ΟΙΚΟΝΟΜΙΚΟ ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΘΗΝΩΝ
ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS

Marketing Offer based on **Google Play Apps'** reachability

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Agenda

- Business Case
- Process
- Results
- ETL Analysis
- Challenges
- Q&A

Business Case

BUSINESS ANALYSIS

BUSINESS GOALS

Support Marketing Team to build business proposals addressed to potential customers. These proposals can provide analytics with regards to sales, price and advertising capabilities of Google PlayStore Apps.

The goal is to build personalized offers based on the nature of the potential customer's product itself.

TECHNICAL BUSINESS REQUIREMENTS

- Gather, analyze and transform data found in Google Playstore dataset
- Clean and update the dataset
- Perform ETL processes
- Visualize the results and communicate them to the business stakeholders

BUSINESS STAKEHOLDERS

This project is addressed to internal stakeholders that are interested to build data driven marketing propositions addressed to potential customers with end target to secure their marketing campaigns. Such customers might be advertising companies or the marketing department of a company.

1.

PROCESS

How we did it?

Data Cleaning, Import,Transformation & Visualization

Data Cleaning

For the data cleaning process we used VI editor to generate queries instantly and Visual Studio to run the whole process automatically

Import & Transformation

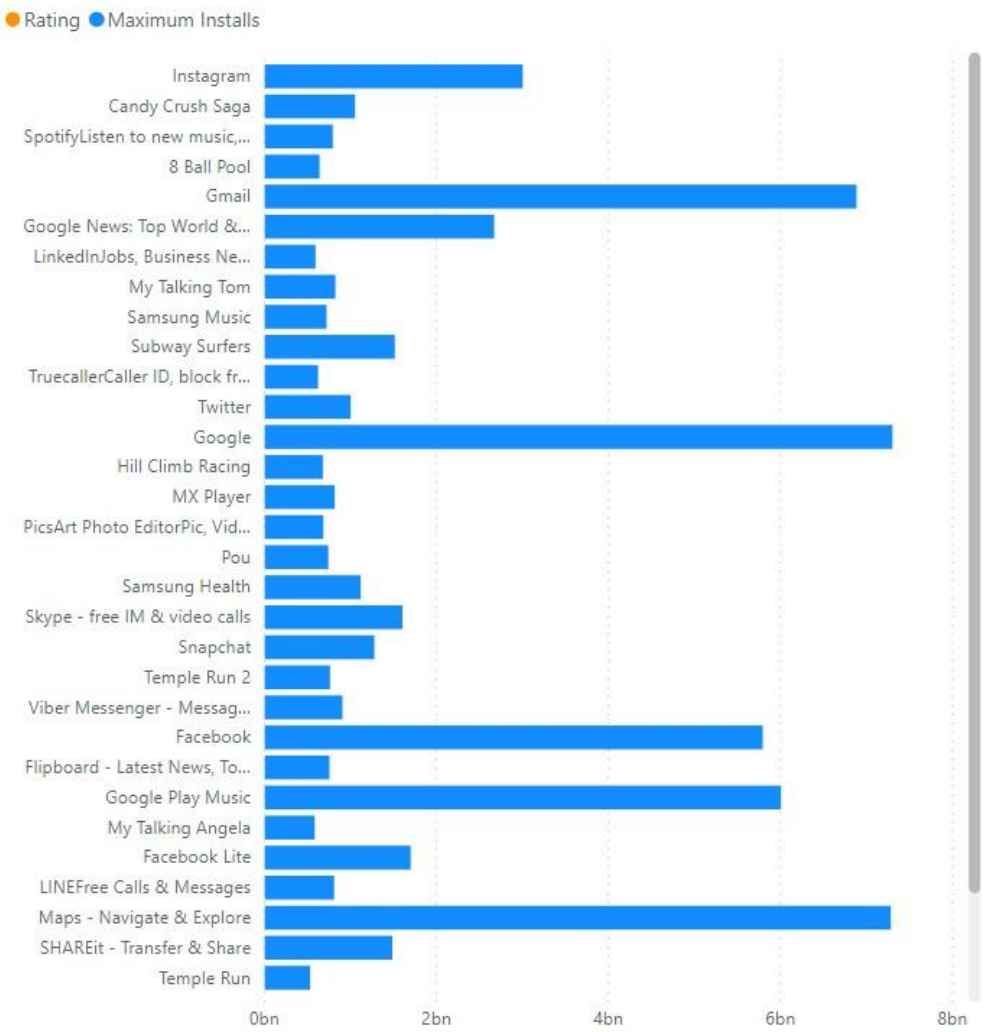
The data import process took place in Visual Studio & MSSQL

Data Visualization

The data visualization process took place in Power BI

2.
RESULTS

What is the outcome?


Rating
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Candy Crush Saga
SpotifyListen to new music,...
8 Ball Pool
Gmail
Google News: Top World &...
LinkedInJobs, Business Ne...
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Samsung Music
Subway Surfers
TruecallerCaller ID, block fr...
Twitter
Google
Hill Climb Racing
MX Player
PicsArt Photo EditorPic, Vid...
Pou
Samsung Health
Skype - free IM & video calls
Snapchat
Temple Run 2
Viber Messenger - Messag...
Facebook
Flipboard - Latest News, To...
Google Play Music
My Talking Angela
Facebook Lite
LINEFree Calls & Messages
Maps - Navigate & Explore
SHAREit - Transfer & Share
Temple Run
0bn
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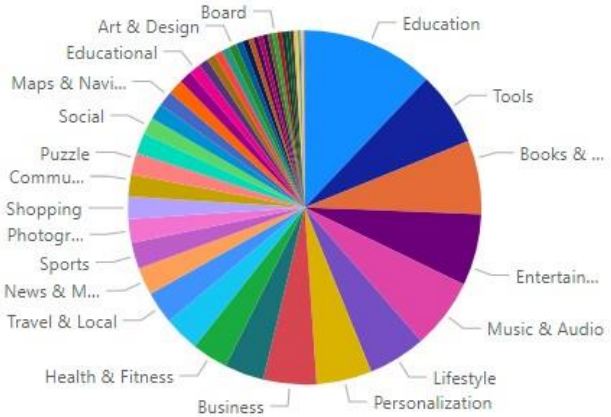
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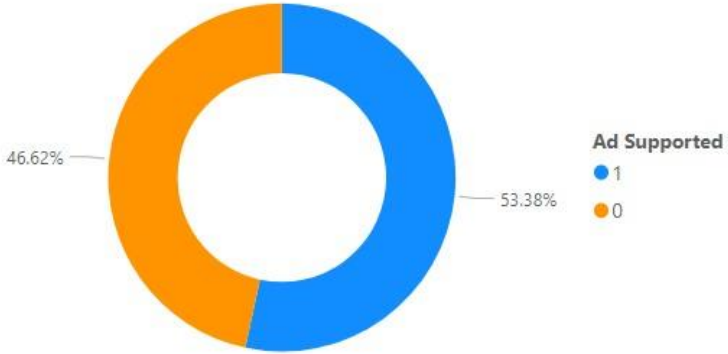
Personalization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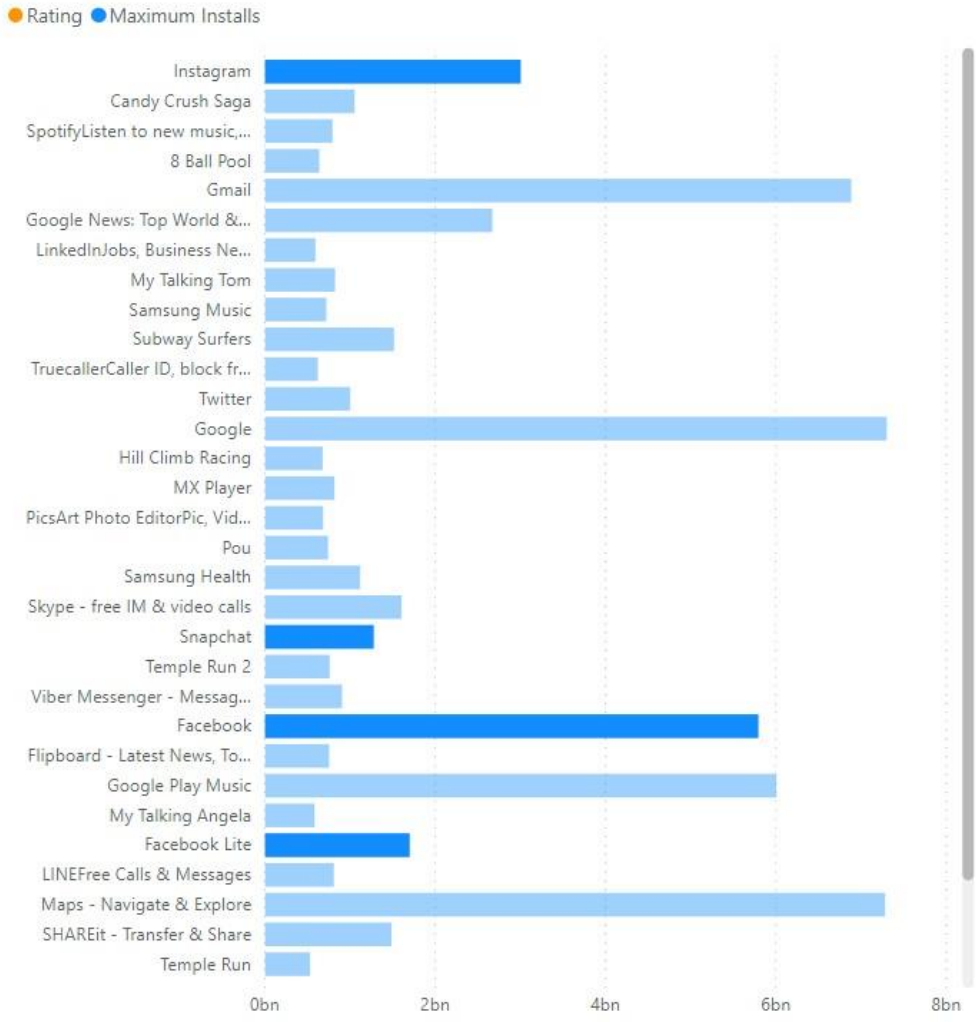
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Candy Crush Saga
SpotifyListen to new music,...
8 Ball Pool
Gmail
Google News: Top World &...
LinkedInJobs, Business Ne...
My Talking Tom
Samsung Music
Subway Surfers
TruecallerCaller ID, block fr...
Twitter
Google
Hill Climb Racing
MX Player
PicsArt Photo EditorPic, Vid...
Pou
Samsung Health
Skype - free IM & video calls
Snapchat
Temple Run 2
Viber Messenger - Messag...
Facebook
Flipboard - Latest News, To...
Google Play Music
My Talking Angela
Facebook Lite
LINEFree Calls & Messages
Maps - Navigate & Explore
SHAREit - Transfer & Share
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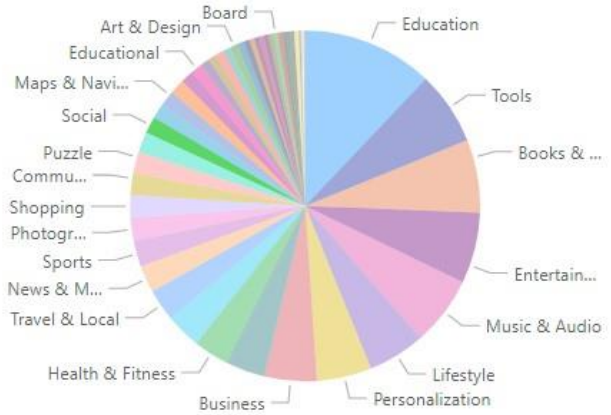
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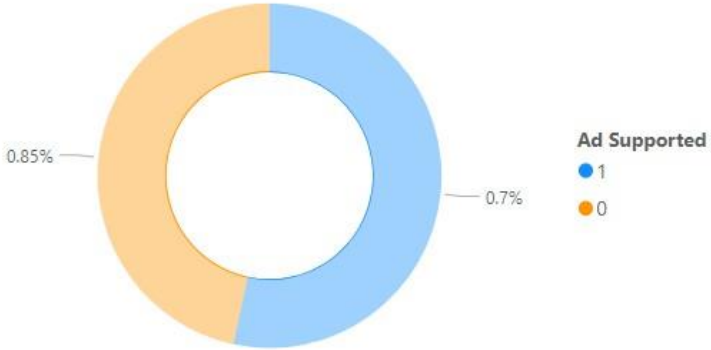
Lifestyle
Business
Personalization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Asphalt 8: Airborne - Fun Real Car Racing Game		
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Rating Count	Rating	Price
Dragon City		
7,669,588.00	4.50	0.00
Rating Count	Rating	Price
Dream League Soccer		
13,288,343.00	4.40	0.00
Rating Count	Rating	Price
Duolingo: Learn Languages Free		
9,577,968.00	4.70	0.00
Rating Count	Rating	Price
Gardenscapes		
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Rating Count	Rating	Price
Hay Day		
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Rating Count	Rating	Price
Homescapes		
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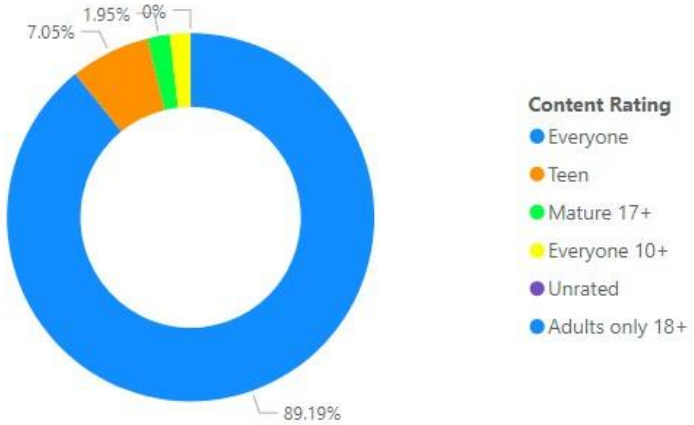
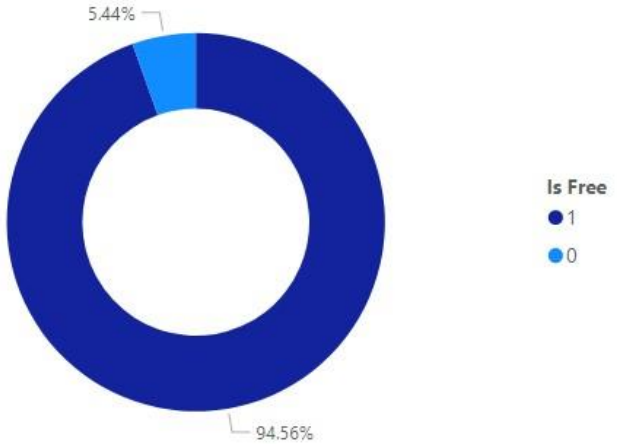
Rating Count	Rating	Price





PUBG MOBILE LITE		
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Rating Count	Rating	Price
Smule - The Social Singing App		
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Rating Count	Rating	Price
Snapchat		
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Rating Count	Rating	Price
SoundCloud - Play Music, Audio & New Songs		
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Rating Count	Rating	Price
Wattpad - Read & Write Stories		
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Rating Count	Rating	Price
World War HersWW2 FPS		
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Rating Count	Rating	Price
YouTube		
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Rating Count	Rating	Price
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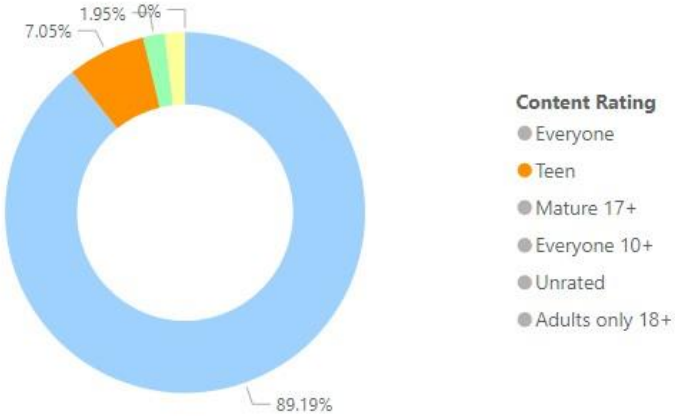
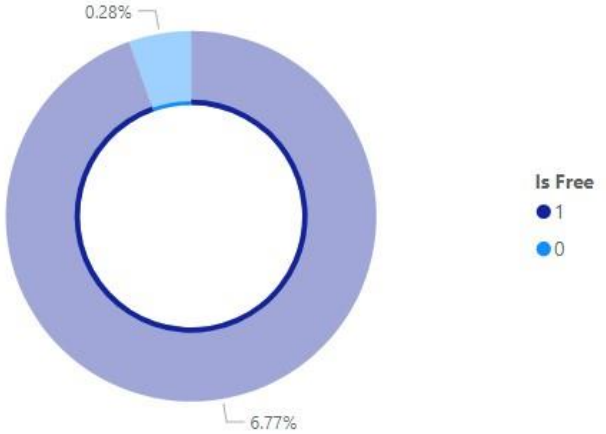
Rating Count	Rating	Price





295,693,394,583

That's a lot of Users

276,781 apps

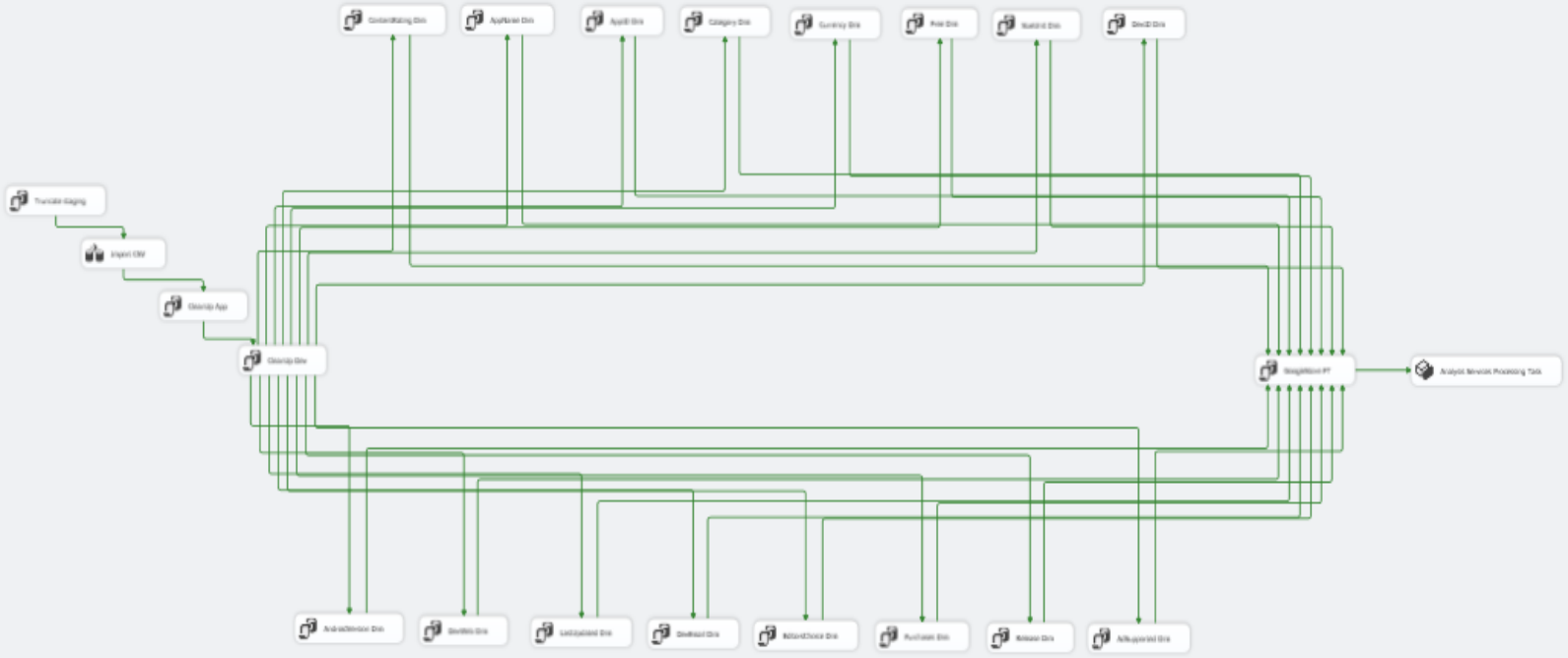
And a lot of Apps that support Advertising

100%

Total success!

3.
ETL ANALYSIS

ETL PROCEDURES



Visual Studio Data Tools 17

FACT TABLE

	App Name	App Id	Category	Rating	Ratin...	Installs	Minimu...	Maxim...	Free	Price	Currency	Size	Si...	Mini...	Develo...	Develope...	Devel...	Released	Last Up...	Con...	A...	In Ap...	Editors
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3	85446	273596	39	4.5	56383	1000000	1000000	19531...	2	0	13	5.3	1	16	48335	146542	98283	2461	209013	2	1	1	1
4	71121	401049	28	3.5	554	50000	50000	80394	2	0	13		3	6	81458	19661	110516	347	152087	2	1	2	1
5	286391	320093	12	0	0	500	500	879	2	0	13	8.5	1	25	52341	36798	109855	1096	327958	2	1	1	1
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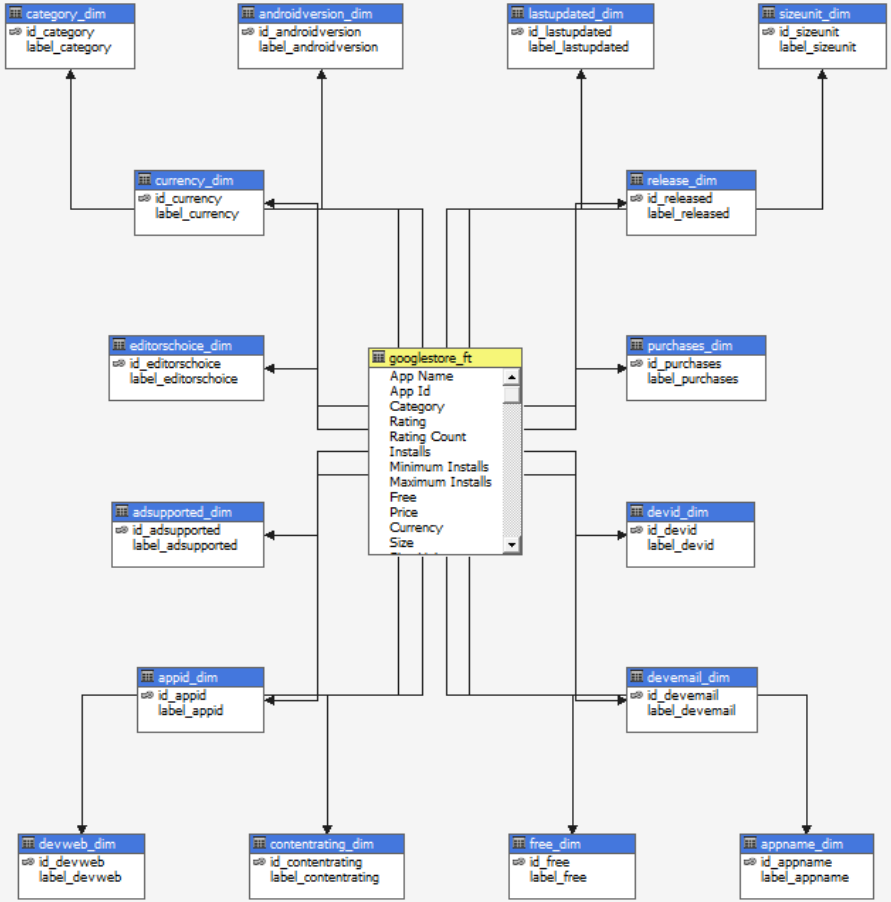
Microsoft SQL Server Management Studio 18

CUBE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4.
CHALLENGES

Our biggest challenge was to pick the right dataset in terms of size, complexity and potential business outcome

Thanks!

Any questions?