

Project Overview

You have been hired to analyze the Shopify App ecosystem using data scraped from publicly available Shopify websites. The goal is to identify key factors that contribute to the success of Shopify apps.

The Dataset

The **shopify.xlsx** dataset includes:

- **apps**: Details about each app in the Shopify App Store.
 - **apps_categories**: Join table connecting apps to their categories.
 - **categories**: Categories assigned to apps (each app can belong to multiple categories).
 - **reviews**: User reviews for each app, including ratings, comments, and developer responses.
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Analysis

Visualizations Created:

1 KPI Card:

- Shows the total unique number of apps available on the Shopify App Store.

2 Line Chart:

- Plots the sum of review counts over time (**lastmod** date) to identify trends in review activity.

3 Scatterplot:

- Displays the relationship between **reviews_count** (X-axis) and **average rating** (Y-axis).

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- Observation:
 - The scatterplot shows most apps cluster around high average ratings (4–5 stars).
 - Apps with high review counts are rare but generally maintain strong ratings.
 - Example: One app with ~24,780 reviews has an average rating of 4.6/5, indicating high quality and strong customer satisfaction.

4 Bar Chart:

- Developer (X-axis) vs. Sum of Ratings (Y-axis) — showing which developers accumulate the highest total ratings.
 - Note: This can be misleading because total sum doesn't distinguish between low and high ratings.

5 Improved Bar Chart:

- Developer (X-axis) vs. Average of **helpful_review** — a better indicator of positive customer sentiment than raw sum of ratings.

6 Developer Responsiveness:

- Bar Chart showing **developer_answered** (number of reviews with developer responses) by Developer.
 - Filtered for apps with more than 500 reviews to highlight responsiveness for popular apps.

Conclusions

- The Shopify App Store is dominated by apps with high average ratings, suggesting strong overall app quality.

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- Only a small number of apps achieve both high review counts and high ratings, pointing to a few top performers.
 - Many developers have strong sums of ratings, but this can be inflated by a high volume of low-star reviews — average helpful reviews are a clearer quality metric.
 - Developer responsiveness (replying to reviews) is a key differentiator for top developers and shows engagement with customer feedback.
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Recommendations

✓ Promote Top Performers:

- Identify and showcase apps with both high review counts and strong average ratings — these are likely driving significant value for Shopify merchants.

✓ Encourage Developer Engagement:

- Developers with higher response rates to reviews demonstrate better customer service. Encourage all developers to respond to reviews, especially for apps with large user bases.

✓ Prioritize Quality Over Volume:

- Use average **helpful_review** scores instead of just total ratings when featuring apps — this reduces the bias of high review volume overshadowing poor average quality.

✓ Monitor Trends Over Time:

- The line chart showing review activity over time can help identify when apps are peaking in popularity or may need support.

✓ Category Analysis:

- Consider a follow-up deep dive: which categories drive the best ratings and engagement? Focus efforts and partnerships there.

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