Project Proposal: Google Play Store & App Store Analysis for App Launch Strategy

1. Brief Description of the Data

We will use datasets from the **Google Play Store** and **Apple App Store** (links provided below):

- **Google Play Store dataset**: Contains information on apps, including category, rating, reviews, installs, price, and size.
  - [Google Play Store Dataset](#)
- **Apple App Store dataset**: Includes similar app-related attributes like genre, rating, price, and reviews.
  - [App Store Dataset](#)
- Both datasets focus on apps available in the U.S.

2. Business-Related Questions

Our primary objective is to determine the ***best strategy for launching a new app***. Key business-related questions include:

1. **Market Selection**: Should we launch on the Google Play Store, Apple App Store, or both?
2. **Pricing Strategy**: Should the app be **free or paid**? If paid, what should the price be?
3. **Category Selection**: Which genre/category has the highest ratings and user engagement?
4. **User Engagement & Growth**:
   - Do more reviews lead to more installs?
   - Do more installs generate more reviews?
5. **App Size & Performance**:
   - Does app size impact user ratings and installs?
   - Are paid apps generally higher-rated than free apps?

3. Approach to Answering the Questions & Actionable Recommendations

- **Market Selection**: We will compare install numbers, reviews, and engagement levels between the Google Play Store and Apple App Store to decide the best platform for launch.
- **Pricing Strategy**: We will analyze revenue trends, user ratings, and app adoption rates for free vs. paid apps to determine the most profitable pricing model.
- **Category Selection**: By examining which genres have the highest ratings and installs, we can recommend a competitive category to launch in.
- **User Engagement & Growth**: By evaluating correlation between reviews and installs, we can predict how app engagement drives user acquisition and vice versa.
- **App Size & Performance**: We will analyze the relationship between app size, ratings, and installs to ensure optimal app performance and user satisfaction.

Based on the data insights, we will provide recommendations on the best platform, pricing model, app category, and optimization strategies to maximize installs and revenue.