



Executive Report

Google play store app review report

Overview

As a data professional at DarDoc, I worked with the Customer Support team to analyze app reviews, focusing on user sentiment, rating trends, and app version performance. Using the PACE framework, I conducted exploratory data analysis (EDA) to generate insights that informed product improvements and customer support strategies.

Problem

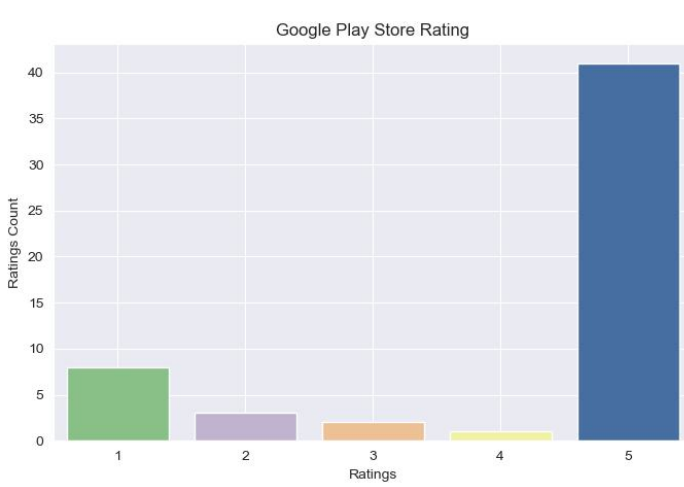
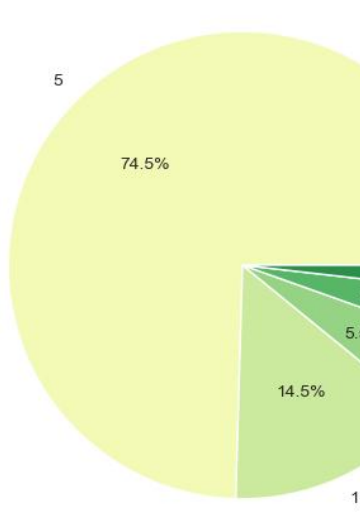
The objective of this project is to collect, analyze, and extract actionable insights from data sourced from the Google Play Store. This information aims to support the Customer Support (CS) team in making informed decisions and improving service strategies.

Solution

A cleaned and well-documented dataset ready for analysis. Comprehensive EDA showcasing trends such as popular app categories, user ratings distribution, and common user feedback themes. Feature-engineered data that reveals deeper insights into app performance. A finalized report with key takeaways and actionable recommendations shared with the CS team to enhance support strategies.

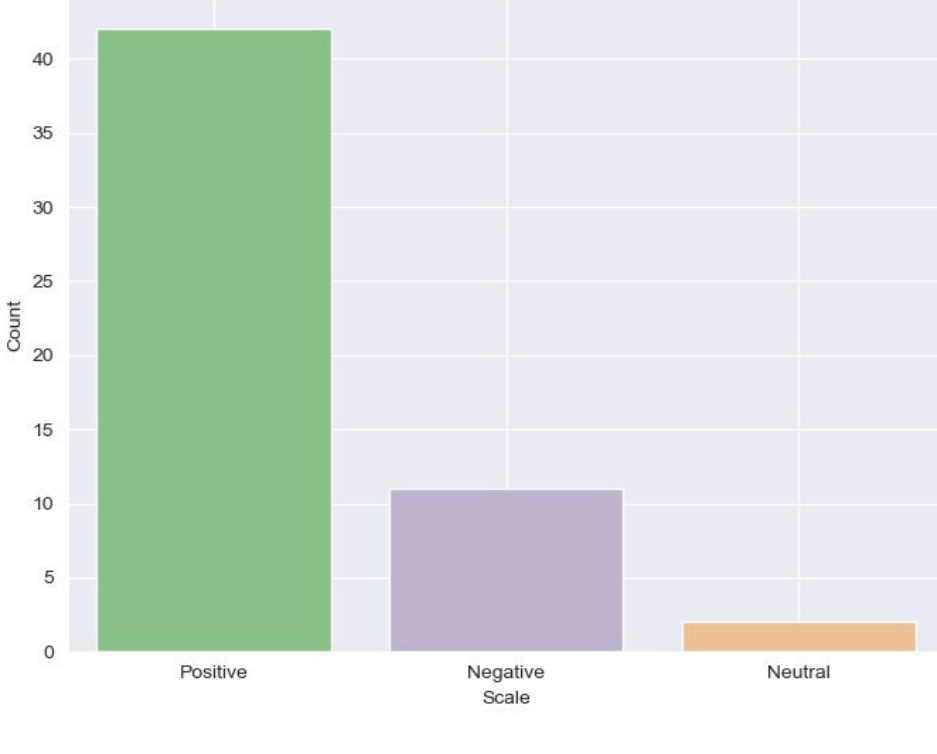
Details and finding

The finding reveals that a significant majority of users (74.5%) rated the app with a perfect score of 5 stars, indicating high satisfaction. Ratings of 4 stars account for 14.5%, while 3 stars represent 5.5%. The lower ratings (2 stars and below) show minimal feedback, with 1 star at 1.8% . Overall, this suggests that users generally have a positive experience with the app, although there is a small percentage of less favorable reviews.



Details and finding

We categorized the app reviews into three distinct groups: Positive (ratings between 4 and 5 stars), Neutral (3 stars), and Negative (ratings between 1 and 2 stars). The primary focus was on the Negative category, where we analyzed the reasons behind the low ratings, distinguishing between issues related to the app functionality and those stemming from service-related concerns. This detailed analysis provided valuable insights for targeted improvements in both the app and customer support strategies.



Details and finding

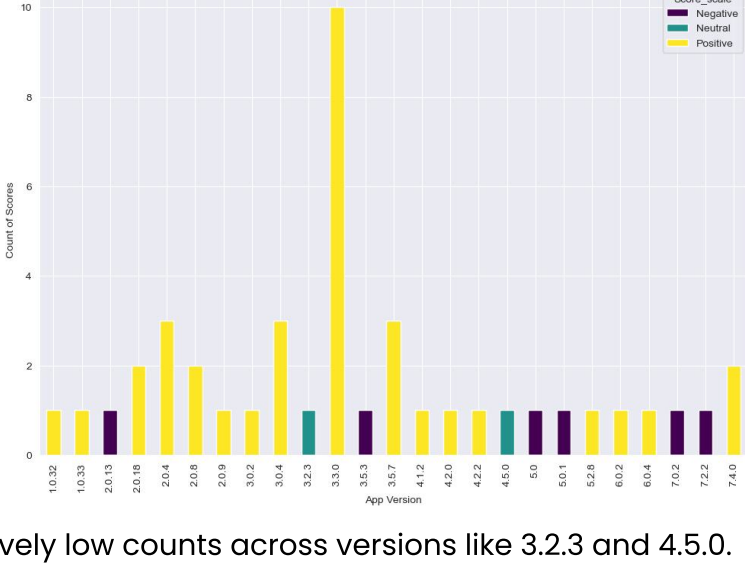
In the chart, which represents the distribution of customer feedback (Positive, Neutral, and Negative) across different app versions, we can observe the following:

Positive Feedback: This dominates most app versions, especially in version 3.3.0, where the count of positive reviews is significantly higher.

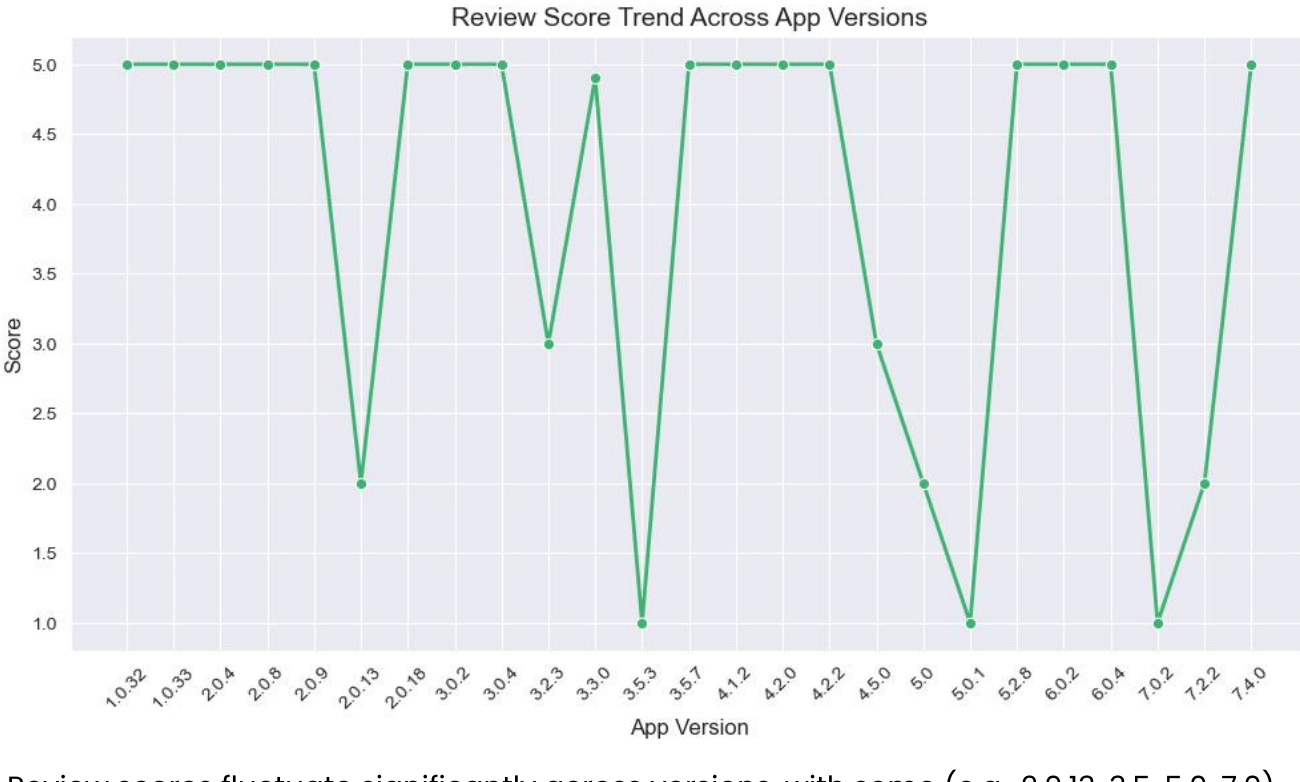
Neutral Feedback: It's scattered with relatively low counts across versions like 3.2.3 and 4.5.0.

Negative Feedback: Present in many versions, but less common compared to positive feedback. It is notable in versions like 1.0.13 and 6.0.4.

This distribution helps identify how different versions have been received and might guide further app improvement.

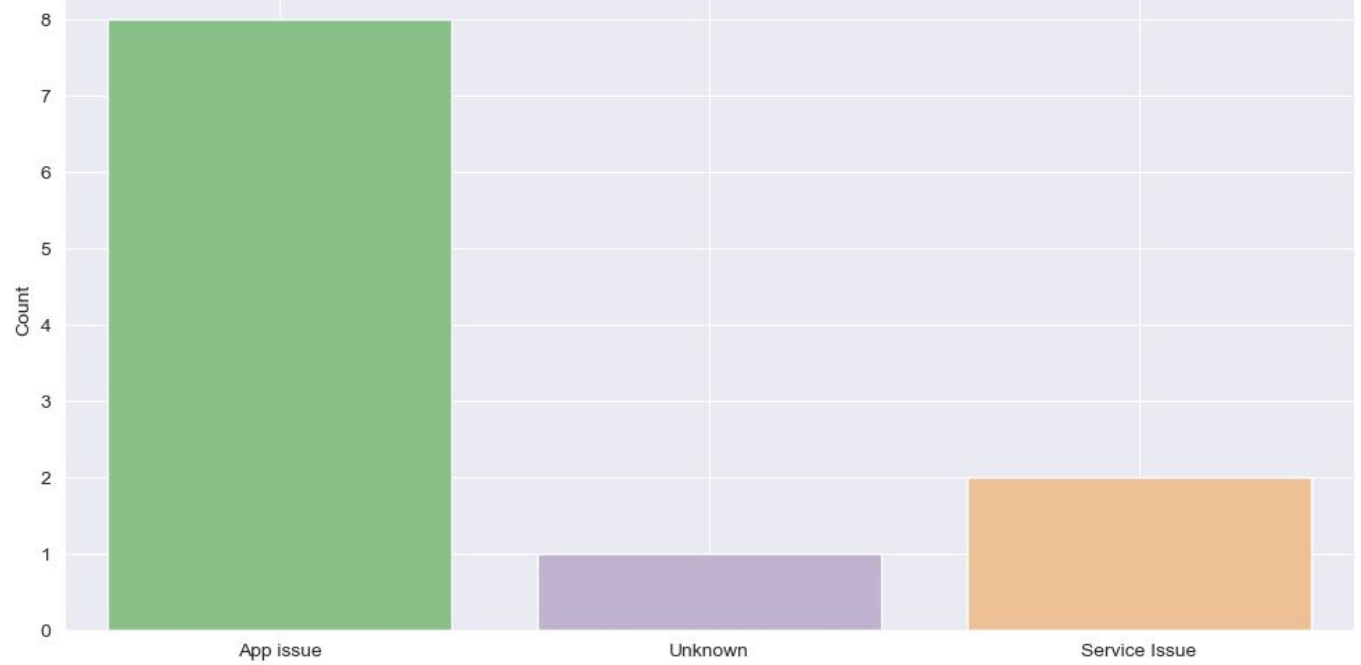


Details and finding



Review scores fluctuate significantly across versions, with some (e.g., 2.0.13, 3.5, 5.0, 7.0) receiving low ratings below 2.0, while others (e.g., 1.0.32, 1.0.33, 4.2.2) maintain high scores. The data shows alternating drops and recoveries, highlighting inconsistent user experiences across updates.

Details and finding



After analyzing the negative customer reviews, we categorized the issues into three main types: 1) App Issues, 2) Unknown Issues, and 3) Service Issues. Among these, app-related issues received the most negative feedback. The analysis also revealed that the most recent app version is currently stable, indicating improvements in performance.

TAT

Out of the 11 negative reviews, we have responded to one within a timeframe of 1 hour and 7 minutes. This indicates a prompt response from customer support for that particular review.

Conclusion

The analysis revealed that 76.3% of the reviews were positive, indicating strong app performance, though there is potential to scale this to 80–90%. Neutral reviews accounted for 3.6%, and negative reviews made up 20%. To convert neutral feedback into positive, we could engage customers with targeted offers and solicit further input. Most negative feedback stemmed from app-related issues, with a smaller portion related to service and minimal feedback categorized as unknown. While the latest app version is performing well, continued monitoring is recommended. Service and unknown issues can be addressed by enhancing customer engagement and follow-up because only one negative review were replied out of 11 negative replies.

Next Steps

- Automated Sentiment Analysis: Develop a Natural Language Model (NLM) to automatically categorized user feedback into positive, neutral, and negative sentiments.
- Customer Surveys: Implement customer surveys for deeper insights and continuous improvement of user experience.
- A/B Testing: Conduct A/B testing before rolling out new app versions to assess potential impacts and optimize user satisfaction.