
**PUBG MOBILE** 17+
HALLOWEEKS! PAYLOAD MODE!
Tencent Mobile International Limited
#4 in Strategy
★★★★★ 4.5, 772.3K Ratings
Free · Offers In-App Purchases

# App Store Ratings

## Data Science: Module Five Project

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FLATIRON SCHOOL

**Clash of Clans** 9+
Build your empire
Supercell
#7 in Strategy
★★★★★ 4.8, 1M Ratings
Free · Offers In-App Purchases

**Clash Royale** 9+
Epic Real-Time Card Battles!
Supercell
#9 in Strategy
★★★★★ 4.7, 1.2M Ratings
Free · Offers In-App Purchases

# Introduction

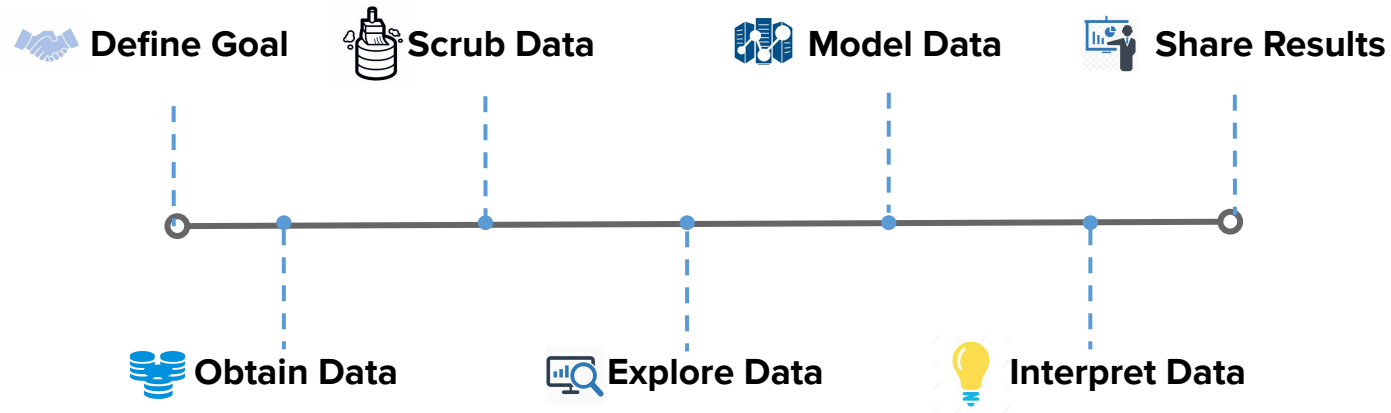
## Business Targets

- Create Machine Learning model to predict iOS app likelihood of success.
- Emphasize features that positively impact App Store ratings.

## Features to Evaluate

- Genres & subgenres
- Rating count & details
- Descriptive features
- Pricing and additional services

# Methodology




# Model Performance

**Baseline Model:**

41% accuracy when predicting star rating.

**Intermediate Model:**

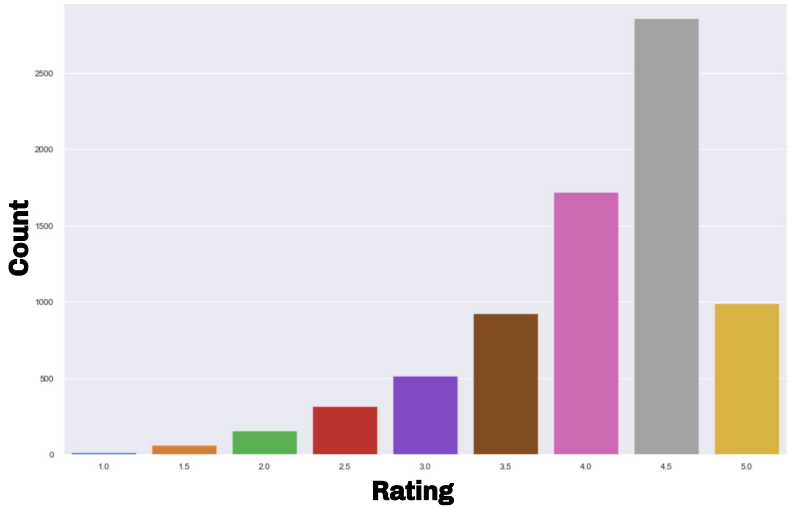
72% accuracy when predicting star rating.

**Advanced Model:**

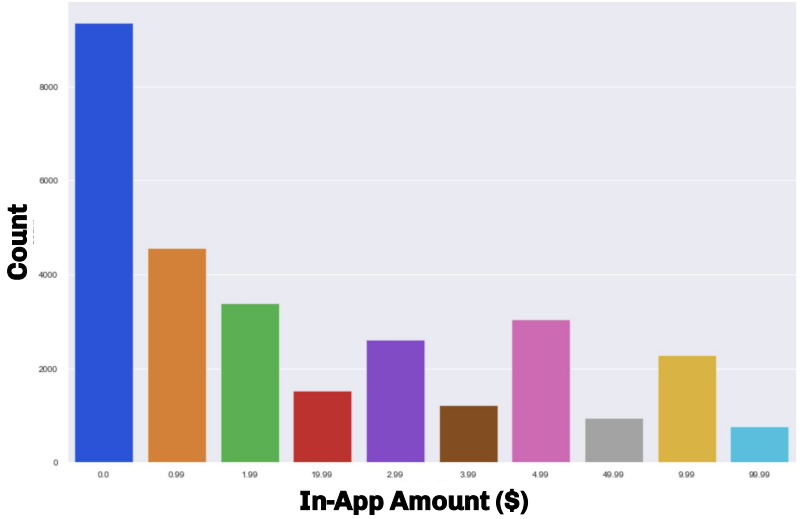
96.3% accuracy when predicting star rating.

# Model Results

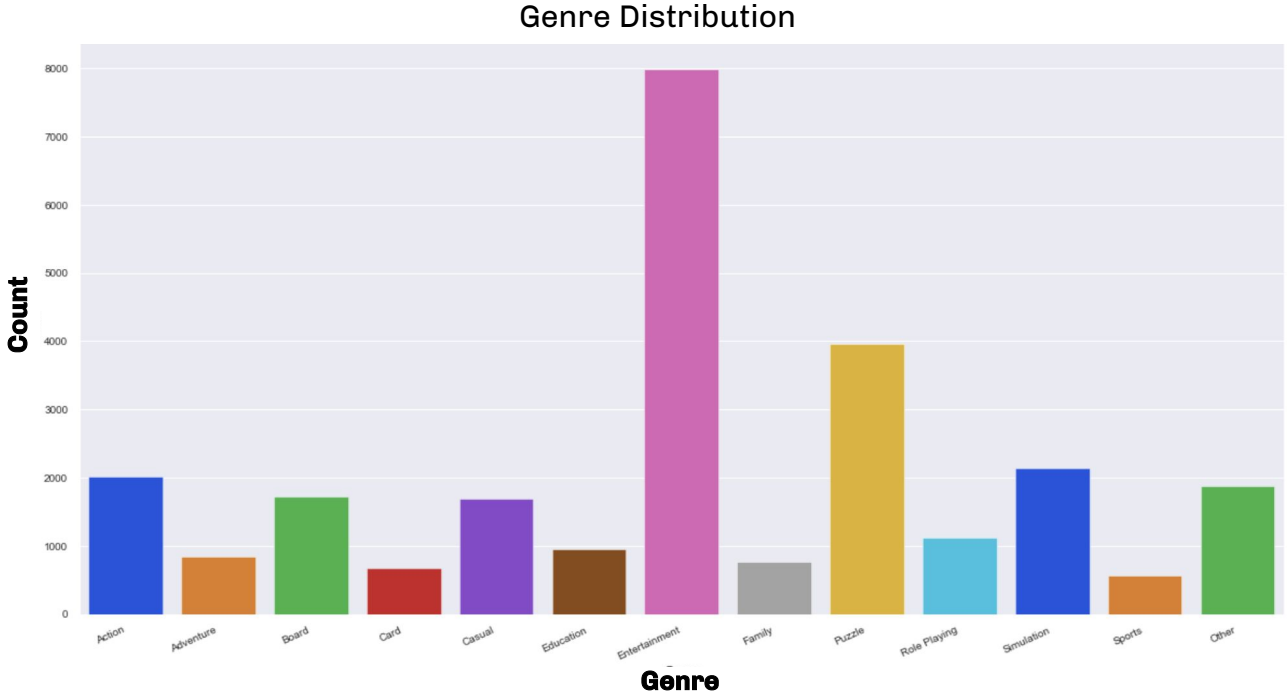
## Rating Distribution



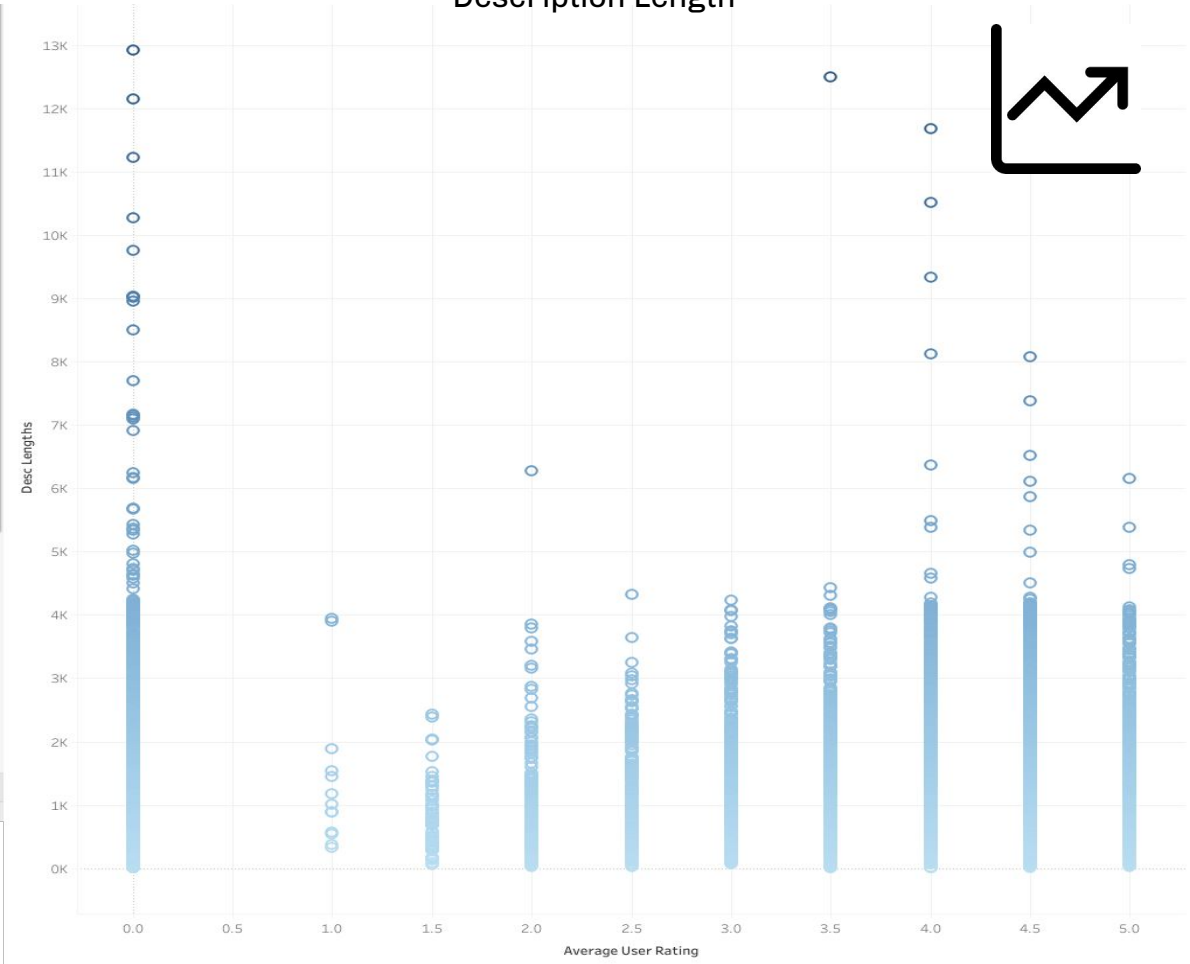

## In-App Purchases



# Model Results



Description Length




# Model Results

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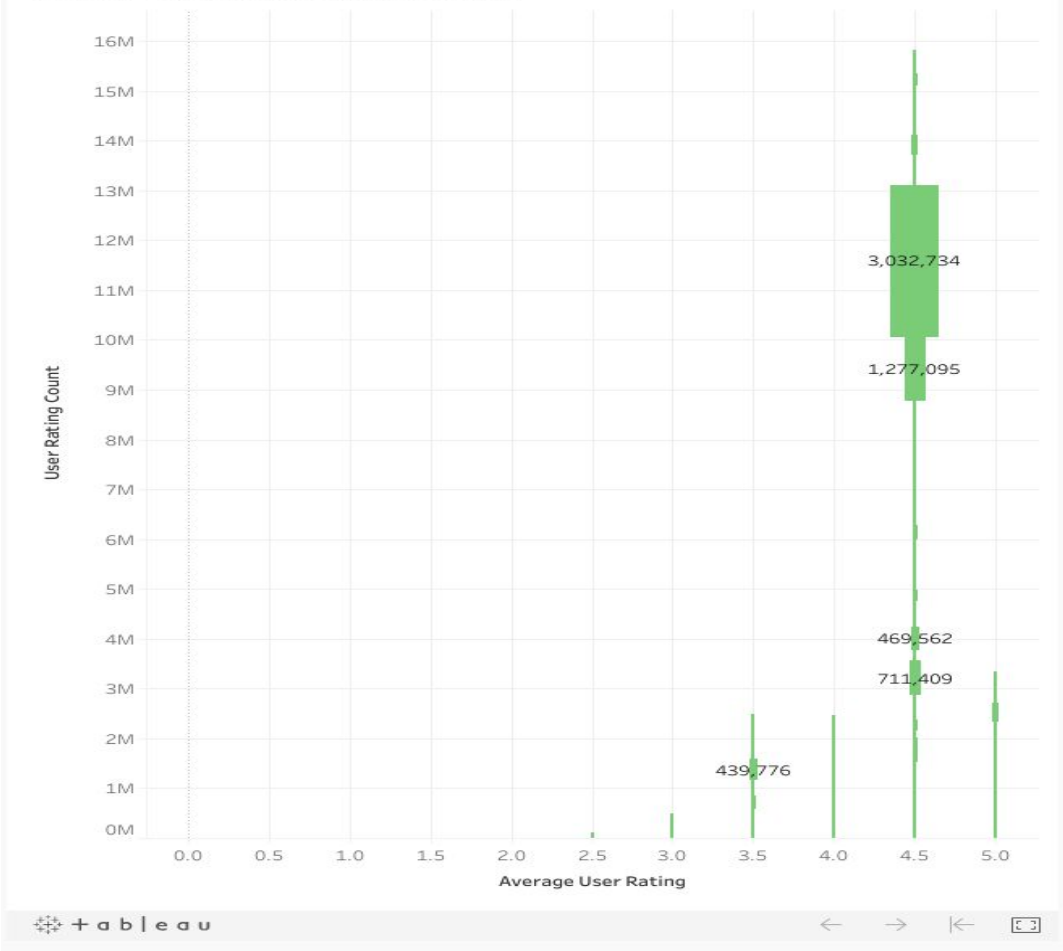
Rating Count vs Rating Value



# Business Insights

- iOS Apps that have at least 3928 ratings are more likely to achieve a 4+ star rating - **14x higher**.
- iOS Apps that have average description lengths of 1,400 characters are most successful - **1.6x higher**.

- iOS Apps that were released over 684 days ago are more likely to achieve a 4+ star rating - **2.4x higher**.
- App price and in-app purchases does not have an effect on the rating, although profits may be impacted.

# Future Work

Determine threshold for **rating count** most likely to result in 4+ stars.

Examine the effect of consistent **version updates** on App success.

Gather data related to **revenue and cost** to identify the most effective use of investment.

# THANK YOU!

**DAVID MAUGER**