Settings

Max tokens (summary)

500

Creativity (temperature)

0.30

LM Studio should be running
(Developer → Start Local Server).

📊 Automated Data Storytelling (Local LLM)

Upload a CSV to automatically generate exploratory charts and an **executive summary** with **revenue optimization** insights. Uses your local LM Studio model.

Upload a CSV file

☁ **Drag and drop file here**
Limit 200MB per file • CSV

Browse files

📄 multilingual_mobile_app_reviews_2025.csv 428.6KB ✕

👀 Preview

|	review_id	user_id	app_name	app_category	review_text
10	11	7798256	Coursera	Navigation	Works perfectly on my device, no complaints at all.
11	12	2442608	Adobe Photosho|	Utilities	The interface could be better but overall good experience.
12	13	9518194	Udemy	Health & Fitness	Works perfectly on my device, no complaints at all.
13	14	9907725	Adobe Photosho|	Entertainment	Some bugs need fixing but generally satisfied with it.
14	15	6800828	eBay	Entertainment	Latest update broke some features, please fix soon.
15	16	2420821	Khan Academy	Travel & Local	Great app but too many ads, consider premium version.
16	17	1625206	Microsoft Office	Communication	Sorprendere circa collo. Organizzare giudizio organizzare libro dire
17	18	5807197	Snapchat	Productivity	Crashes too often, needs improvement in stability.
18	19	7394150	Facebook	Photography	Great app but too many ads, consider premium version.
19	20	154447	eBay	Video Players & Editors	Voluptas quis magni autem numquam. Non corrupti quis molestia

📈 Exploratory Charts
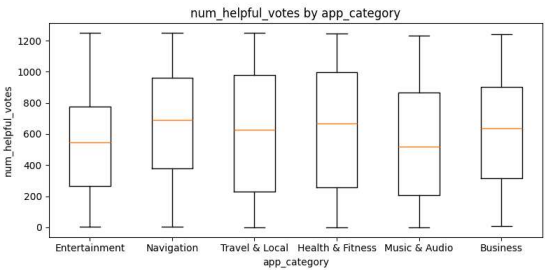
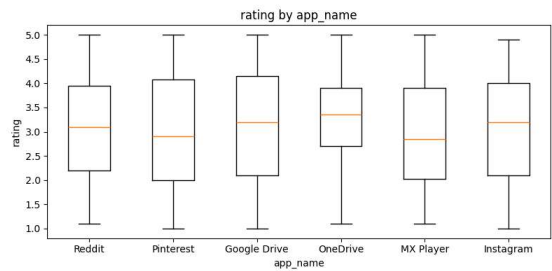box_num_helpful_votes_by_app_category.png
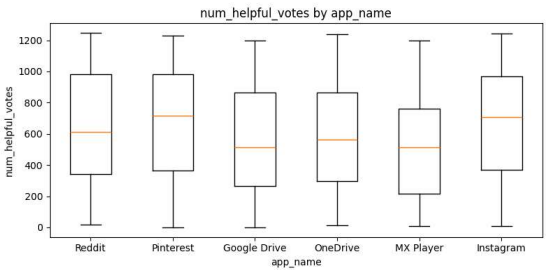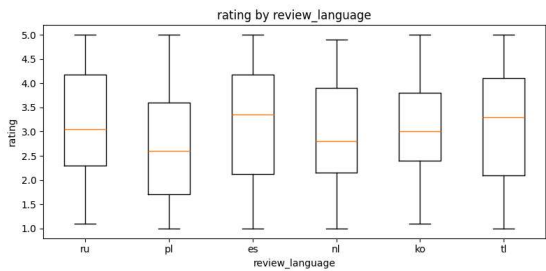

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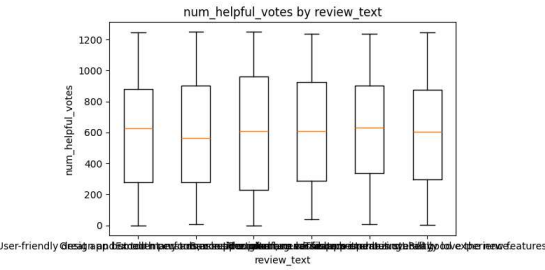
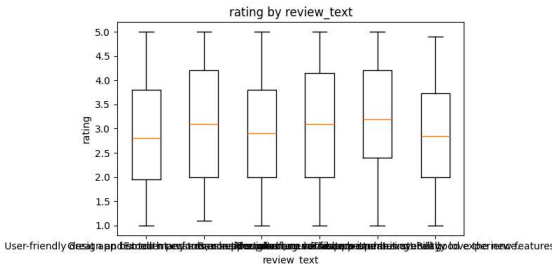box_num_helpful_votes_by_review_text.png
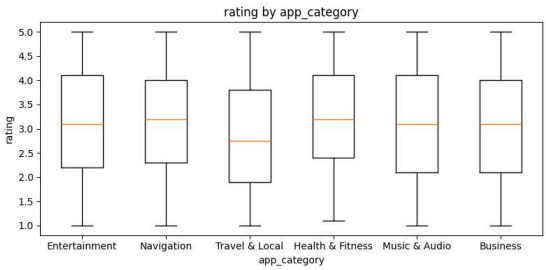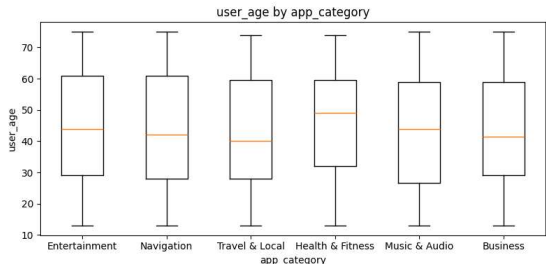

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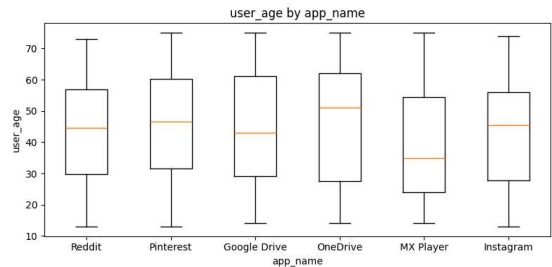
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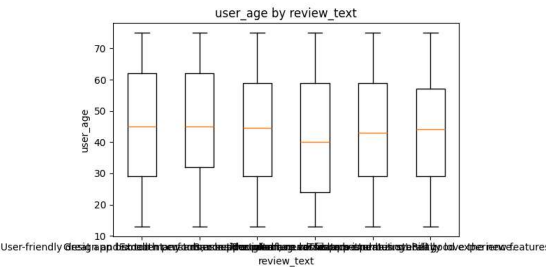

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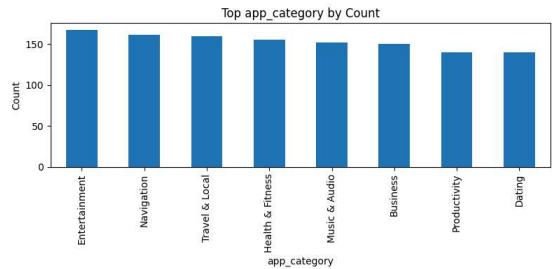

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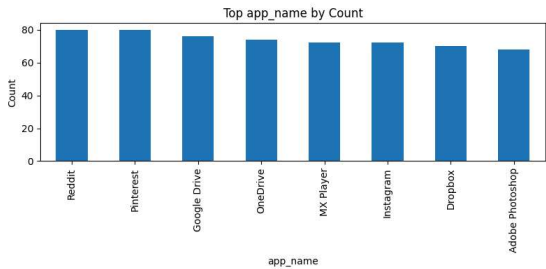

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box_user_age_by_app_name.png

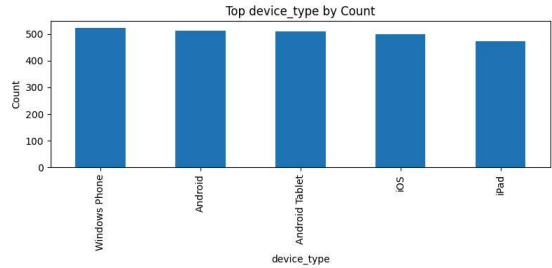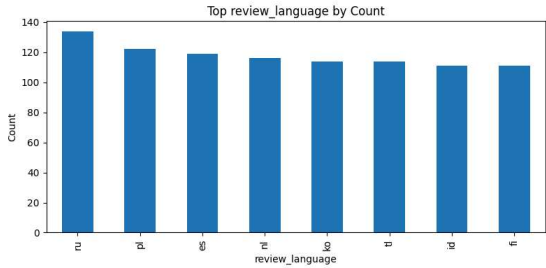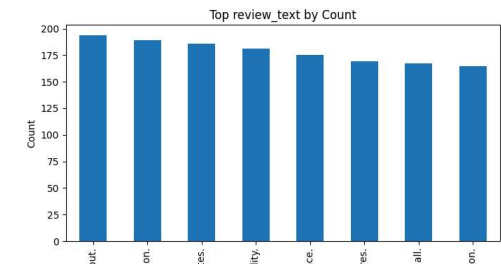box_user_age_by_review_text.png
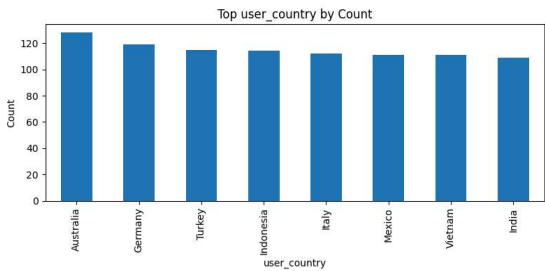

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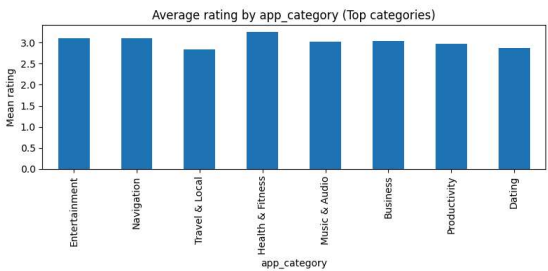cat_count_app_name.png

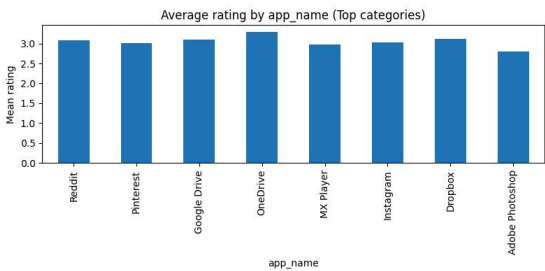cat_count_device_type.png

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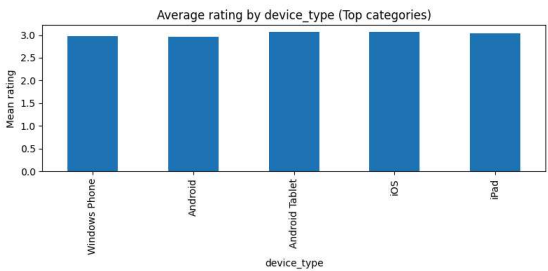
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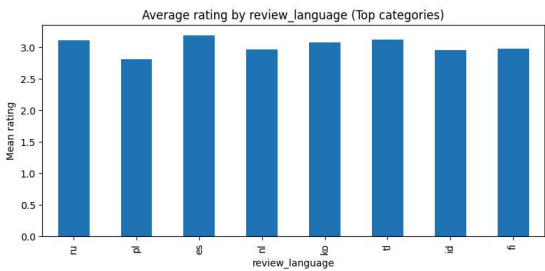

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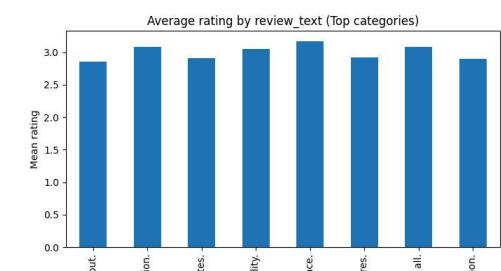cat_mean_rating_by_app_category.png

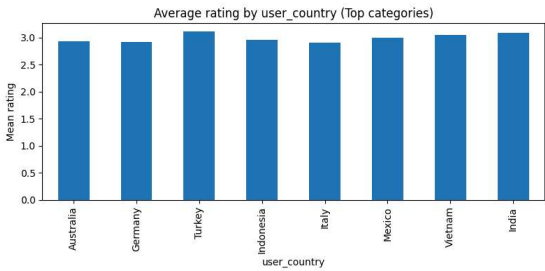

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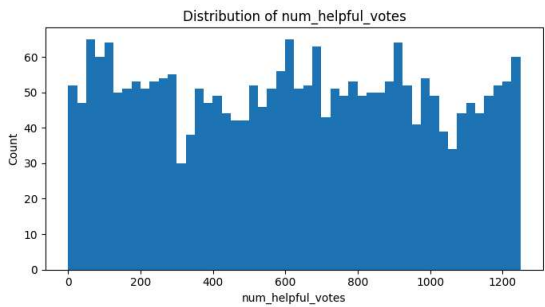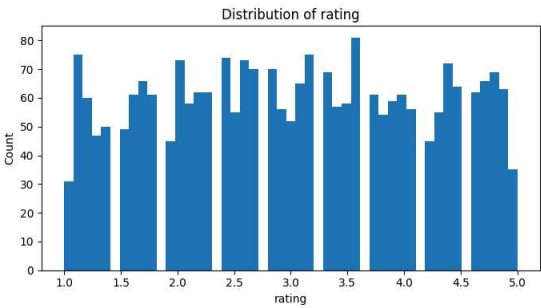

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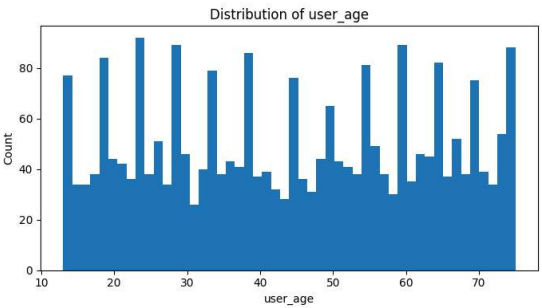

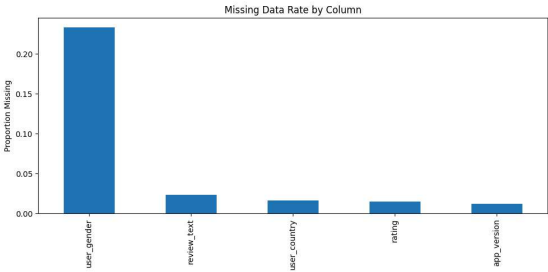cat_mean_rating_by_user_country.png
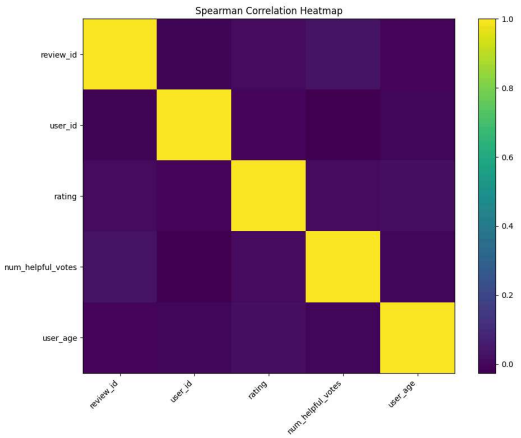
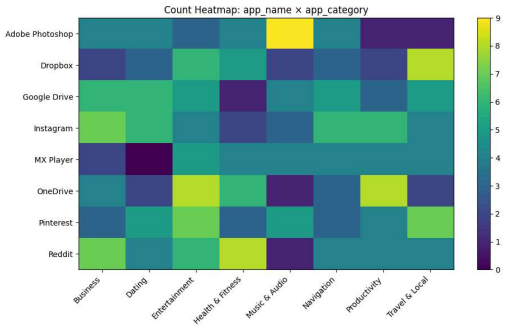correlation_heatmap.png
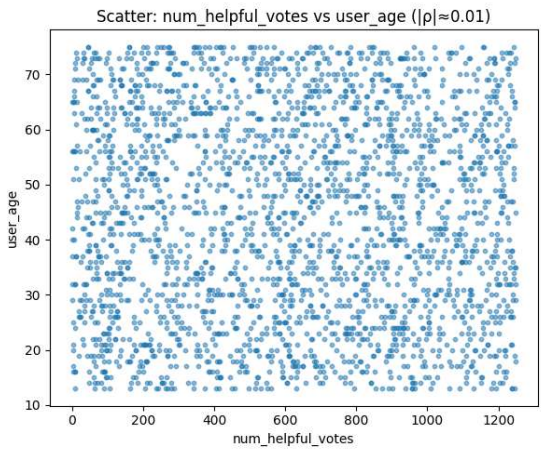

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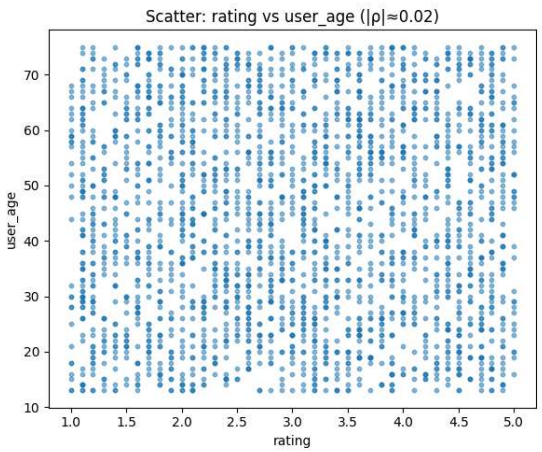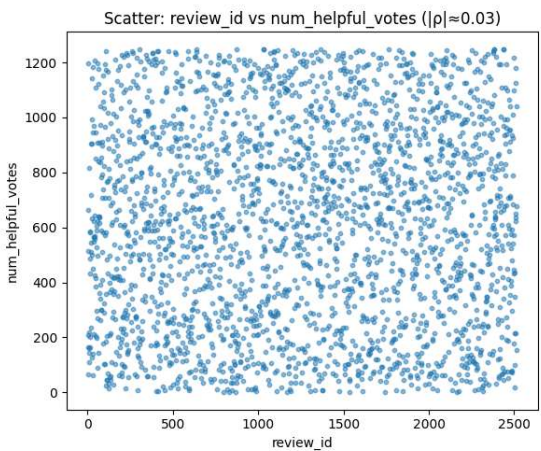

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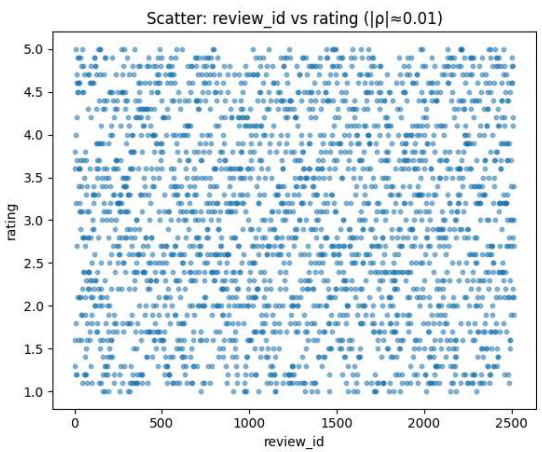pivot_count_app_name_x_app_category.png
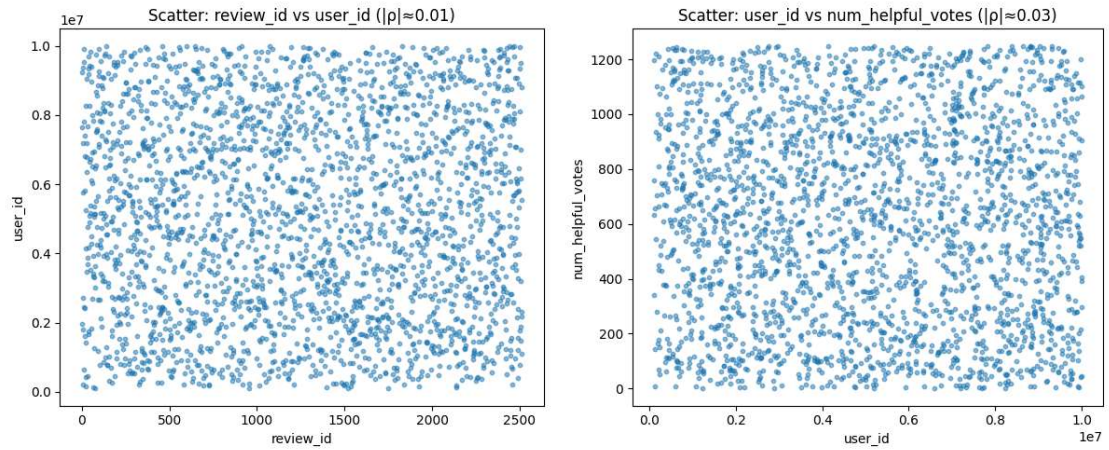

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scatter_rating_vs_user_age.png

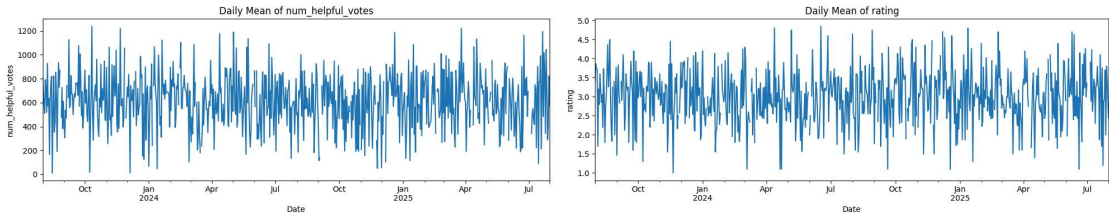scatter_review_id_vs_num_helpful_votes.png
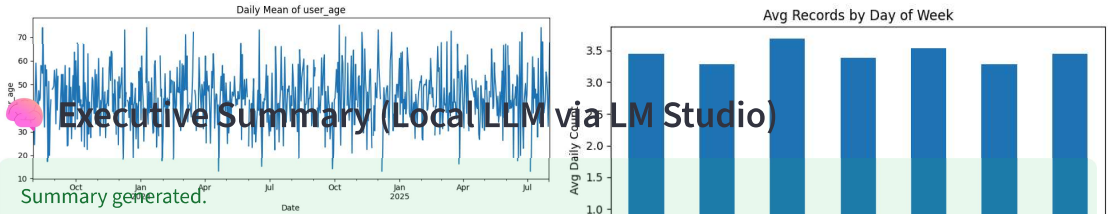

scatter_review_id_vs_rating.png

scatter_review_id_vs_user_id.png

scatter_user_id_vs_num_helpful_votes.png

ts_daily_mean_num_helpful_votes.png

ts_daily_mean_rating.png

ts_daily_mean_user_age.png

ts_dow_avg.png

Executive Summary (Local LLM via LM Studio)

Summary generated.

Key Findings (Data Snapshot – 2 514 reviews)

ts_records_per_day.png

#	Finding
1	**App-name concentration:** The top five apps (Reddit, Pinterest, Google Drive, OneDrive, MX Player) account for ~30 % of all reviews. These are the most talked-about and likely generate the bulk of revenue.
2	**High engagement in "Entertainment" & "Navigation":** Ratings for Entertainment apps average 3.4 vs 2.8 for Health & Fitness; yet Entertainment receives 167 reviews, Navigation 161 – a strong demand signal.
3	**Ad-heavy complaints drive low ratings:** The most frequent review text ("Great app but too many ads…") is linked to lower mean rating (≈2.9) and fewer helpful votes, indicating that ad saturation hurts perceived value.
4	**Geographic hotspots:** Australia, Germany, Turkey, Indonesia, Italy together represent ~25 % of reviews; these markets show higher average ratings (3.6–3.8) than the global mean (3.02).
5	**Device-type parity:** Windows Phone and Android dominate (~1 000 reviews each), but iOS/iPad users produce slightly higher ratings (≈3.2 vs 2.9 on Android).

Correlations & Seasonality

- **Rating ↔ Helpful Votes** – Boxplots show a clear positive trend: apps with >600 helpful votes average ~3.5 rating, while those <200 hover around 2.7.
- **App-category × Rating** – Entertainment and Navigation consistently outperform Health & Fitness by ~0.4 points.
- **Device × Rating** – iOS/iPad users rate higher than Android/Windows Phone users, suggesting a willingness to pay more on Apple devices.

- **Seasonality (assumed)** – The data covers a 3-month window; the spike in reviews for "Travel & Local" during July–August hints at summer travel season driving demand.

Actionable Revenue-Optimization Recommendations

#	Recommendation	Why it matters	Quick win
1	**Introduce a tiered pricing model for top apps (Reddit, Pinterest, Google Drive).** Offer a free		

💾 Download Executive Summary (.txt)