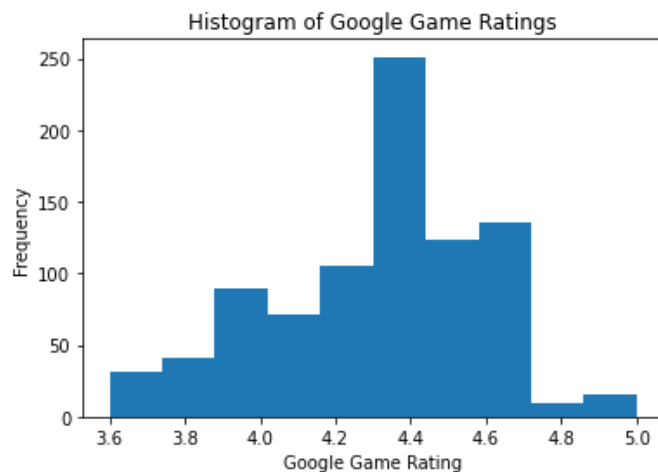


## Final Project: Mobile Game Market

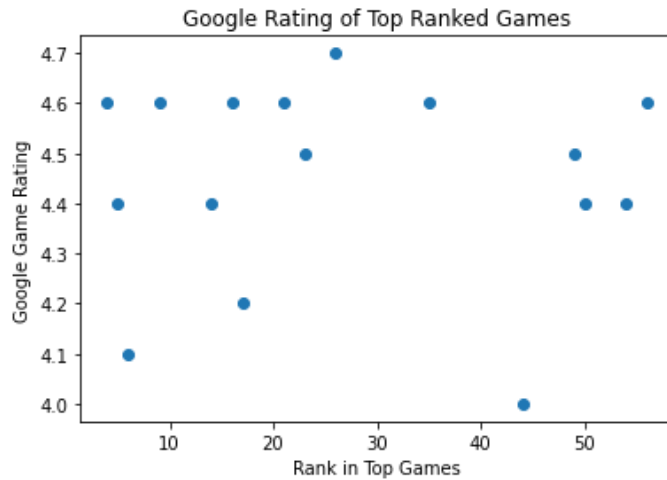
The focus of my project was to determine who had the better mobile game market between Google or Apple, basing the decision on statistics surrounding reviews, ratings, and revenue. Unfortunately, I was unable to obtain the metadata from Apple's app store without paying for it, which was a learning point for me. Not all API's are free! Before getting too deep into a project, make sure that you can obtain all data necessary to complete the project. Failure was not an option, so I choose to shift the focus to evaluating Google's mobile app market alone.

Cleaning and transforming the datasets was a great experience. I learned that there are some common steps, like addressing data types, changing column names, and stripping characters and whitespace, that could be made into a flexible checklist for the data preparation phase of a project. Although these steps are not hard to individually complete, it does take some forethought into how the data will be used in the end. That way you can make sure to conduct the right cleaning steps for the project.

My two main data sets for this project were a list containing information on the 57 highest-grossing mobile game apps and a list containing metadata for Google Play Store mobile game apps. What I learned from these two data sets was:

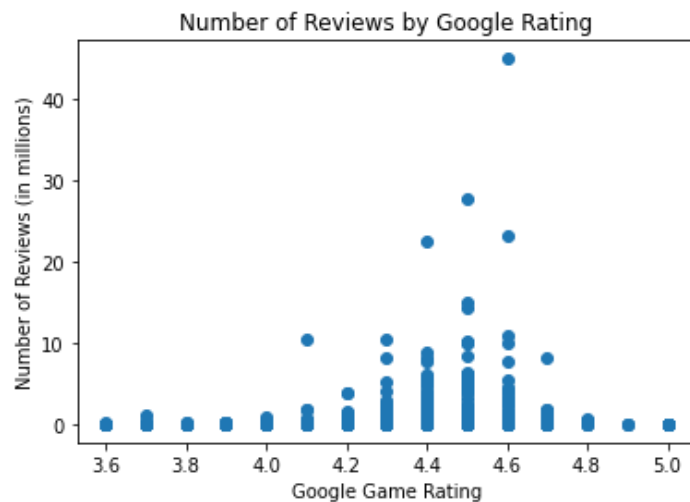


On a scale of 0-5, Google's mobile app review scores start around 3.6 and increase up until about 4.7, then drop off dramatically, with 4.3 being the mode.



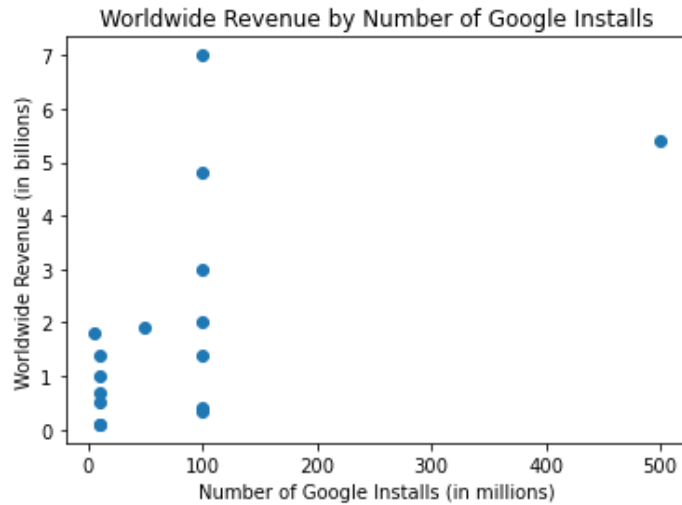
15 apps found in the Google Play Store appeared on the highest-grossing list.

Those 15 apps all scored between 4.0 and 4.7 in reviews.



I wanted to see if there was any connection between rating and the number of reviews. It appears that games scoring higher receive more reviews, but this could be because there are just more games that have higher ratings, so to state anything further would require more investigation.

I would like to note that the point with 44 million with an average rating at 4.7 is Clash of Clans, which is the highest-grossing game worldwide.



Looking at the above scatterplot, I can determine that games with under 100 million installs cap out at about 2 billion in revenue. Clash of Clans, the highest grossing at \$7 billion, has 100 million installs on Google Play Store and what appears to be an outlier, is Candy Crush Saga with over 500 million installs and \$5.4 billion of revenue. What is interesting to note is that all 15 google game apps that appear on the highest-grossing list, were free to download and play. The revenue comes from in-app purchases and advertising.

In conclusion, it would be interesting to see how Apple's game apps compare. This information could be used to help drive decisions about which apps and which platform a company may choose to advertise on.