

# A DATA DRIVEN EXPLORATION OF APPLE'S IPHONE IMPACTS IN INDIA

DATA COLLECTION & PREPARATION

# Collect The Dataset:

- I looked into a dataset on Kaggle named Mobile App Statistics (Apple iOS app store). Data source: This dataset contains more than 7000 mobile application details in the Apple App Store, it was extracted from the iTunes Search API in July 2017. There are two CSV files incorporated in this dataset, one is named appleStore.csv which includes the details of each application, the other one is called appleStore\_description.csv which includes the description of each application.
- I combined the two CSV files together using the common App ID in both files. Since there are duplicated columns in both files, I only kept the app description column from the appStore\_Description.

# Understand The Data:

- Get a copy of the data that you store with Apple that's associated with your Apple ID.
- Deactivate your Apple ID temporarily.
- Delete your Apple ID – and the data associated with it – permanently.
- Request a correction to your personal data.
- Find out about the types of data that Apple collects.

# Connect Datasets With Tableau:

- I have a database that includes a field with the "customer name". I need to group these customers, and for that I would usually create a new table with two columns (one with the "customer name" and another with the "group name"), and then relate both through the "customer name" field.
- While this works when the database is imported to the PowerBI file, it doesn't when I just establish a live connection to the database (Get Data -> Analysis Services -> SQL Server Analysis Services database -> Connect live). Basically, PowerBI disables the option to create a new table.