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**Google Play**

# **Google Play Store App Rating Models & Predictions**

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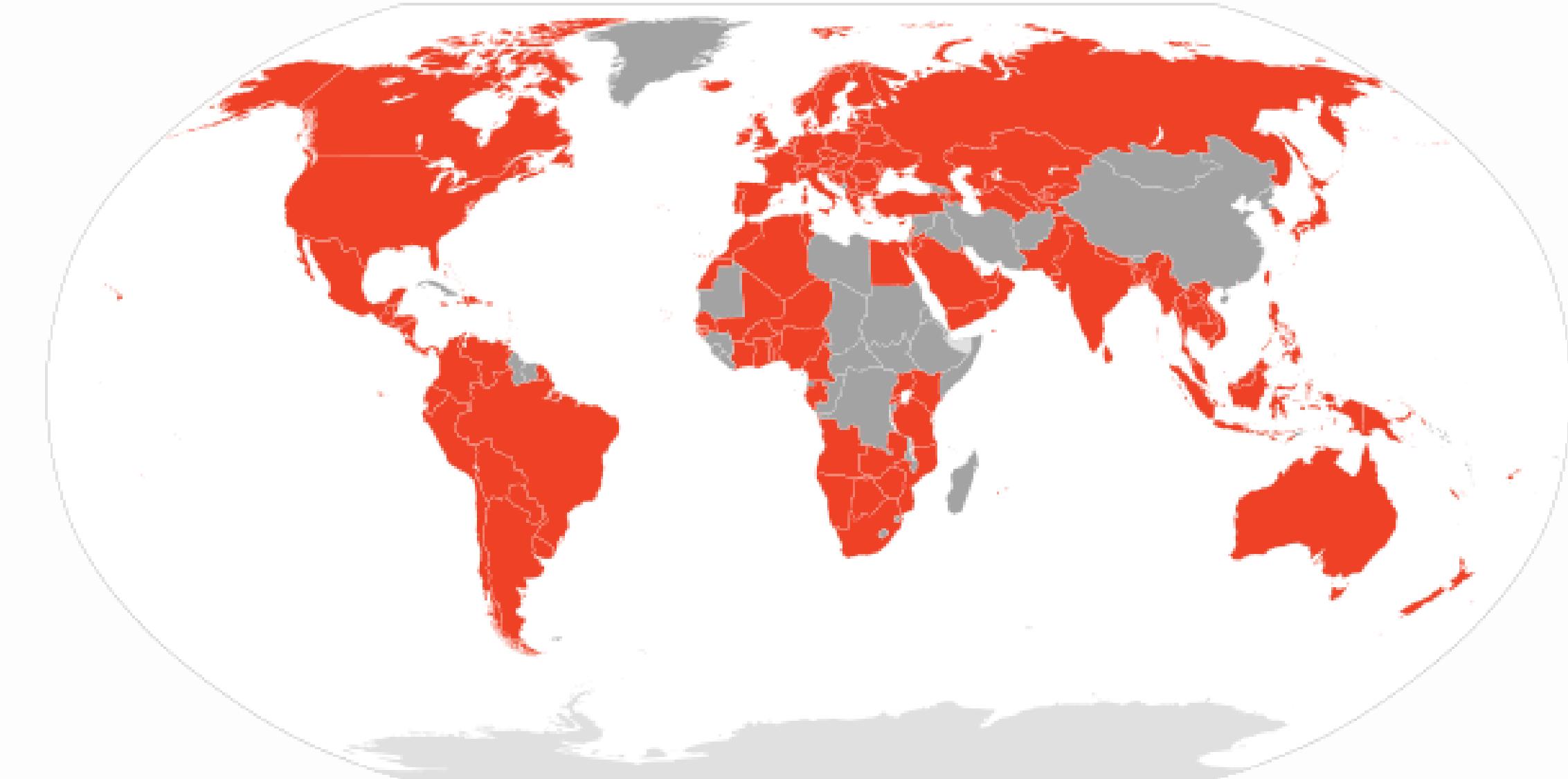
# AGENDA



- 1 Business Problem
- 2 Data Overview
- 3 Analysis & Modeling
- 4 Recommendations
- 5 Future Steps

# Google Playstore

- Google is one of the most trusted platforms.
- Originally launched as the Android Market in 2008.
- As of the first quarter of 2021, the Google Play Store hosted a substantial 3.5 million apps.



Global availability of Google Play

## BOTTOM LINE

The best model performed 56% accuracy and 98% recall on high rating.

Category, Downloads , Ads and App name are the one of the most important features in terms of impact on ratings



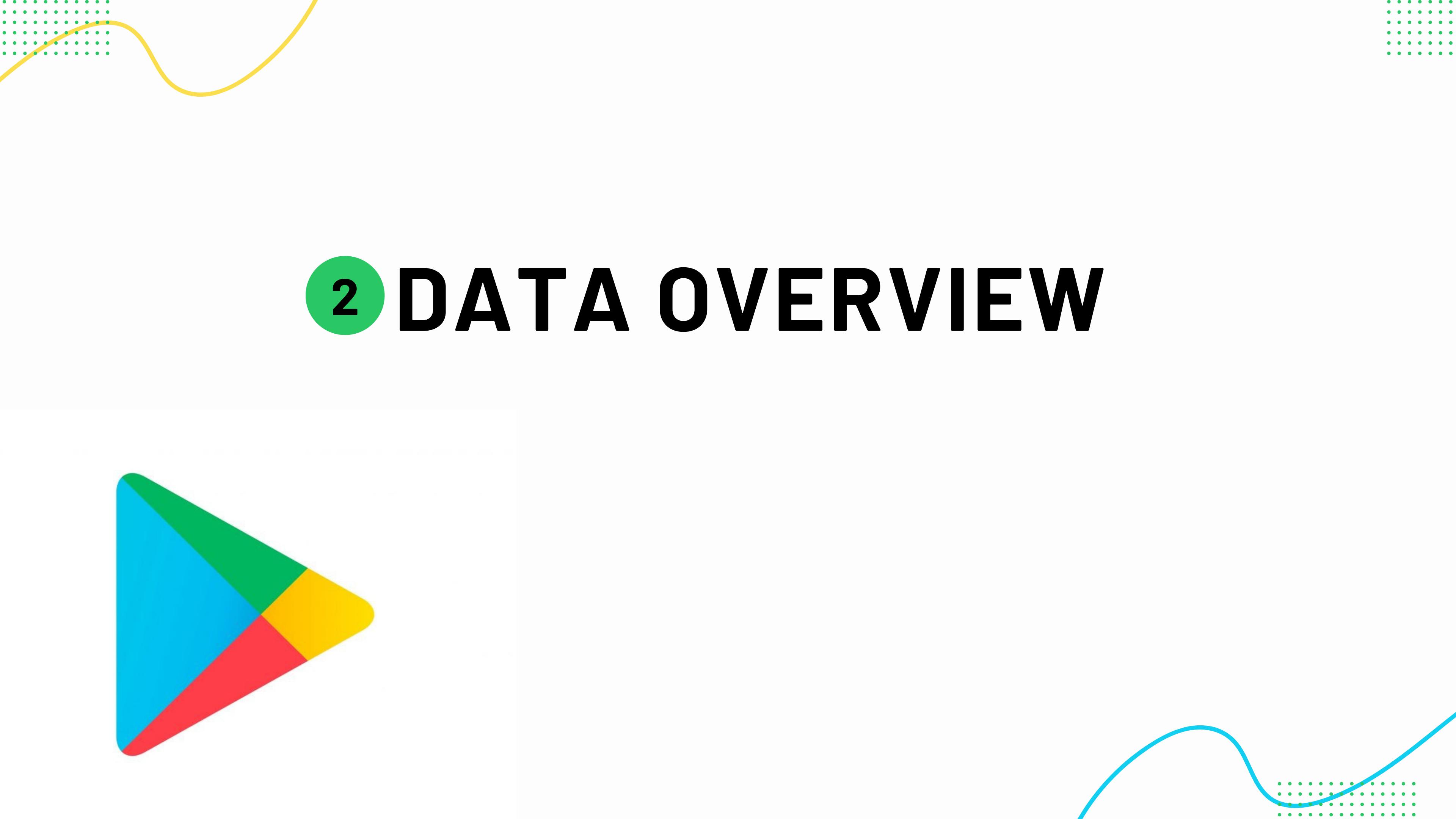
# 1 BUSINESS PROBLEM



# BUSINESS PROBLEM



01. Analyze the relationship between user ratings and intrinsic factors
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



2

# DATA OVERVIEW



# DATA OVERVIEW

## Data

- Kaggle,
- 2010-2021

## Data points

- 15k

## Filters

- Cleansing of apps with ratings of zero

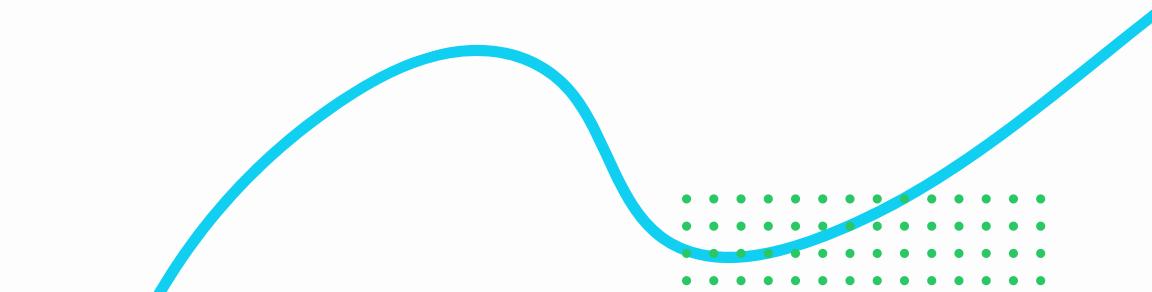
## Limitations

- Lack of app prices and in-purchase prices.
  - Ad display durations.
  - imbalanced ratings.
- Unclear app rating authenticity.

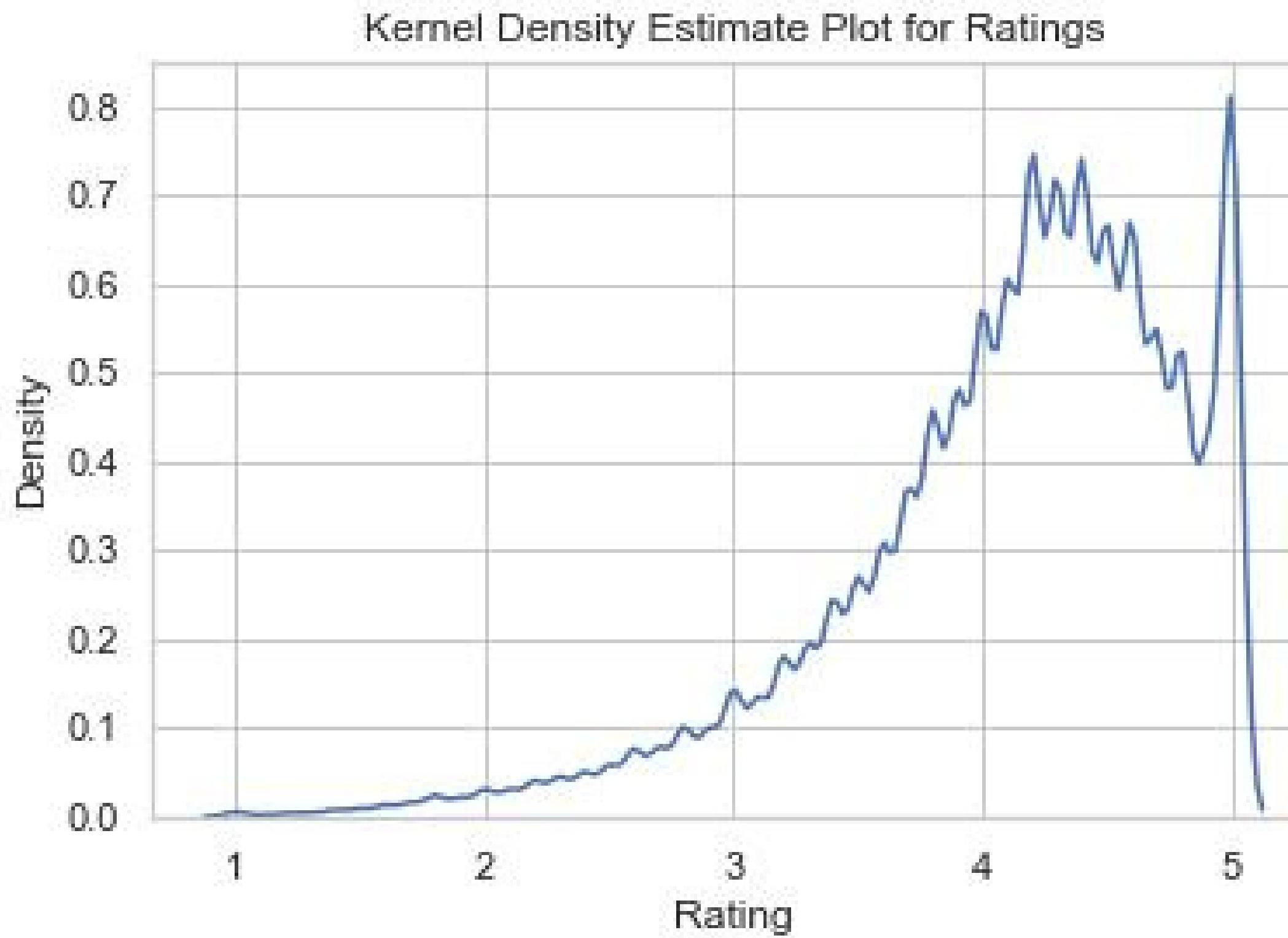


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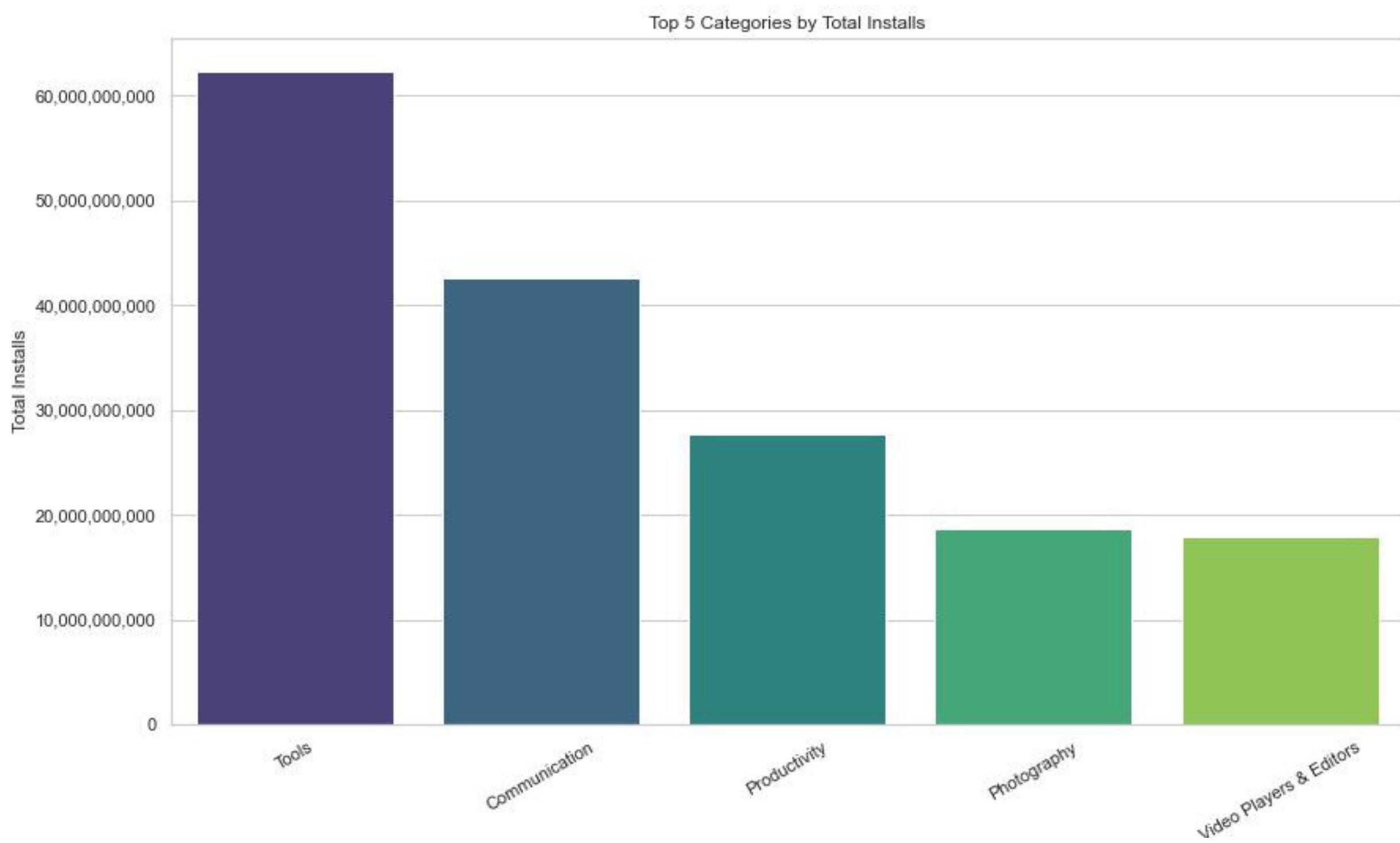
# ANALYSIS & MODELING



# Most ratings fall within the higher segment

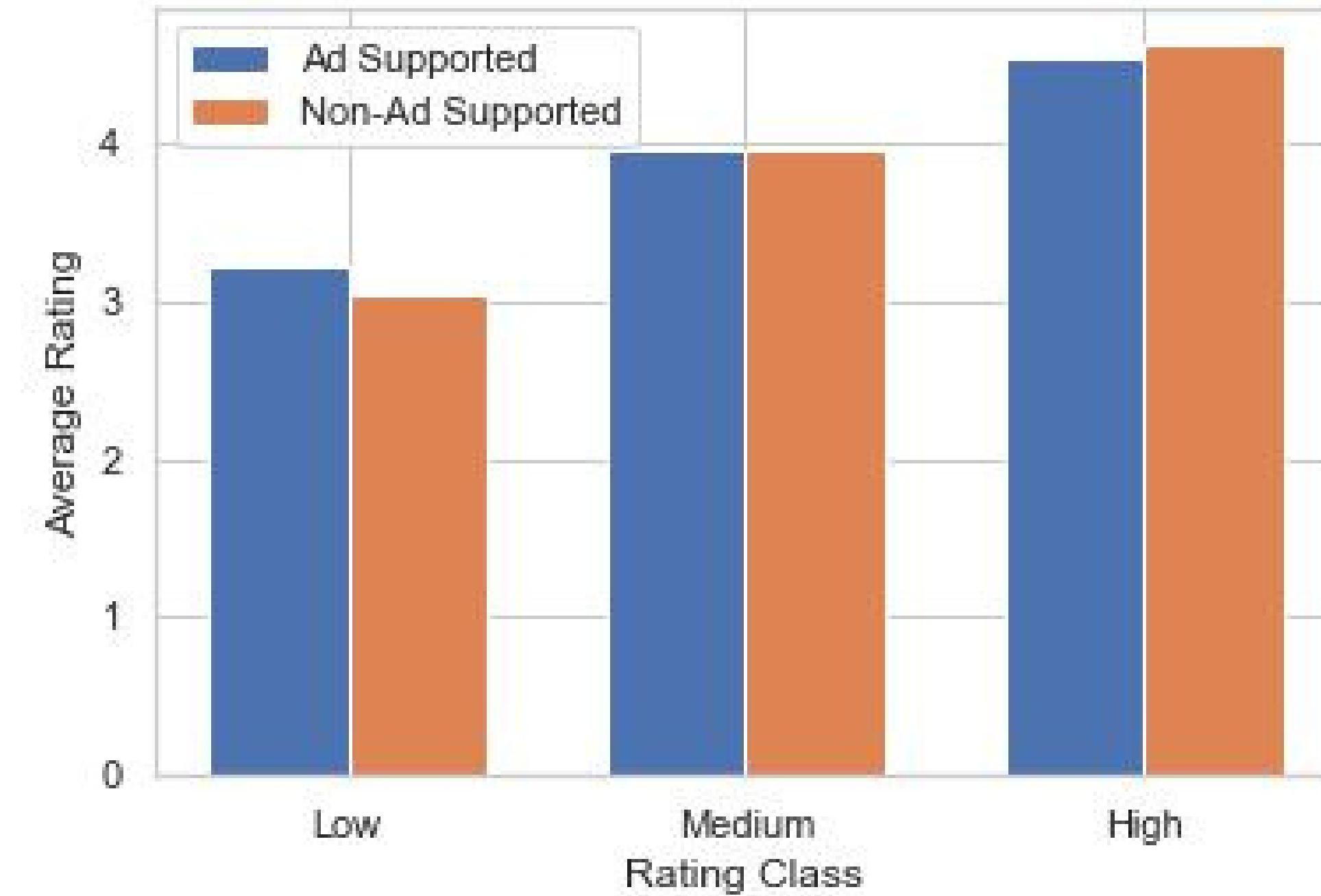


# Total Installs by Category

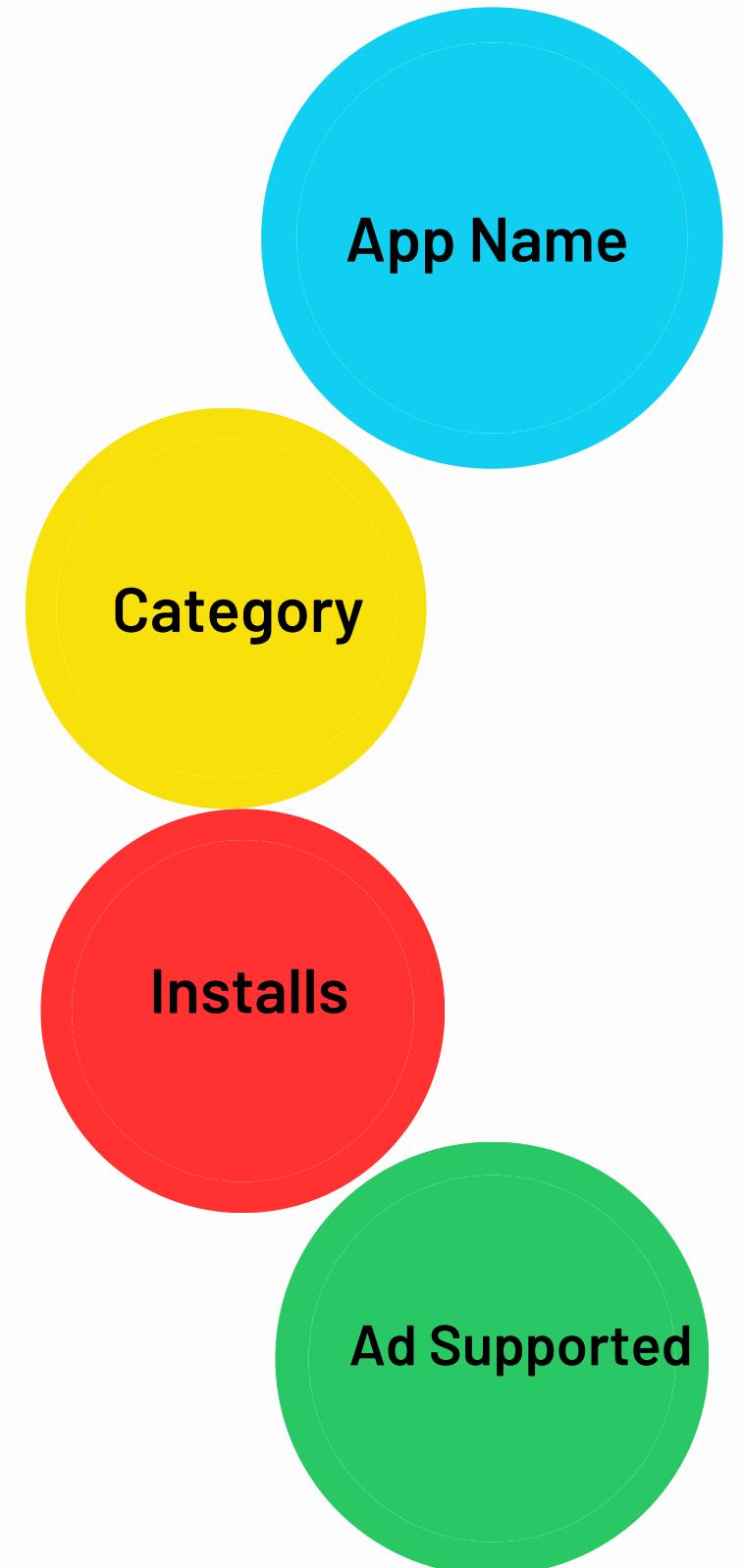


# Ad- & non-ad-supported apps tend to receive comparable ratings

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



# MODELING

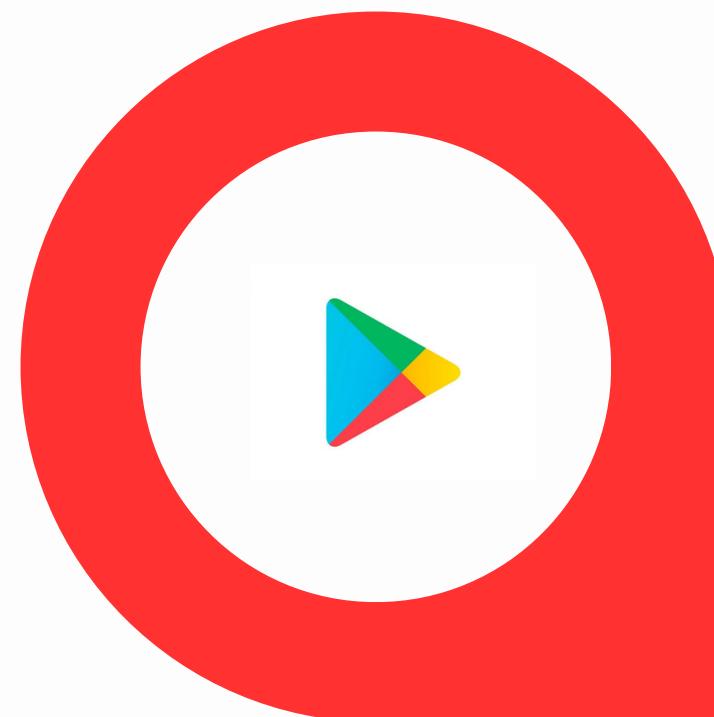


- High Rating 4.2-5
- Medium Rating 3.8-4.2
- Low Rating 1-3.8
- Accuracy 56%
- Recall on High Rating 98%

# 5 RECOMMENDATIONS

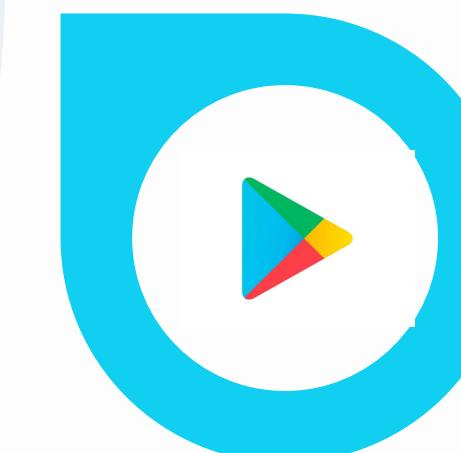
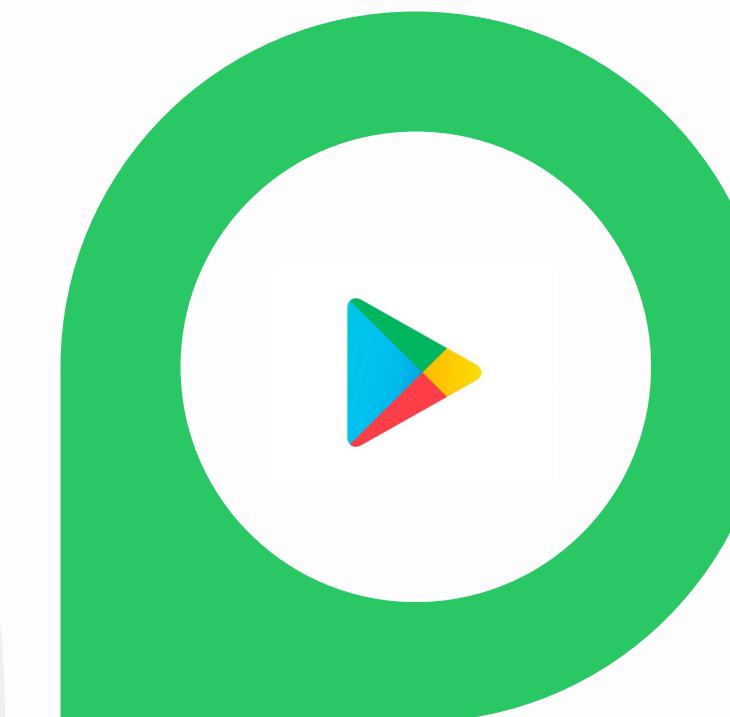
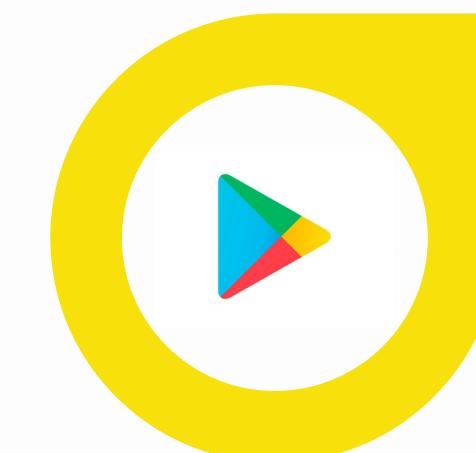
## Pick App Name wisely

Ensure the app name is both search-friendly and memorable



## Category plays an important role

Tailor your app to meet the preferences of users within a specific category.



## 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

3

## User Behavior and Spending Patterns

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



**THANK YOU!**



# GOKNUR KAYA

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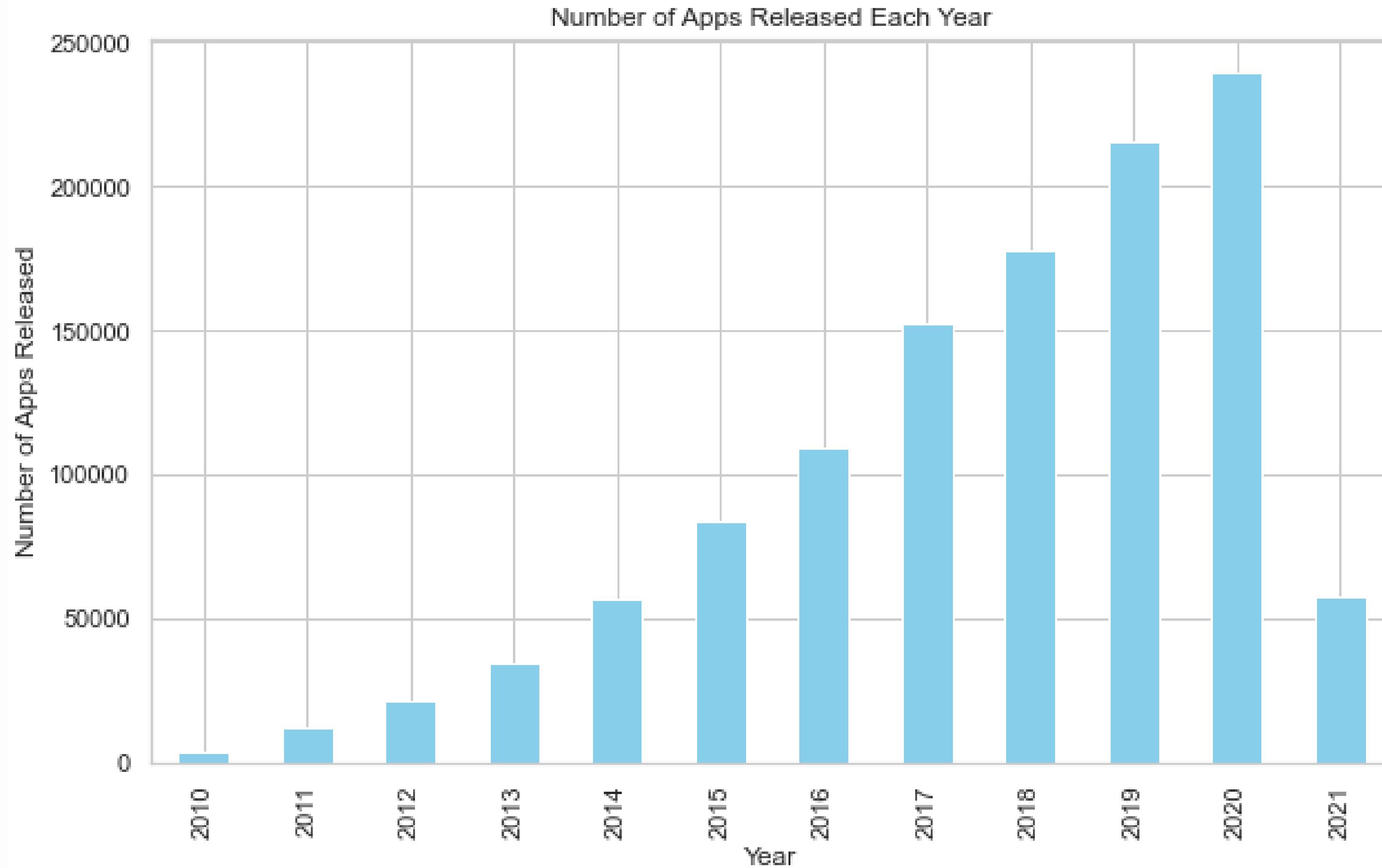
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# APPENDIX

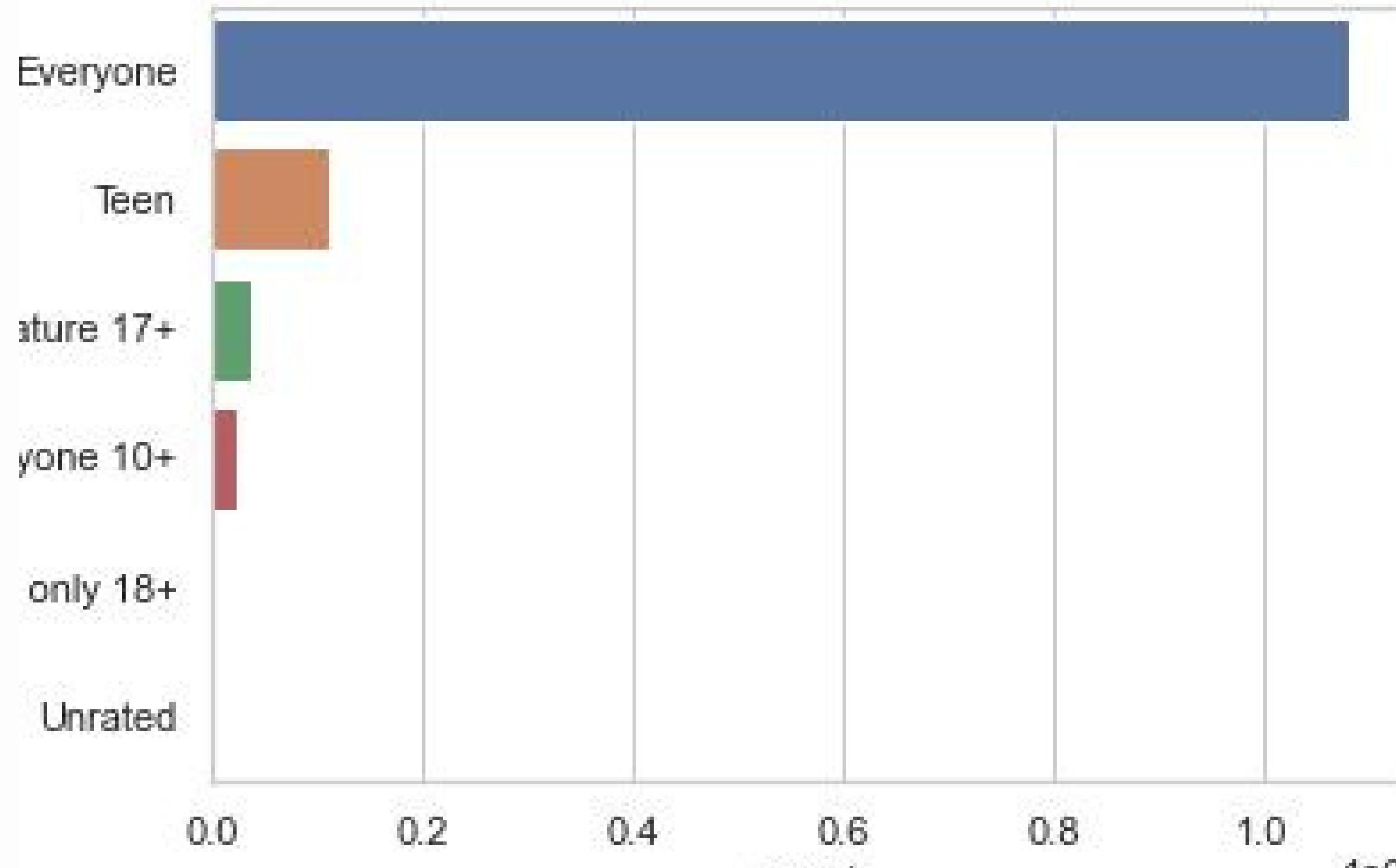


# Number of apps released each year



# Content Rating

Content rating with their counts



# Free App Ratings

