



Google Play Store App Rating Models & Predictions



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AGENDA

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Business Problem

2

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Recommendations

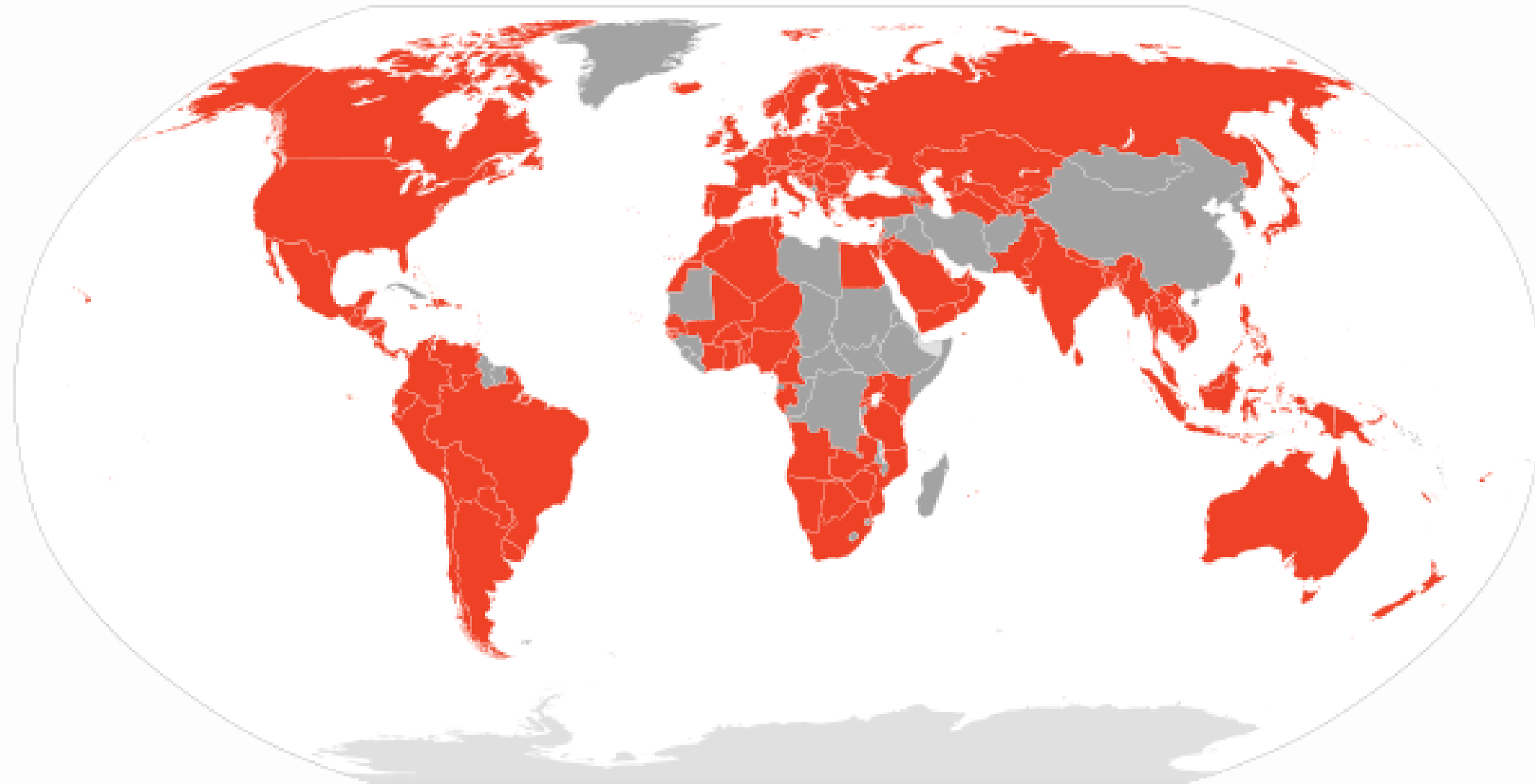
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Future Steps



Google Playstore

- Originally launched as the Android Market in 2008.
- Google is one of the most trusted platforms.
- As of the first quarter of 2021, the Google Play Store hosted a substantial 3.48 million apps.



Global availability of Google Play

BOTTOM LINE



Strengths

What an company excels at and what separates it from the competition with a unique technology



Weaknesses

Business needs to improve to remain competitive: a weak brand, or lack of capital.



Opportunities

Favorable external factors that could give an company a competitive advantage



Threats

Threats refer to factors that have the potential to harm an business

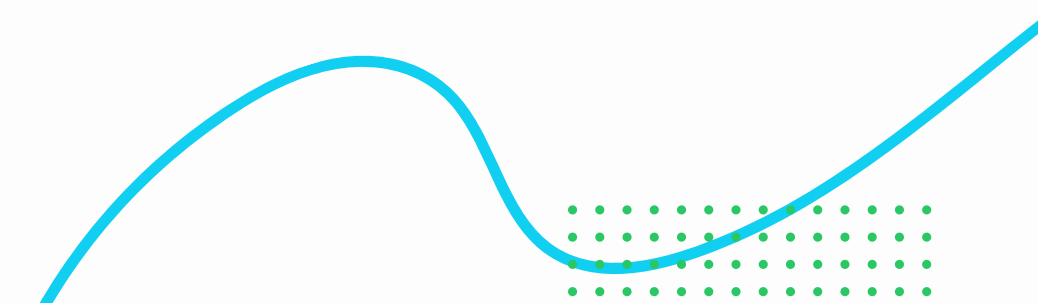
1 BUSINESS PROBLEM





BUSINESS PROBLEM



01. Analyze impact of intrinsic factors on app user ratings
 02. Find a suitable predictive model to determine user ratings based on Google Play Store app data
 03. Introduce rating ranges Low, Medium and High and investigate inter-range differences
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2 DATA OVERVIEW





Data overview

Data

Data points

Filters

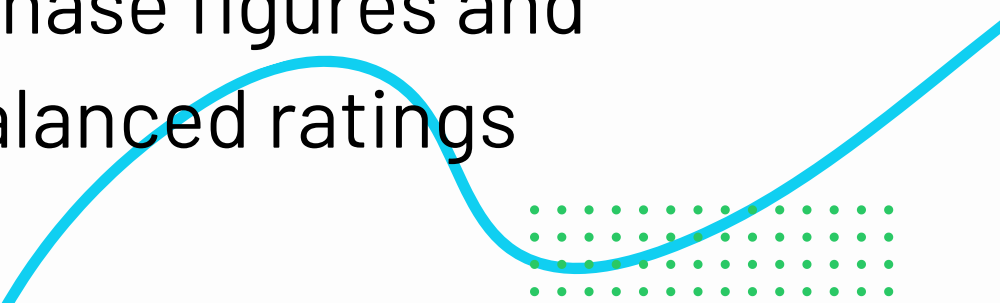
Limitations

Kaggle,
2010-2021

15k

Outlier
cleansing of
apps with
ratings of zero

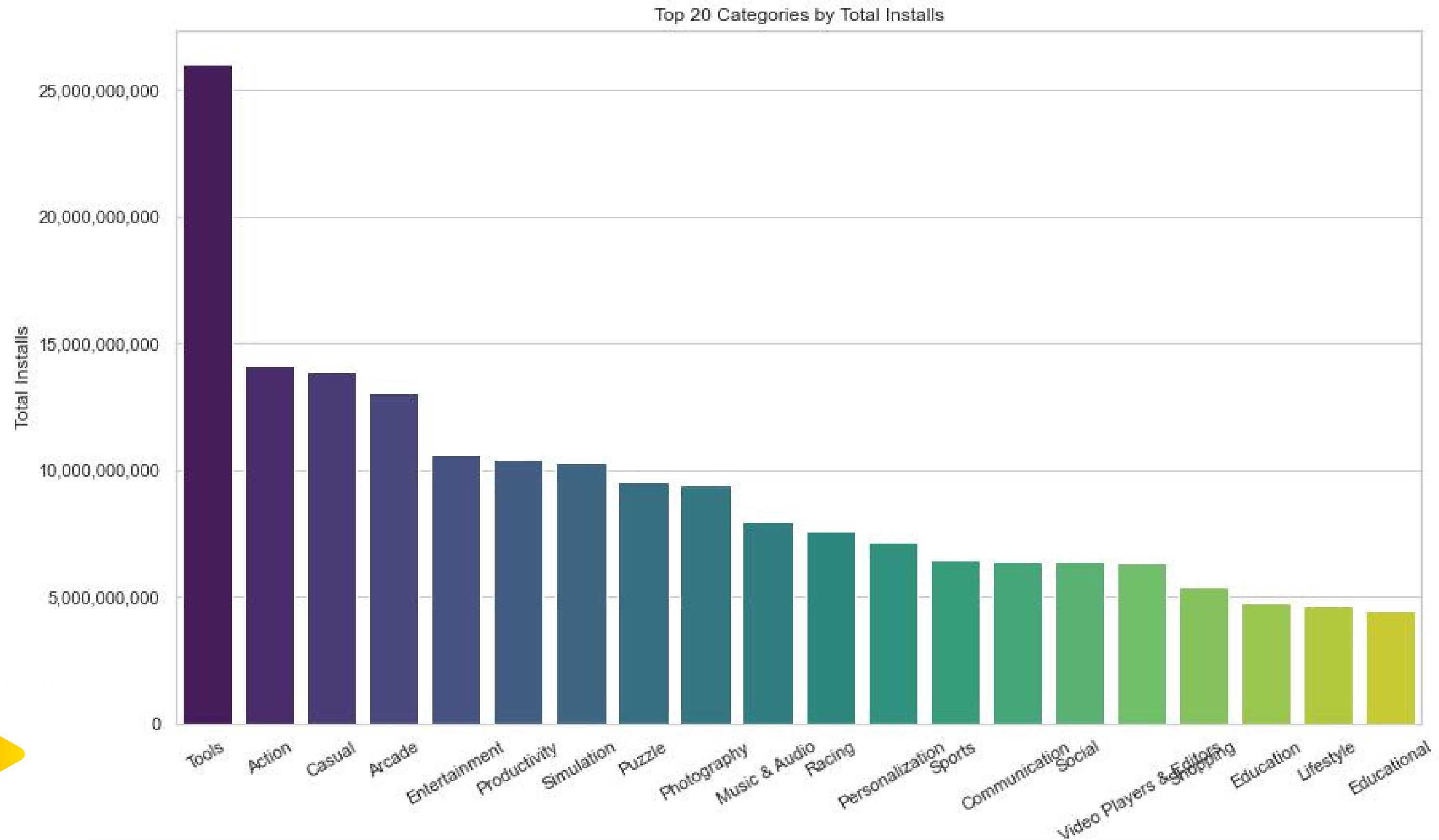
Lack of app prices; in-
game ad display
durations; lack of in-app
purchase figures and
imbalanced ratings



3 ANALYSIS & MODELING

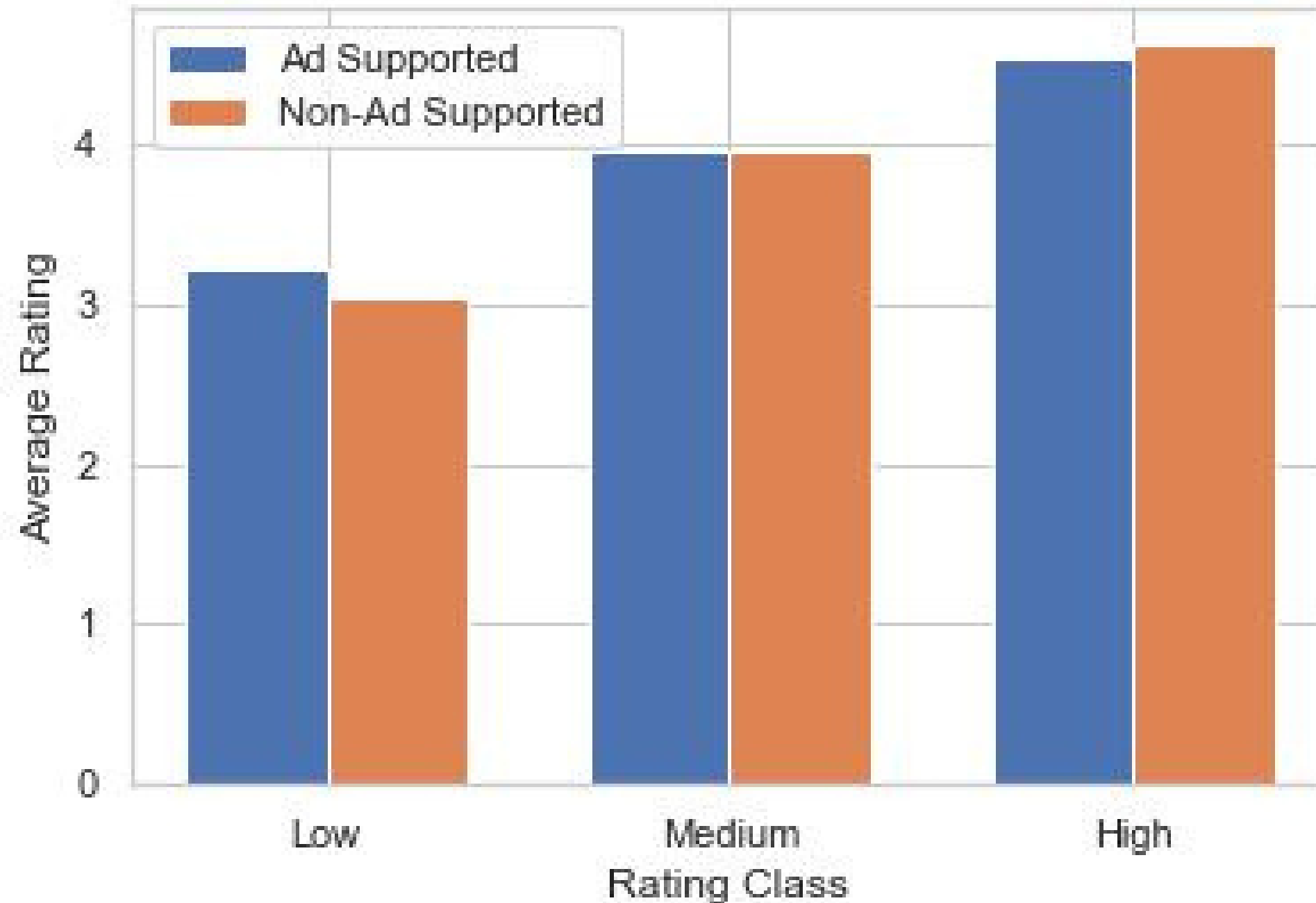


Total Installs Vs Category

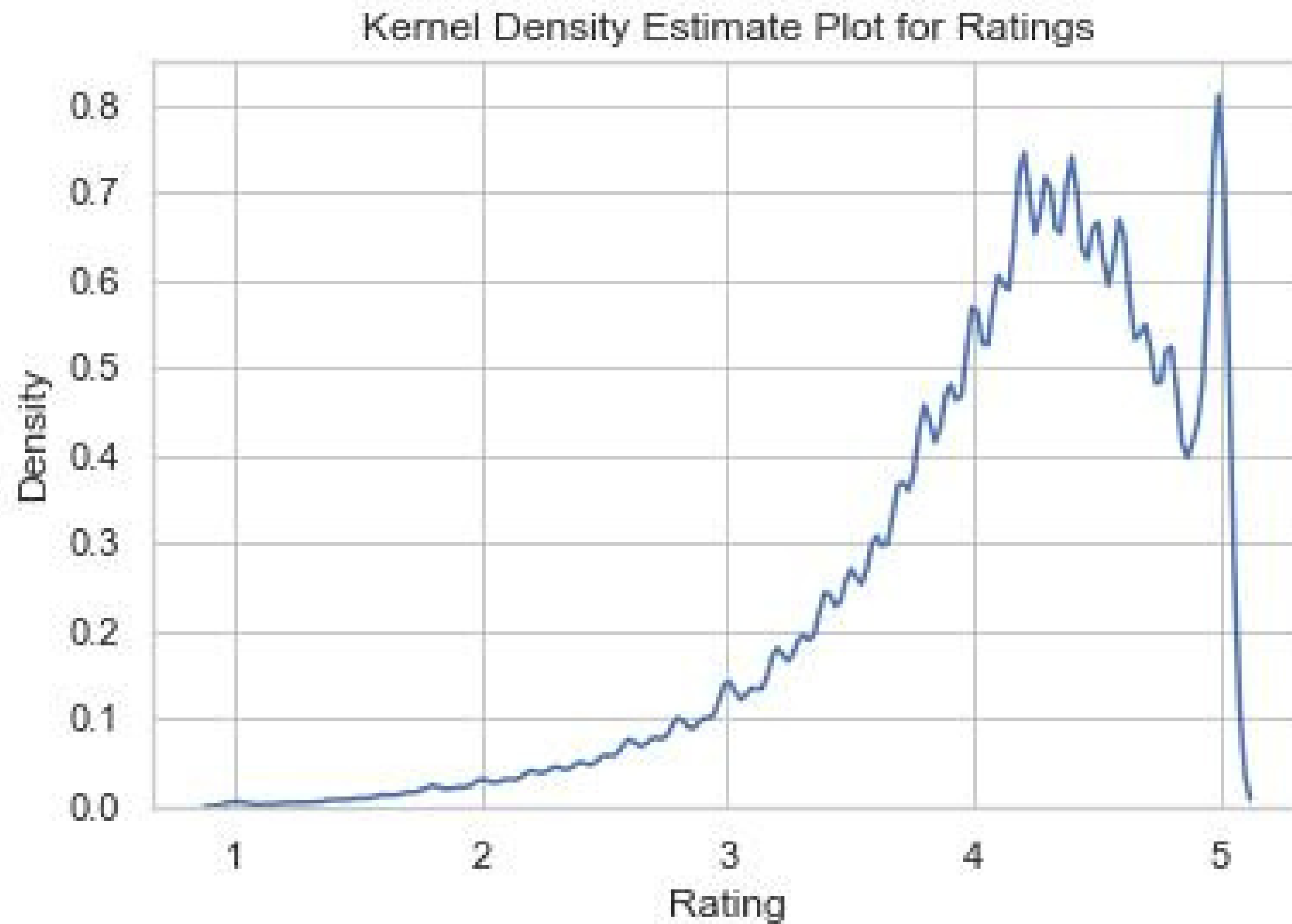


Average Rating for Ad Supported vs Non-Ad Supported

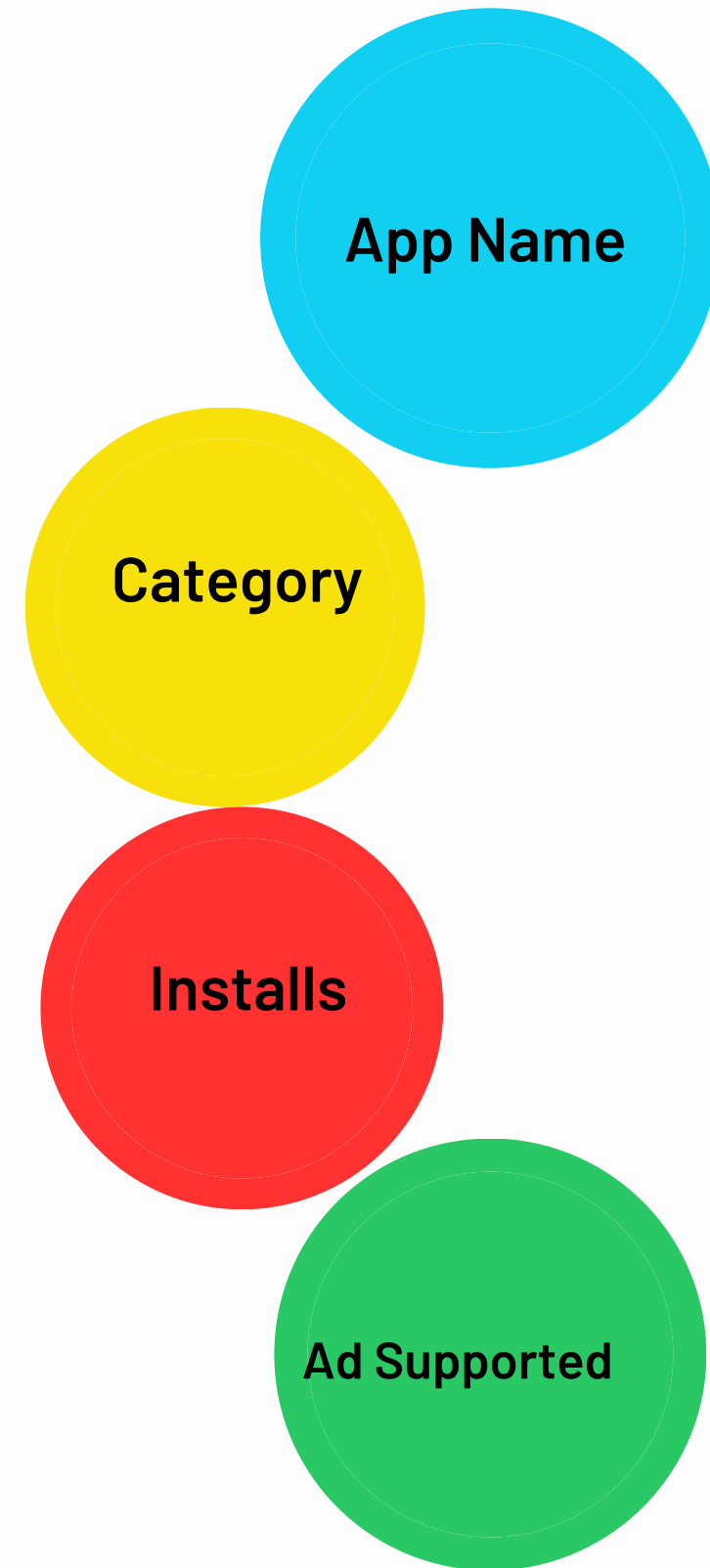
Average Rating for Ad Supported vs Non-Ad Supported Apps by Rating Class



Kernel Density Plot



MODELING



High Rating
Medium Rating
Low Rating



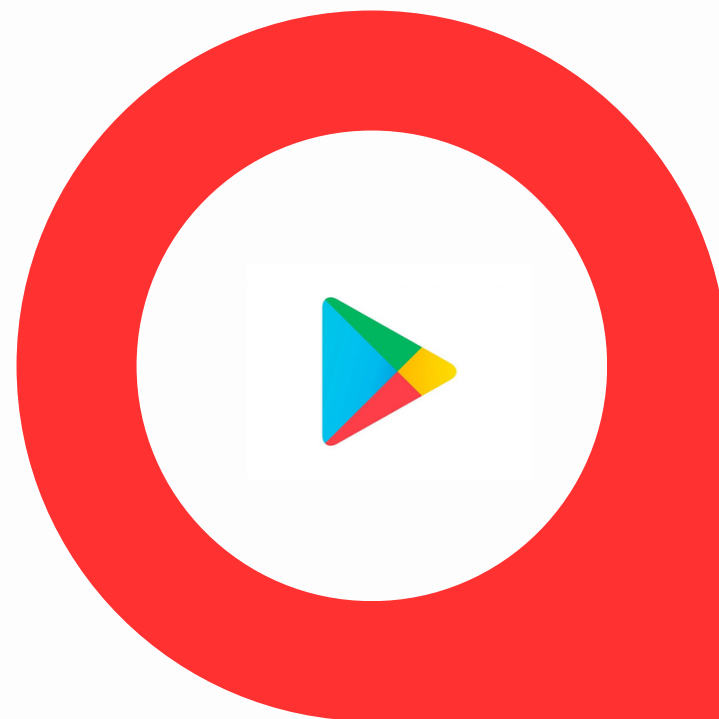
Recall on High Rating
98%

5 RECOMMENDATIONS

4 formulas that will lead you to success in business

Pick App Name wisely

You'll have a lot of other work to do to be your own boss



Category plays an important role.



Installs : more installs is more likely to increase the higher ratings/



Ad Supported could be a good source of revenue that doesn't significantly affect ratings

FUTURE INSIGHTS

1

App Prices

Analyze how different pricing tiers may impact user acquisition and overall revenue.

2

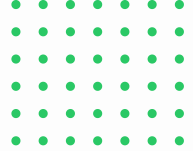

In-App Purchases

Consider how the availability of in-app purchases influences user engagement and monetization


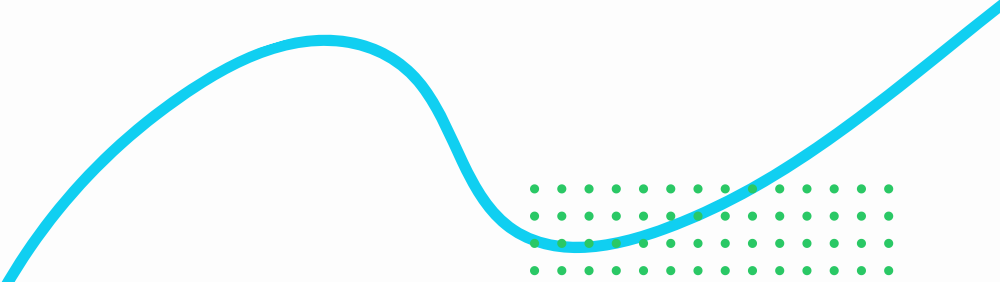
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User Behavior and Spending Patterns

The objective is to launch new products or services on existing markets



THANK YOU!





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