video
- Auto Caption
- Character Effects
- Templates

time	review time	datetime
replycontent	app support answer	str
content	review content by user	str
score_x	single review score	int 1 to 5
username	name of the user	str
app_name	name of the app	str
google_play	dummy for Google / App Store	int binary
ratings	number of ratings	int
score_y	average app review	float 1 to 5
price	price of the app	float, often zero
size	size of the app	int

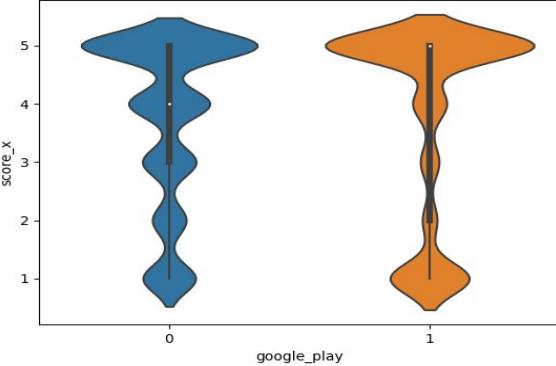


Data Exploration

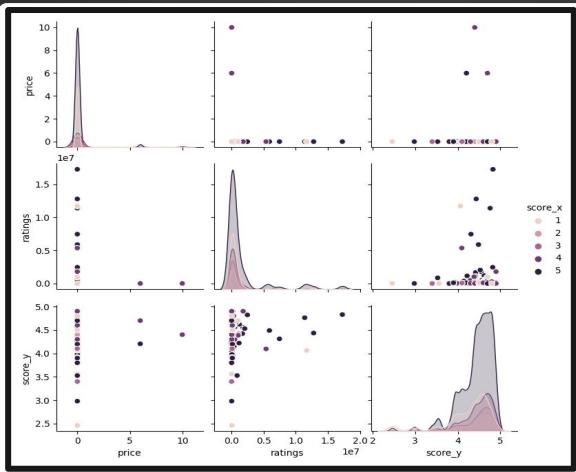
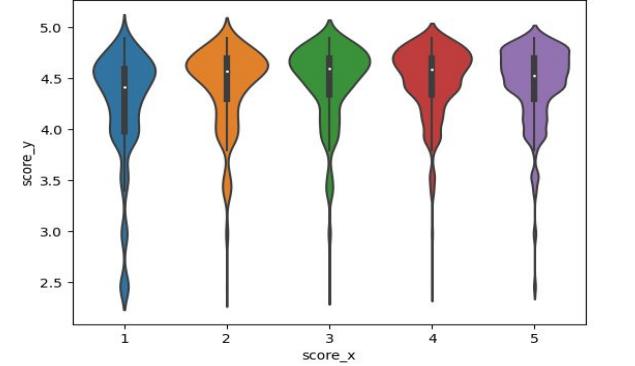
Box Plot Store vs Avg. Rating Reviews Dataframe



Box Plot Store vs Rating Reviews Dataframe



Violin Plot Rating vs Avg. Rating Reviews Dataframe



Stats & Facts



App store reviews are more distributed across ratings



App store reviews appear to be more optimistic



In terms of size, applications are well-distributed with a mean of 200 Mb

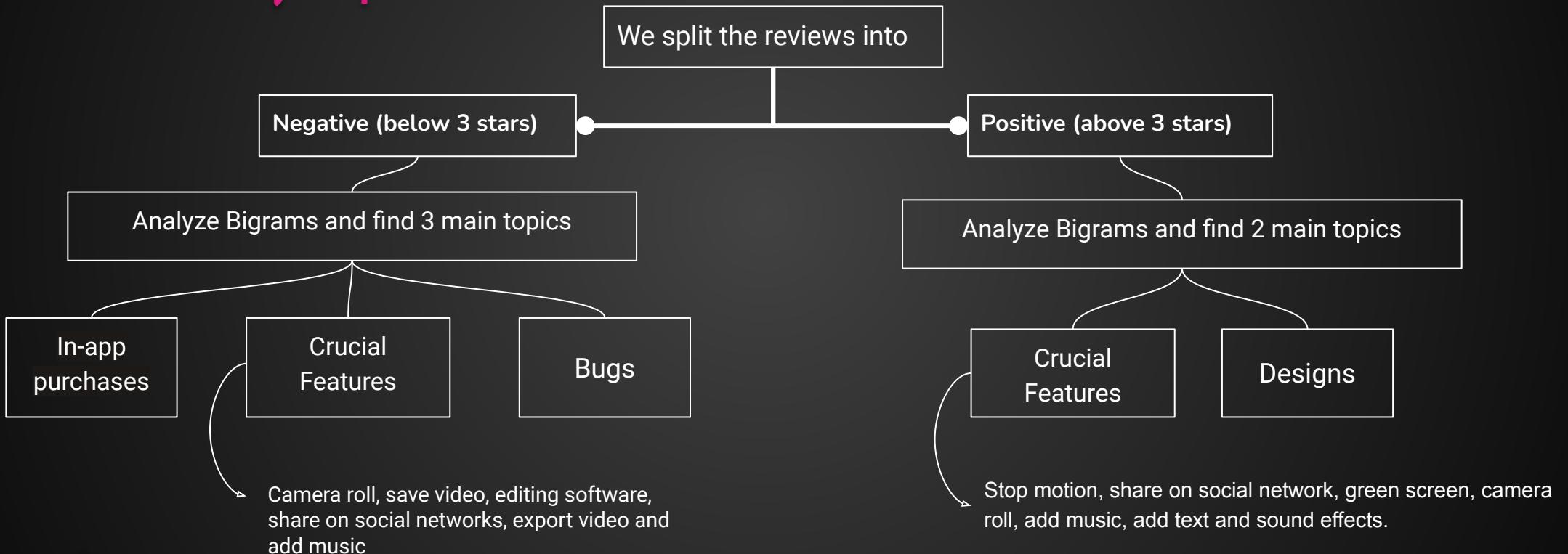


As the number of stars in a review increases to 4 or 5, the distribution becomes increasingly bimodal and the average rating appears to be more skewed towards higher values.



There are no indications of too highly correlated features.

Exploring Text Data

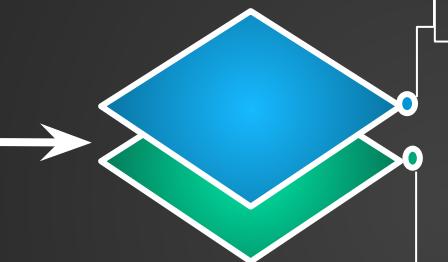




Statistical Analysis

The roadmap

To comprehend the reasons behind **individual ratings** and the **overall popularity**, we conducted two distinct analyses



What makes a customer write a high score review?

Study the drivers of score of the individual reviews

What causes a high overall score and number of downloads?

Study the drivers of overall rating and number of downloads (score*number of ratings)



Note: To ensure robustness:

- 1) we use a dummy variable to differentiate between the two stores and conduct a second analysis.
- 2) we split the dataset between App Store and Google Play Store and we analyze them separately.

First Analysis: What affects the **score** of an individual review?

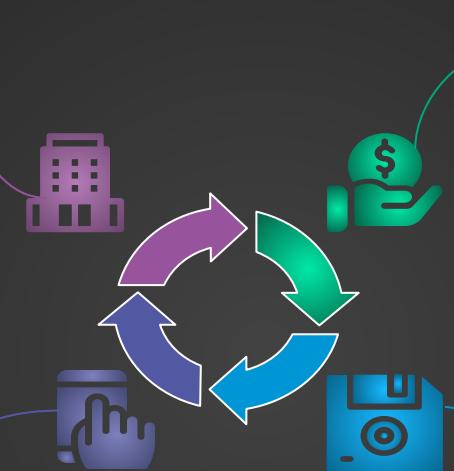
Store

The average score of Google reviews is 0.149* points greater than that of Apple store reviews.

Features

The analysis revealed that the features that mostly drive customer satisfaction are:

Stabilizer, Remove Middle Part, Free Vlog Music, Adjust Speed, Animated Stickers and Texts, Character Effects, Templates, Sync Text with video, Filter, Animation, Merge Clips, Remove Background and Auto Caption.



Price

Google Store: **increase** of 0.04* stars for every dollar spent

Apple Store: **decrease** of 0.01* stars per dollar.

Size

Both platforms exhibit a **negative relationship** between size and score.

* The findings of the linear regression model are corroborated by both the logistic and ordered logit models.

Second Analysis: What affect the **overall score** and the **number of downloads**?

Store

The product of score and ratings is much **higher for Google Play Store**.

Price

For both Google Play and App store popularity is **negatively affected** by price.

However, this result is mostly **driven by the effect of number of reviews**.

Size

Applications on both platforms exhibit a **positive relationship** between size and popularity.

However, this result is mostly **driven by the effect of number of reviews**.



Conclusions

Key Findings & Recommendations



Focus on Google Play Store

Charge 0.99€

Keep the app relatively small and fast

Ensure user-friendliness

Focus on crucial features:

Stabilizer, Remove Middle Part, Free Vlog Music, Adjust Speed, Templates, Sync Text with video, Filter, Save video, Share on social networks, Export video, Add music, Stop Motion, Green screen