

Choosing one App-Environment to integrate into our operating system...

# Apple Store vs Google Play

## Which receives better reviews?

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In this brief presentation, we will examine the following in order to answer our question:

- What Data Can We Examine?
- Can we Properly Compare Apple Vs. Google Data?
- How Can we Analyze Our Data?

*Apple or Google? Which Receives Better Reviews?*

# Sourcing Relevant Data

What Data Can We Examine?

## Source: Kaggle

- Plenty of review data regarding both ecosystems, readily available on open-source data library aggregator, Kaggle

## Relevant Data: App Categories, Number of Reviews, Rating, Price

- Given the large amount of data available on both ecosystems, for our purposes we really only need the above four subsets of data

**Bottom Line:** There is enough *relevant* data to conduct our analysis

*Apple or Google? Which Receives Better Reviews?*

# Combining & Comparing Datasets

**Can we Properly Compare Apple vs Google Data?**

## **Cleaning & Transforming Datasets**

- Only slight changes needed to clean data sets, such as removing non-applicable values and miscellaneous symbols (ie “\$” signs)
- Data such as rating, number of reviews, and price can be compared numerically; data such as platform and category can be grouped by name

## **Combining Apple & Google Data**

- We are able to combine both data from both platforms based on number of reviews and the rating
- Removed data that had less than one review as well as non-applicable rating scores
- Roughly 15.6K reviews included across both platforms
- Initial statistical findings show mean ratings on both platforms to be similar...

**Bottom Line: We can accurately combine our data to compare the mean rating of each platform**

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# Statistical Model of Ratings Data

How can we analyze our data?

## Hypothesis and Method

- Null hypothesis from initial data is that platform doesn't matter: the mean rating difference is due to chance
- Ratings data is not normally distributed
- Non-Parametric Permutation test with 1000 permutations used to determine if platform makes a difference

## Results

- Absolute difference in *Observed Difference* between Apple and Google Ratings is 0.1420
- We picked a significance level of 0.05
- Given the *Observed Difference* is larger than our significance level, we are assuming the Null is False:

**The Platform DOES Matter**

**Bottom Line: Difference in mean ratings are statistically significant; Google Play had higher ratings**