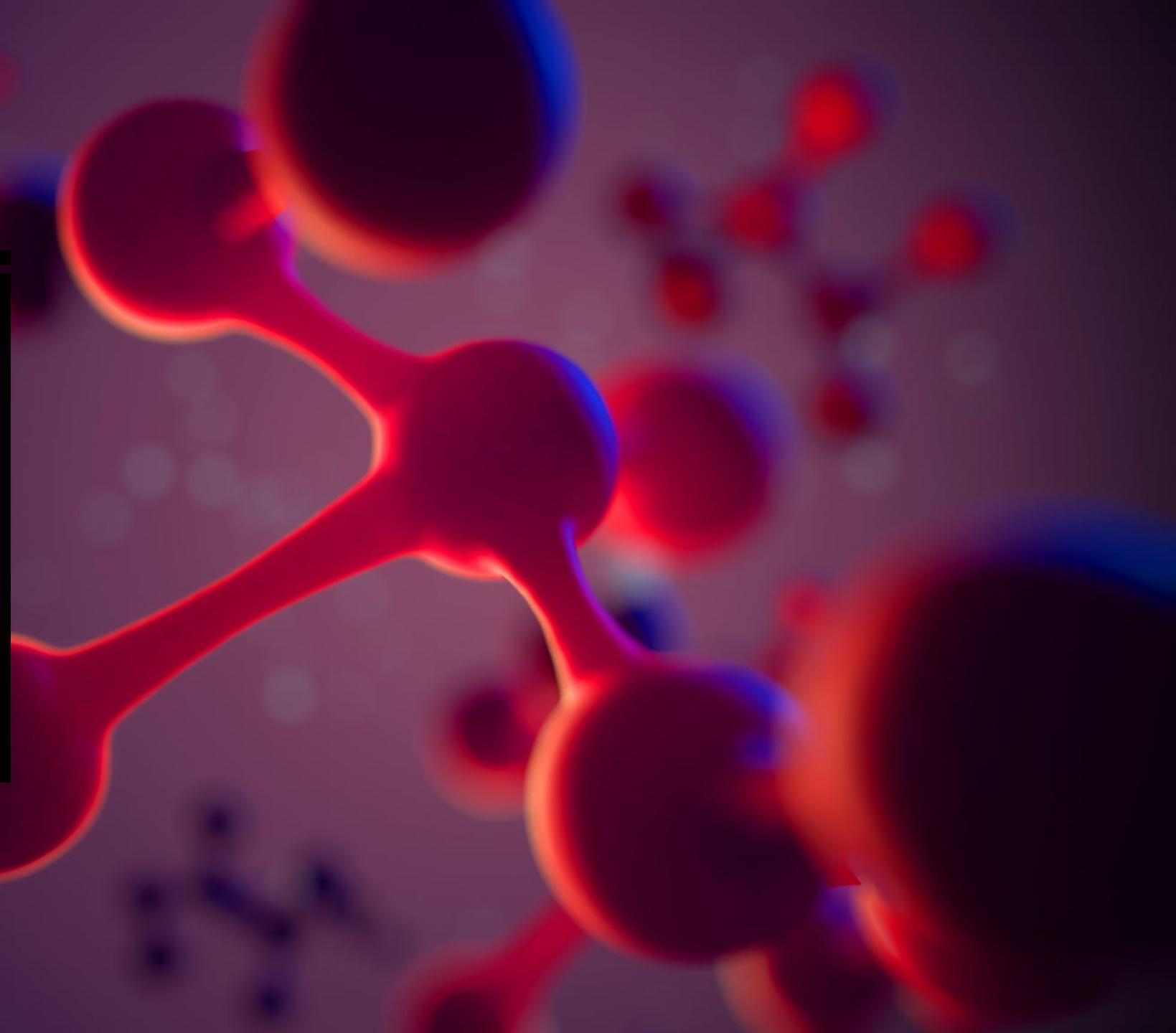
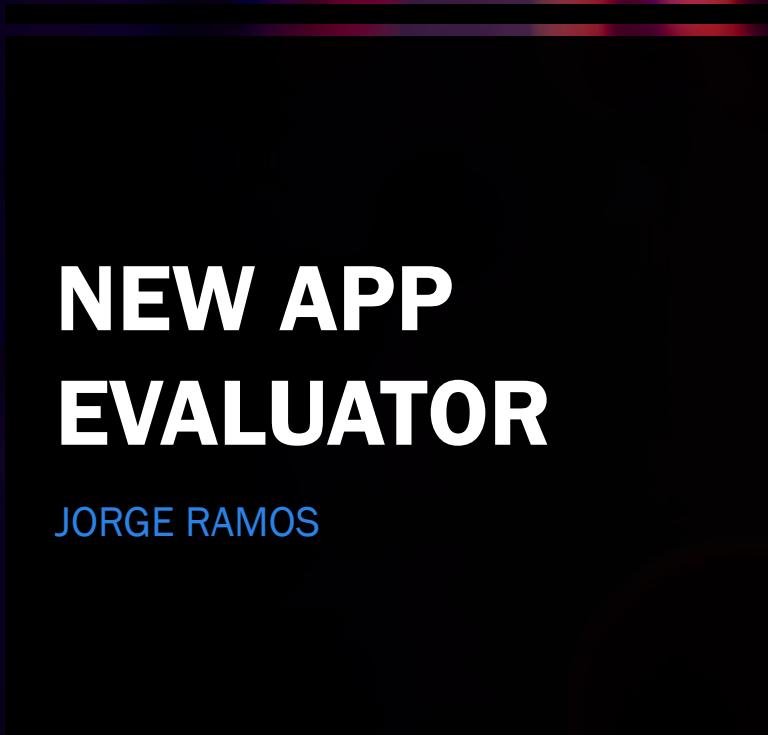
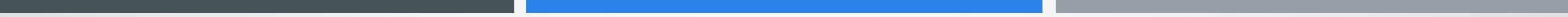


NEW APP EVALUATOR

JORGE RAMOS





AGENDA

01

Why are we
here?

02

Data
Extraction &
Cleaning

03

Feature
Engineering

04

Modeling

05

Creating the
Application

06

Results

07

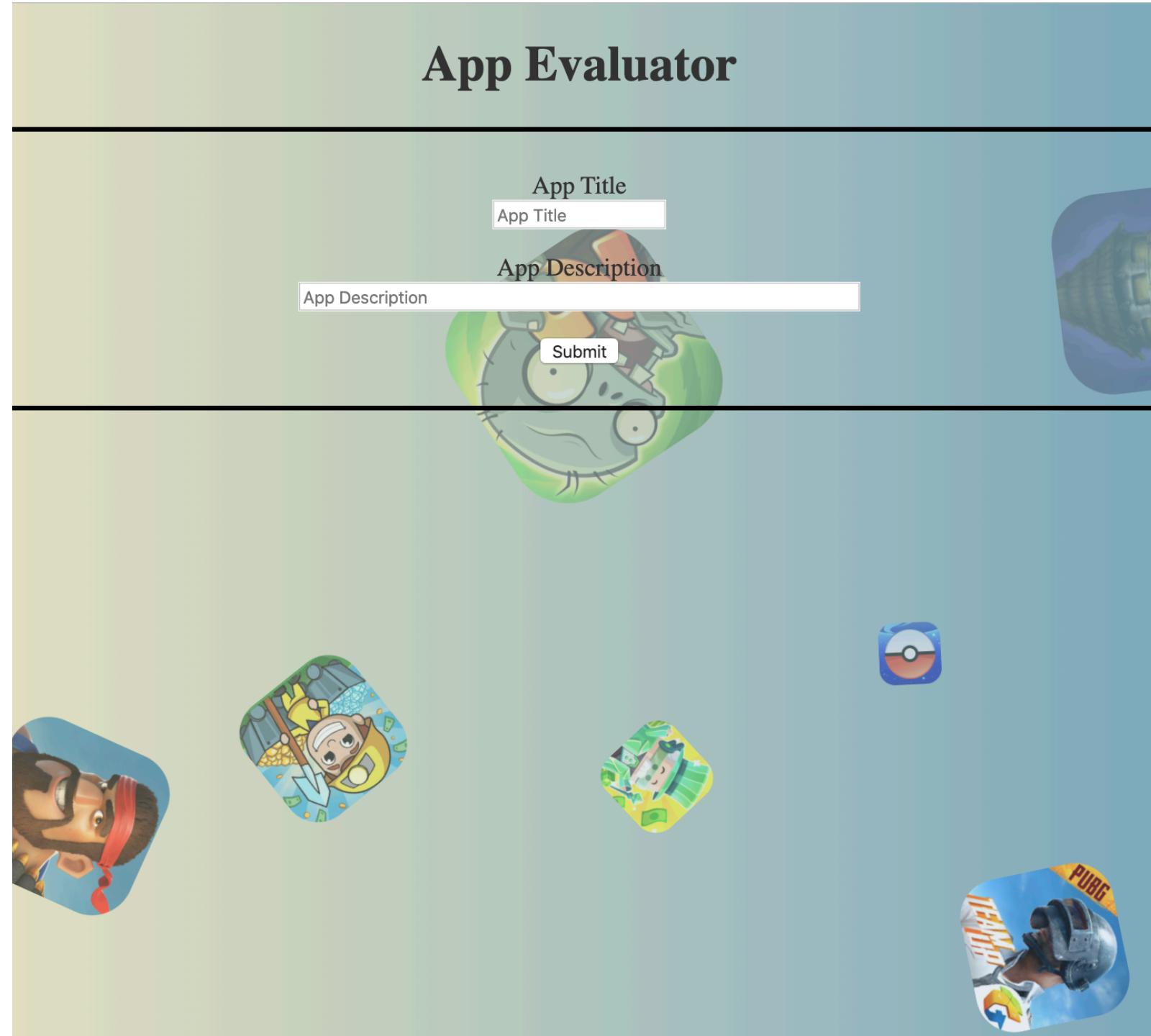
Key
Takeaways

08

Next Steps

WHY ARE WE HERE?

- New App Evaluator
 - How it was created
 - What does it do
 - How it works



DATA EXTRACTION & CLEANING

kaggle



17,007 Apps data

Subtitles

Average user Ratings

Languages

User Rating Count

Prices

In-app Purchases

→ 16,995 Apps data

FEATURE ENGINEERING

- Combined text
- Is it free
- In-app purchases sum
- Has in-app purchases
- Successful app
- Keyword creation
- Category list



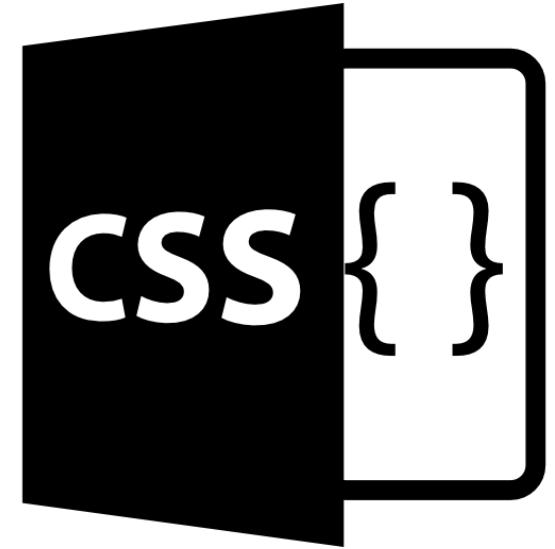
MODELING

- Creation of the function evaluator(df, title, description):
 - Combine text
 - Keywords
 - Word2vec
 - Compare Keywords
 - Output a list of app ids



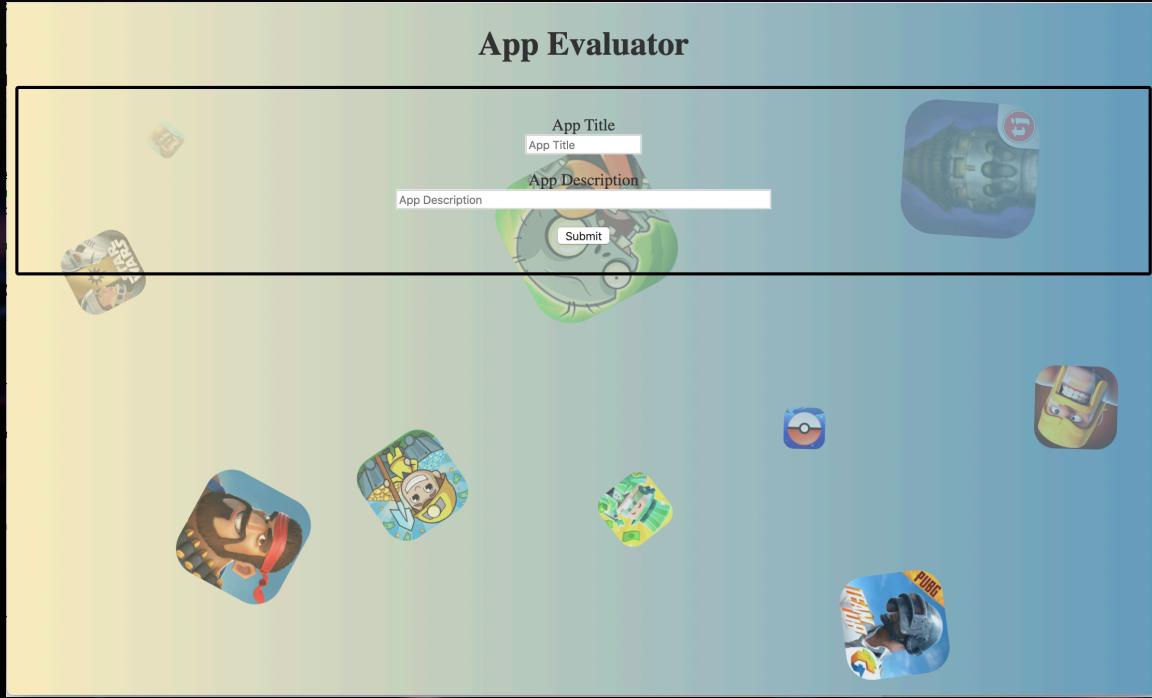
Flask

web development,
one drop at a time



CREATING THE APPLICATION

RESULTS



**Evaluation for:
Candy Crush Saga**

Start playing Candy Crush Saga today – a legendary puzzle game loved by millions of players around the world. With over a trillion levels played, this sweet match 3 puzzle game is one of the most popular mobile games of all time! Switch and match Candies in this tasty puzzle adventure to progress to the next level for that sweet winning feeling! Solve puzzles with explosive and smart moves, and be rewarded with delicious rainbow-colored cascades and tasty candy combos! Plan your moves by matching 3 or more candies in a row, using boosters wisely in order to overcome those extra sticky puzzles! Blast the chocolate and collect sweet candy across thousands of levels, guaranteed to have you craving more! Candy Crush Saga features: THE GAME THAT KEEPS YOU CRAVING MORE Thousands of the best levels and puzzles in the Candy Kingdom and with more added every 2 weeks your sugar fix is never far away! MANY WAYS TO WIN REWARDS Check back daily and spin the Daily Booster Wheel!...

4.45

Your App is predicted to be successful!!!

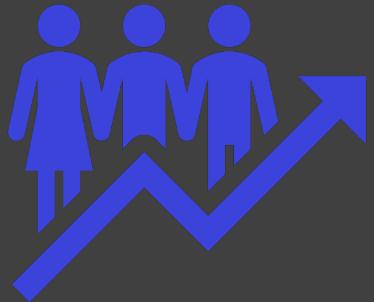
Recommended for your app:

Age rating: 4+	Genre: Games
Categories: Games Entertainment Strategy Board Puzzle Education	Free or Paid: 90.0% of the similar apps are free The average price is: 0.199 The max price is: 1.99

Related Apps

Gem Blast Match-3 Puzzle Crush 4.5	Super Gem Quest 2 Blast Mania 5.0	Berry Blast - Match 3 Game 4.0	Kurov Classic 3.5	PUSHY 4.0
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KEY TAKEAWAYS



Great tool to check the potential
of an app before releasing.



Lets a developer check similar
apps to improve app.

NEXT STEPS

 Effect of paid and free apps. Strategic price.

 Does in-app purchases mean success? Analyze each app.

 How developers play a part in the popularity of apps.

 What languages does your app need to reach a broader market.

 Position the evaluated app in a rating compared to all other apps in database.

 App follow up with sentiment analysis.

THANK YOU!

Questions?