Corelation matrix

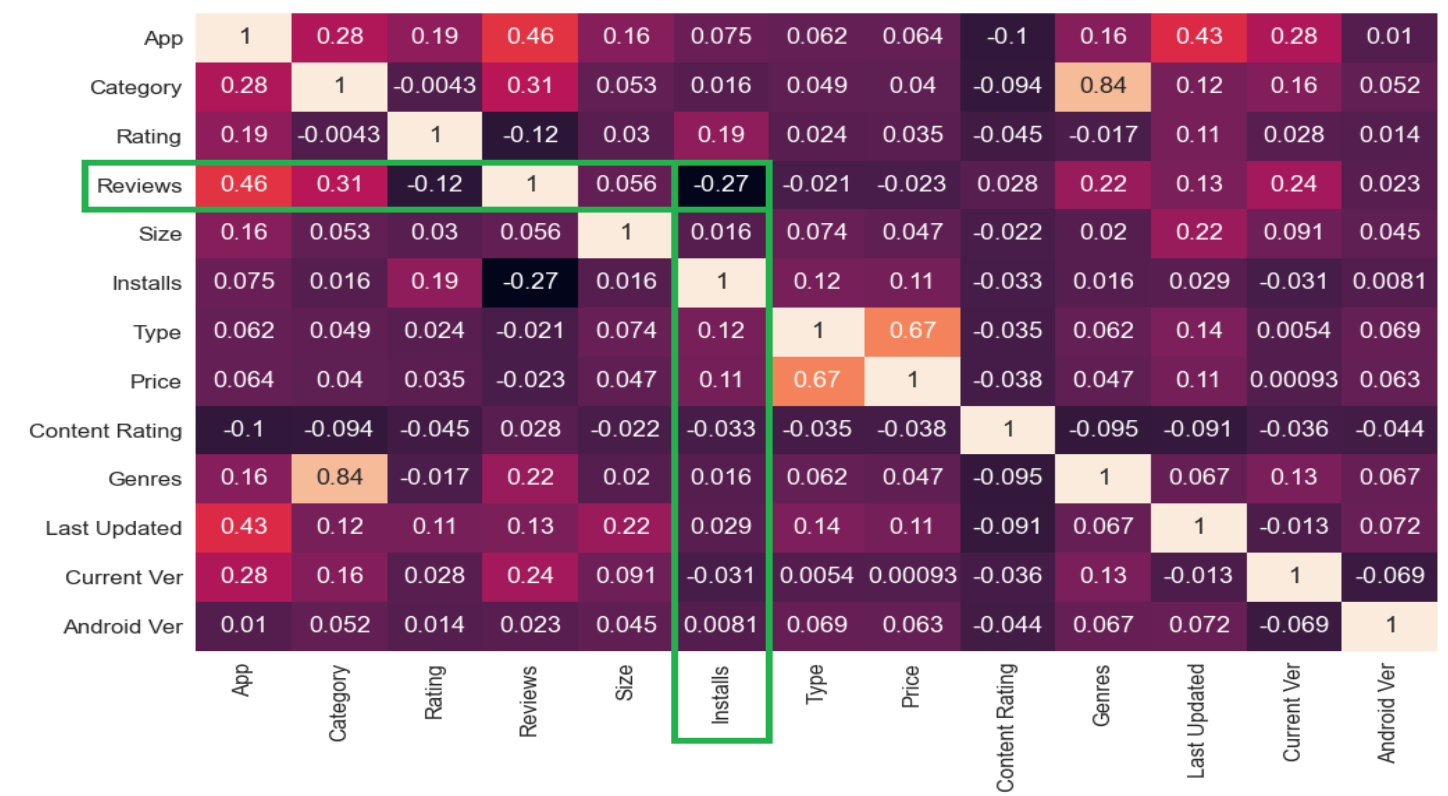| | App | Category | Rating | Reviews | Size | Installs | Type | Price | Content Rating | Genres | Last Updated | Current Ver | Android Ver |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| App | 1 | 0.28 | 0.19 | 0.46 | 0.16 | 0.075 | 0.062 | 0.064 | -0.1 | 0.16 | 0.43 | 0.28 | 0.01 |
| Category | 0.28 | 1 | -0.0043 | 0.31 | 0.053 | 0.016 | 0.049 | 0.04 | -0.094 | 0.84 | 0.12 | 0.16 | 0.052 |
| Rating | 0.19 | -0.0043 | 1 | -0.12 | 0.03 | 0.19 | 0.024 | 0.035 | -0.045 | -0.017 | 0.11 | 0.028 | 0.014 |
| Reviews | 0.46 | 0.31 | -0.12 | 1 | 0.056 | -0.27 | -0.021 | -0.023 | 0.028 | 0.22 | 0.13 | 0.24 | 0.023 |
| Size | 0.16 | 0.053 | 0.03 | 0.056 | 1 | 0.016 | 0.074 | 0.047 | -0.022 | 0.02 | 0.22 | 0.091 | 0.045 |
| Installs | 0.075 | 0.016 | 0.19 | -0.27 | 0.016 | 1 | 0.12 | 0.11 | -0.033 | 0.016 | 0.029 | -0.031 | 0.0081 |
| Type | 0.062 | 0.049 | 0.024 | -0.021 | 0.074 | 0.12 | 1 | 0.67 | -0.035 | 0.062 | 0.14 | 0.0054 | 0.069 |
| Price | 0.064 | 0.04 | 0.035 | -0.023 | 0.047 | 0.11 | 0.67 | 1 | -0.038 | 0.047 | 0.11 | 0.00093 | 0.063 |
| Content Rating | -0.1 | -0.094 | -0.045 | 0.028 | -0.022 | -0.033 | -0.035 | -0.038 | 1 | -0.095 | -0.091 | -0.036 | -0.044 |
| Genres | 0.16 | 0.84 | -0.017 | 0.22 | 0.02 | 0.016 | 0.062 | 0.047 | -0.095 | 1 | 0.067 | 0.13 | 0.067 |
| Last Updated | 0.43 | 0.12 | 0.11 | 0.13 | 0.22 | 0.029 | 0.14 | 0.11 | -0.091 | 0.067 | 1 | -0.013 | 0.072 |
| Current Ver | 0.28 | 0.16 | 0.028 | 0.24 | 0.091 | -0.031 | 0.0054 | 0.00093 | -0.036 | 0.13 | -0.013 | 1 | -0.069 |
| Android Ver | 0.01 | 0.052 | 0.014 | 0.023 | 0.045 | 0.0081 | 0.069 | 0.063 | -0.044 | 0.067 | 0.072 | -0.069 | 1 |

Figure: Correlation matrix of App XYZ

Different apps have different contributing factor that can relate to the number of downloads. Sample figure XYZ here, we can see which gives us an overall view of the relationship between each column in the data set. A value closer to 1 or -1 indicates a strong positive or negative correlation between two columns. More the negative review, lower the number of installs.

Category wise success rate

Figure Categorical success rateZ
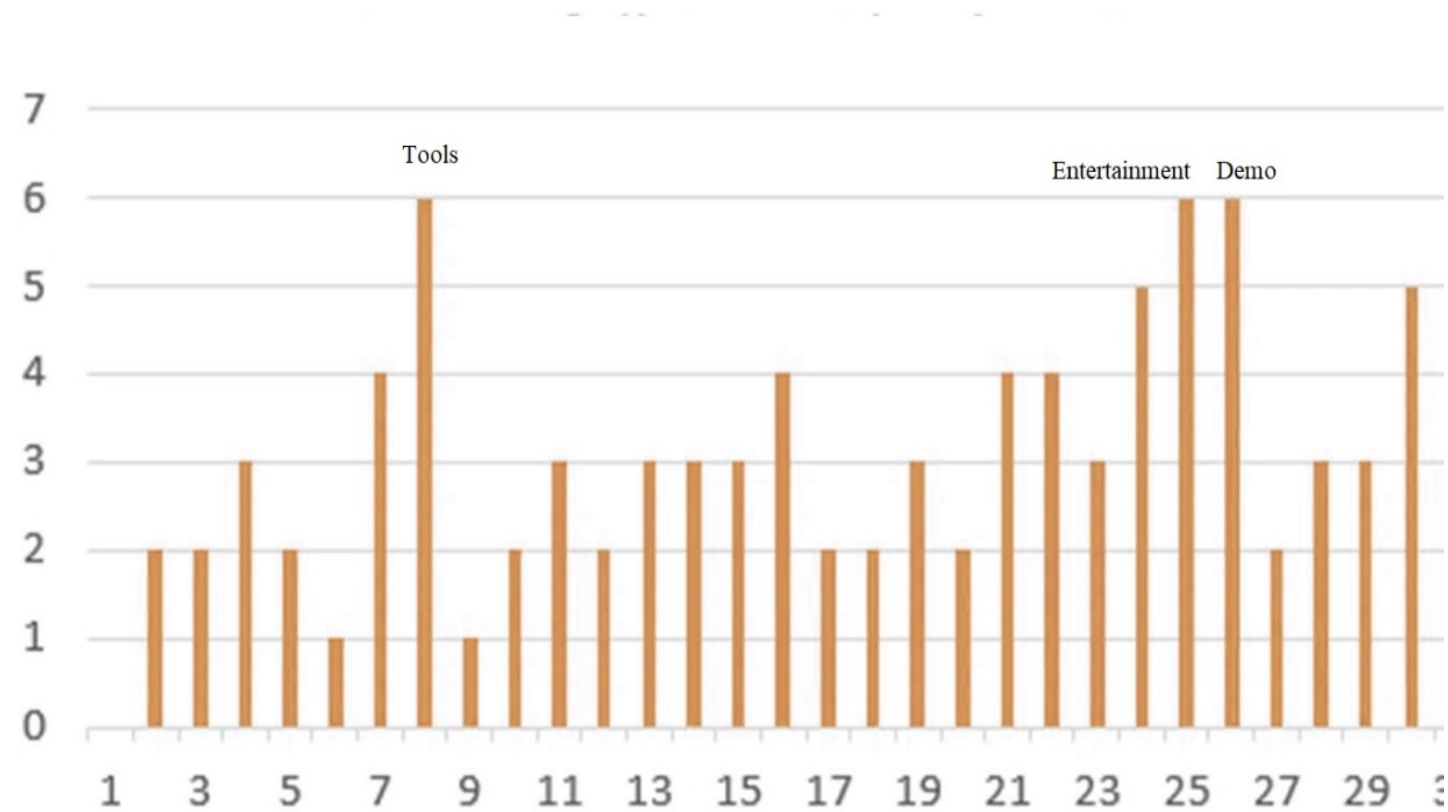
The App is likely to have more downloads if the category is changed.
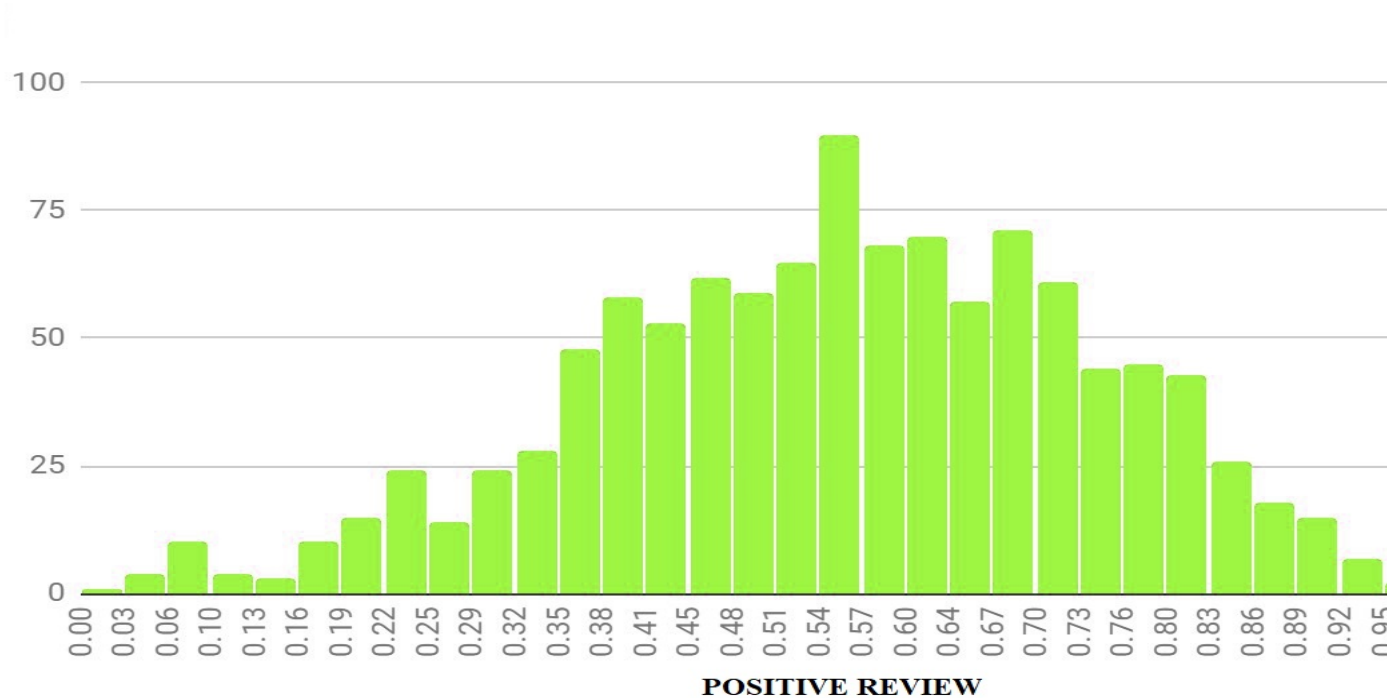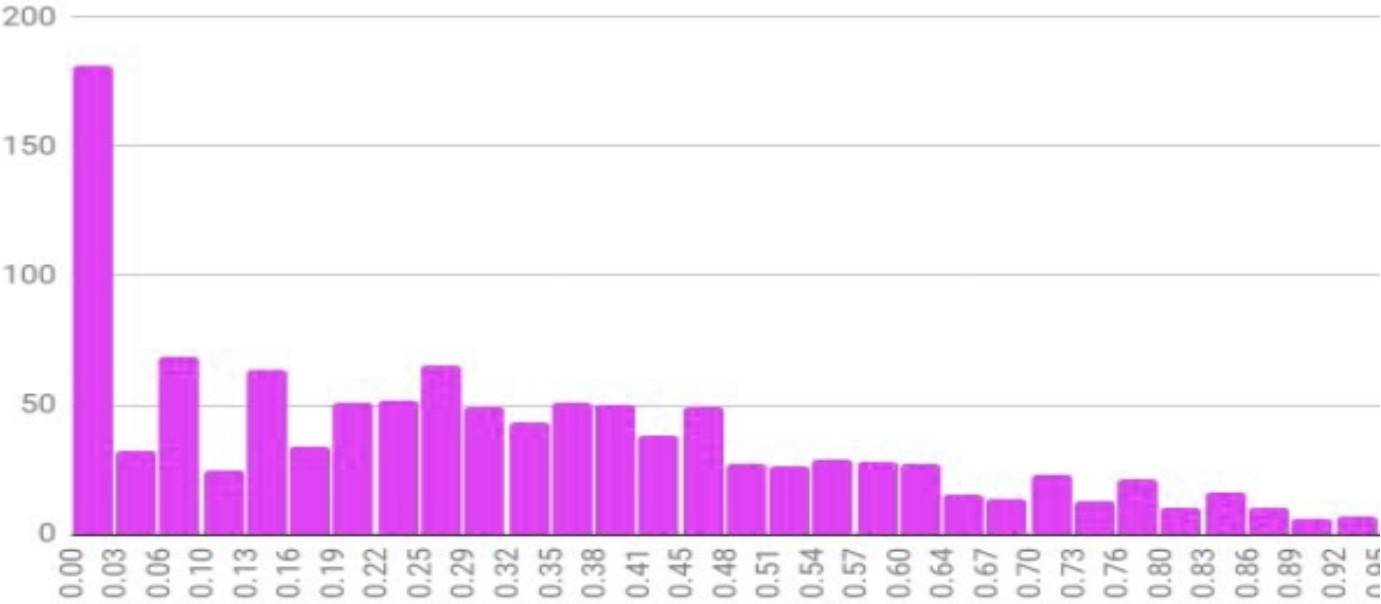
Positive review

Figure Positive review

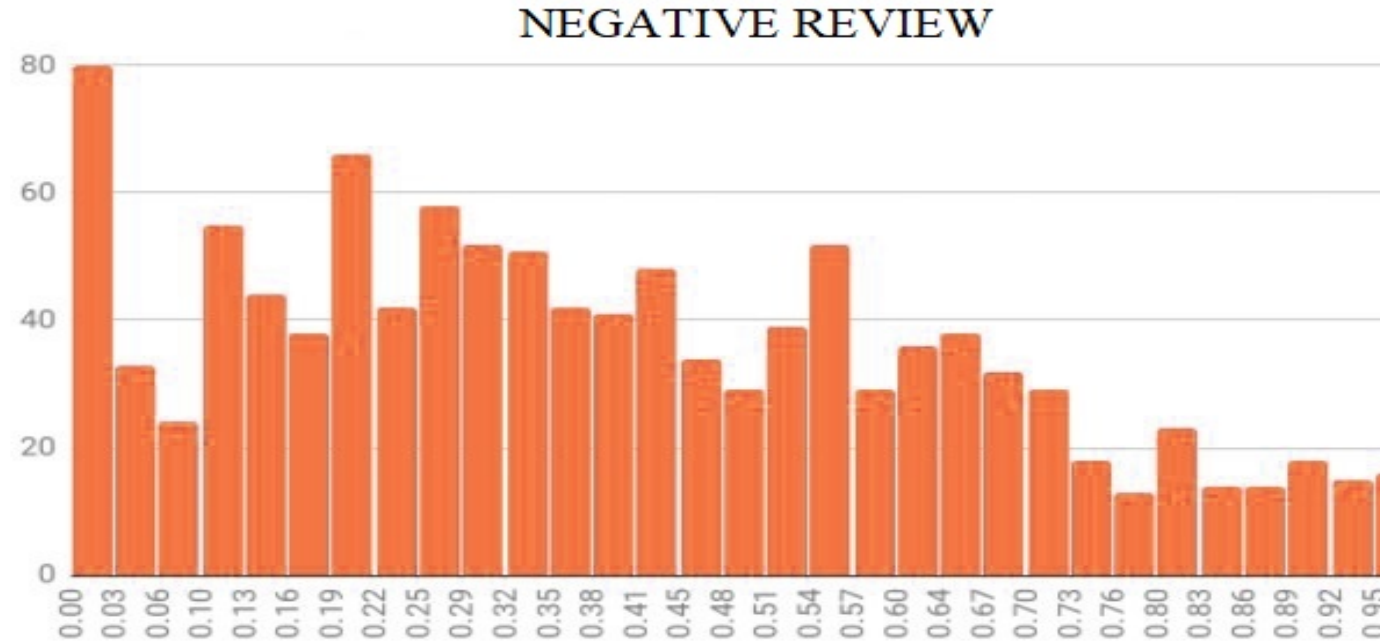Your app XYZ has 54% positive review. The most frequent keyword is aesthetics.

Neutral Review

NEUTRAL REVIEW

Your app XYZ has 2% neutral review. The most frequent keyword is interesting.

Negative Review

NEGATIVE REVIEW

Your app XYZ has 44% negative review. The most frequent keyword is advertisement.

Success rate prediction

Upon calculating your current value, it is estimated that the app XYZ has 10% success rate. Unless the changes are made.

Review comment on application aesthetic

The colour contrast of the app is a bit displeasing.
Ad pop up sometime blends with the margin.
Logo of the app is not cantered in some devices