

EFFECT OF CUSTOMER'S RESPONSE TO THEIR NUMBER OF INSTALLATIONS

This analysis was done using raw data from play store apps installations and other information related to the data. With this analysis, we can track the performance of apps and more importantly check if there is any effect in the customer's response (from their ratings and reviews) to that of the installations.

At the end of this analysis, we should be able to tell, how to improve other apps and get more customers installations and also how to maintain highly installed apps and keep them from floating.

STEPS TAKEN TO CLEAN THE DATA

After collecting the raw data, firstly, the data was checked to if there were blank spaces there using the filter and then ensuring I have clear and concise names for headers. Underscores was used in titles for better description and understanding. Empty cells were also eliminated while cleaning the data.

Microsoft excel was used in cleaning my data and also separating my sheets and filtering out information that will be needed to carry out the analysis. It also helped to organize my data my data into a readable format, making it easier to extract insights.

I used tableau mainly for my visualizations. With tableau I was able to analyze and get a better display of the information am conveying for better understanding.

Below , we have apps that have the lowest installs, low reviews also, but high ratings.

APP	INSTALLS	RATINGS	REVIEWS	TYPE	CATEGORY
DN Blog	10+	5	20	Free	SOCIAL
Trovami se ci riesci	10+	5	11	Free	GAME
AJ RETAILS	10+	5	9	Free	SHOPPING
CG Jobs	10+	5	8	Free	FAMILY
211:CK	10+	5	8	Paid	GAME
BU Study	10+	5	7	Free	FAMILY
Chronolink DX	10+	5	7	Paid	FAMILY
EC Mover	10+	5	5	Free	GAME
PrimeDelivery	10+	5	3	Free	MEDICAL
BJ Foods	10+	5	3	Free	BUSINESS
Tic Tac CK	10+	5	3	Free	FAMILY
ER Assist	10+	5	3	Free	PRODUCTIVITY
You're an Anime	10+	5	2	Free	MEDICAL
Easy Hotspot Ad Free	10+	5	2	Paid	TOOLS
AJ Gray Dark Icon Pack	10+	5	2	Paid	PERSONALIZATION
Bh Public School	10+	5	2	Free	FAMILY
Barbers.BH	10+	5	2	Free	LIFESTYLE
CZ Kompas	10+	5	2	Free	TOOLS

EFFECT OF CUSTOMER'S RESPONSE TO THEIR NUMBER OF INSTALLATIONS

DL Image Manager	10+	5	2	Paid	PRODUCTIVITY
ei Calc	10+	5	2	Free	TOOLS
Hum Ek Hain 2.02	10+	5	2	Free	SOCIAL
Story Time FD	10+	5	2	Free	FAMILY
Labs on Demand	10+	5	1	Free	MEDICAL
NCLEX Multi-topic Nursing Exam Review-Quiz & notes	10+	5	1	Free	MEDICAL
Basics of Orthopaedics	10+	5	1	Free	MEDICAL
Hey AJ! It's Bedtime!	10+	5	1	Paid	FAMILY
AJ Rafael Music Lessons	10+	5	1	Free	FAMILY
meStudying: AP English Lit	10+	5	1	Paid	FAMILY
AP Art History Flashcards	10+	5	1	Paid	FAMILY
Wowkwis aq Ka'qaquj	10+	5	1	Free	FAMILY
BM speed test	10+	5	1	Free	TOOLS
CB Fit	10+	5	1	Free	HEALTH_AND_FITNESS
CB Register	10+	5	1	Free	FAMILY
CI 174 Gray Icon Pack	10+	5	1	Paid	PERSONALIZATION
CJ the REALTOR	10+	5	1	Free	BUSINESS
USMLE Step 2 CK Flashcards	10+	5	1	Paid	FAMILY
30WPM Amateur ham radio Koch CW Morse code trainer	10+	5	1	Paid	FAMILY
AC DC Power Monitor	10+	5	1	Paid	LIFESTYLE
DF Glue Board	10+	5	1	Free	PARENTING
DG OFF - 100% Free Coupons & Deals	10+	5	1	Free	SHOPPING
DN Employee	10+	5	1	Free	FAMILY
DT CLOTHINGS	10+	5	1	Free	SHOPPING
i am EB	10+	5	1	Free	PHOTOGRAPHY
EC SPORTS	10+	5	1	Free	SPORTS
EJ messenger	10+	5	1	Free	COMMUNICATION
FAST EO	10+	5	1	Free	EVENTS
FK CLASSIC FOR YOU	10+	5	1	Free	BUSINESS
Monster Ride Pro	10+	5	1	Free	GAME

Here we have the top 50 most installed apps.

APP	INSTALLS	RATINGS	REVIEWS	TYPE	CATEGORY
Instagram	1,000,000,000+	4.5	66577446	Free	SOCIAL
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Instagram	1,000,000,000+	4.5	66577313	Free	SOCIAL
Subway Surfers	1,000,000,000+	4.5	27725352	Free	GAME
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Subway Surfers	1,000,000,000+	4.5	27724094	Free	GAME
Subway Surfers	1,000,000,000+	4.5	27723193	Free	GAME
Subway Surfers	1,000,000,000+	4.5	27722264	Free	GAME
Google Photos	1,000,000,000+	4.5	10859051	Free	PHOTOGRAPHY
Google Photos	1,000,000,000+	4.5	10859051	Free	PHOTOGRAPHY
Google Photos	1,000,000,000+	4.5	10858556	Free	PHOTOGRAPHY
Google Photos	1,000,000,000+	4.5	10858538	Free	PHOTOGRAPHY
WhatsApp Messenger	1,000,000,000+	4.4	69119316	Free	COMMUNICATION
WhatsApp Messenger	1,000,000,000+	4.4	69119316	Free	COMMUNICATION
Google	1,000,000,000+	4.4	8033493	Free	TOOLS
Google	1,000,000,000+	4.4	8033493	Free	TOOLS
Google Drive	1,000,000,000+	4.4	2731211	Free	PRODUCTIVITY
Google Drive	1,000,000,000+	4.4	2731211	Free	PRODUCTIVITY
Google Drive	1,000,000,000+	4.4	2731171	Free	PRODUCTIVITY
YouTube	1,000,000,000+	4.3	25655305	Free	VIDEO_PLAYERS
YouTube	1,000,000,000+	4.3	25655305	Free	VIDEO_PLAYERS
Google Chrome: Fast & Secure	1,000,000,000+	4.3	9643041	Free	COMMUNICATION
Google Chrome: Fast & Secure	1,000,000,000+	4.3	9643041	Free	COMMUNICATION
Google Chrome: Fast &	1,000,000,000	4.3	964299	Free	COMMUNICATION

EFFECT OF CUSTOMER'S RESPONSE TO THEIR NUMBER OF INSTALLATIONS

Secure	0+		5	e	
Maps - Navigate & Explore	1,000,000,000+	4.3	9235373	Free	TRAVEL_AND_LOCAL
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Maps - Navigate & Explore	1,000,000,000+	4.3	9235155	Free	TRAVEL_AND_LOCAL
Google Play Games	1,000,000,000+	4.3	7168735	Free	FAMILY
Google Play Games	1,000,000,000+	4.3	7168735	Free	FAMILY
Gmail	1,000,000,000+	4.3	4604483	Free	COMMUNICATION
Gmail	1,000,000,000+	4.3	4604483	Free	COMMUNICATION
Google+	1,000,000,000+	4.2	4831125	Free	SOCIAL
Google+	1,000,000,000+	4.2	4831125	Free	SOCIAL
Google Street View	1,000,000,000+	4.2	2129707	Free	TRAVEL_AND_LOCAL
Google Street View	1,000,000,000+	4.2	2129707	Free	TRAVEL_AND_LOCAL
Facebook	1,000,000,000+	4.1	78158306	Free	SOCIAL
Facebook	1,000,000,000+	4.1	78158306	Free	SOCIAL
Skype - free IM & video calls	1,000,000,000+	4.1	10484169	Free	COMMUNICATION
Messenger "Text and Video Chat for Free	1,000,000,000+	4	56646578	Free	COMMUNICATION
Messenger "Text and Video Chat for Free	1,000,000,000+	4	56646578	Free	COMMUNICATION
Hangouts	1,000,000,000+	4	3419513	Free	COMMUNICATION
Hangouts	1,000,000,000+	4	3419513	Free	COMMUNICATION
Hangouts	1,000,000,000+	4	3419464	Free	COMMUNICATION
Hangouts	1,000,000,000+	4	3419433	Free	COMMUNICATION
Google Play Books	1,000,000,000+	3.9	1433233	Free	BOOKS_AND_REFERENC

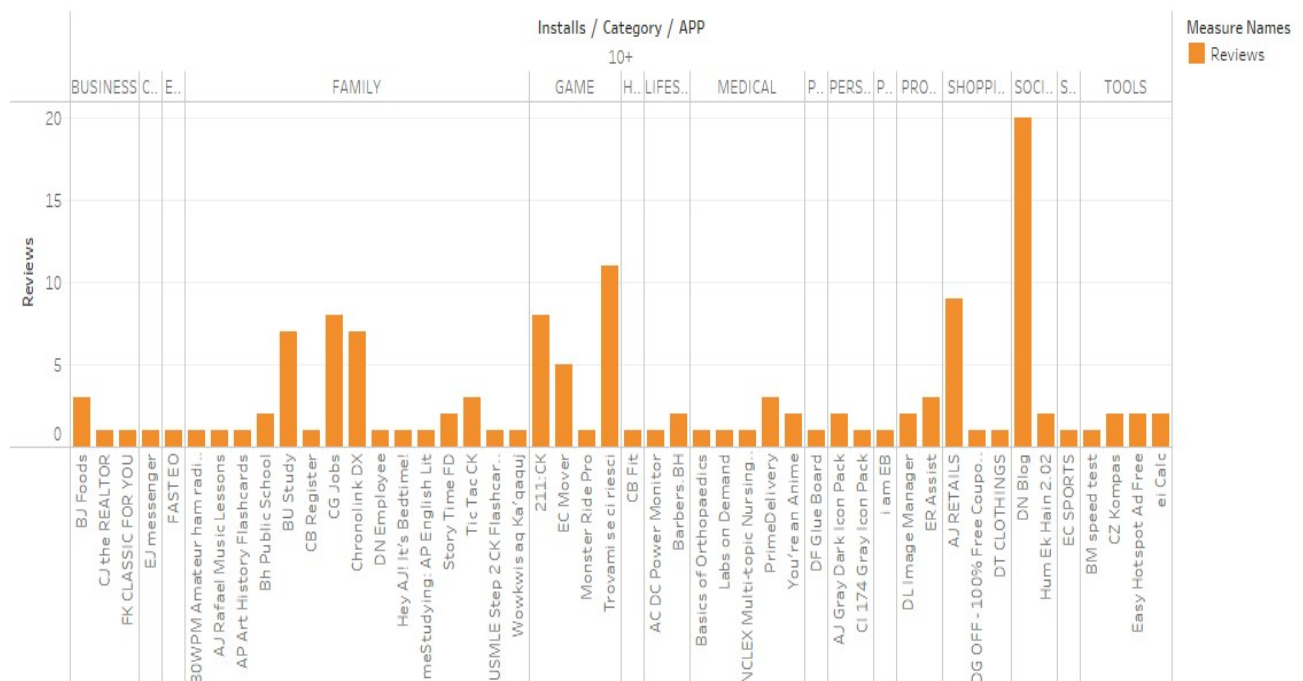
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Google News	1,000,000,000+	3.9	878065	Free	NEWS_AND_MAGAZINES
Google News	1,000,000,000+	3.9	878065	Free	NEWS_AND_MAGAZINES
Google News	1,000,000,000+	3.9	877643	Free	NEWS_AND_MAGAZINES
Google Play Movies & TV	1,000,000,000+	3.7	906384	Free	VIDEO_PLAYERS
Tickets + PDA 2018 Exam	1,000,000+	4.9	197136	Free	AUTO_AND_VEHICLES

With tableau we were able to get a better view of what our tables have

LEAST INSTALLED APPS HAVING LOW REVIEWS

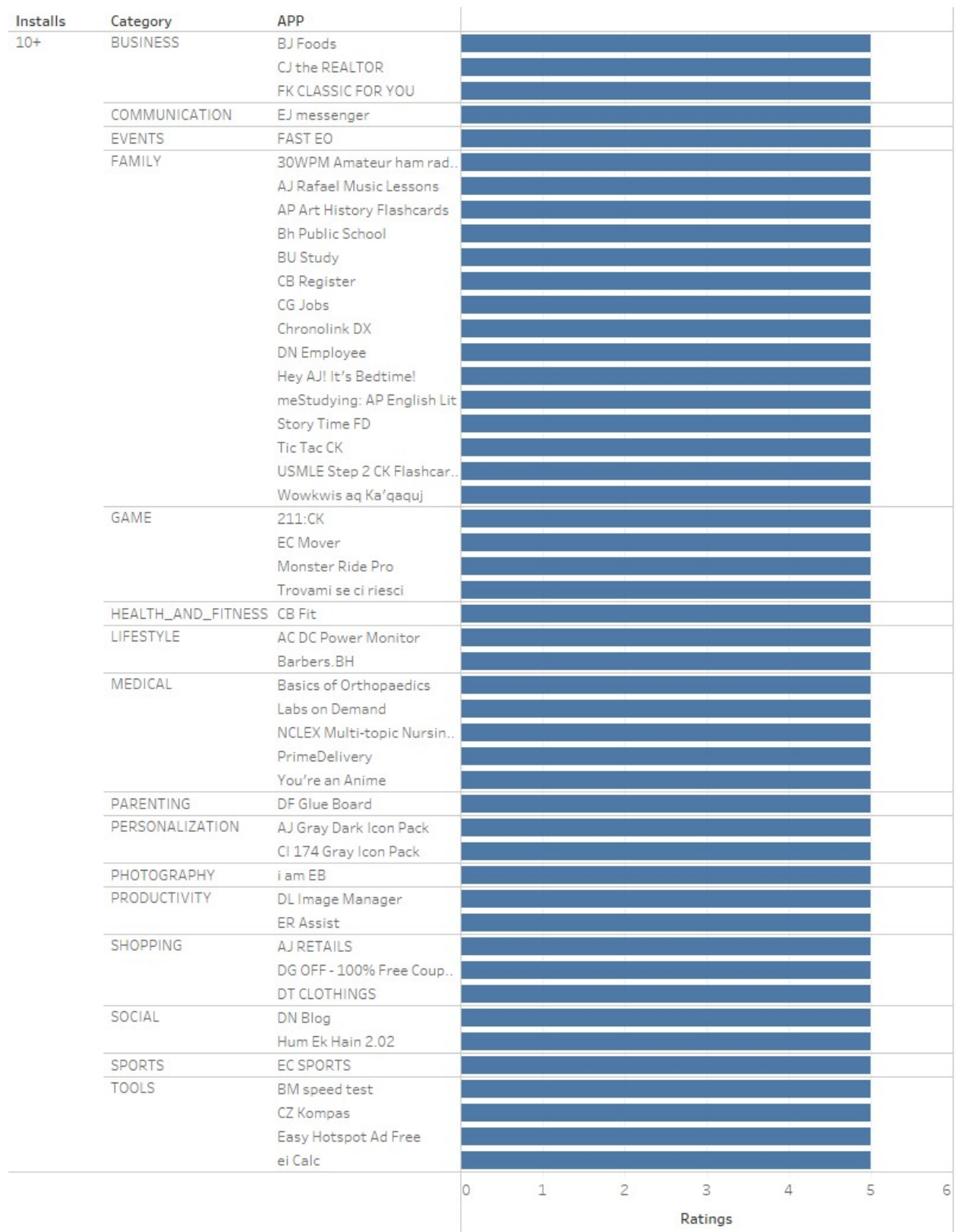
LOW REVIEWS



Reviews for each APP broken down by Installs and Category. Color shows details about Reviews.

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HIGH RATINGS



Sum of Ratings for each APP broken down by Installs and Category.

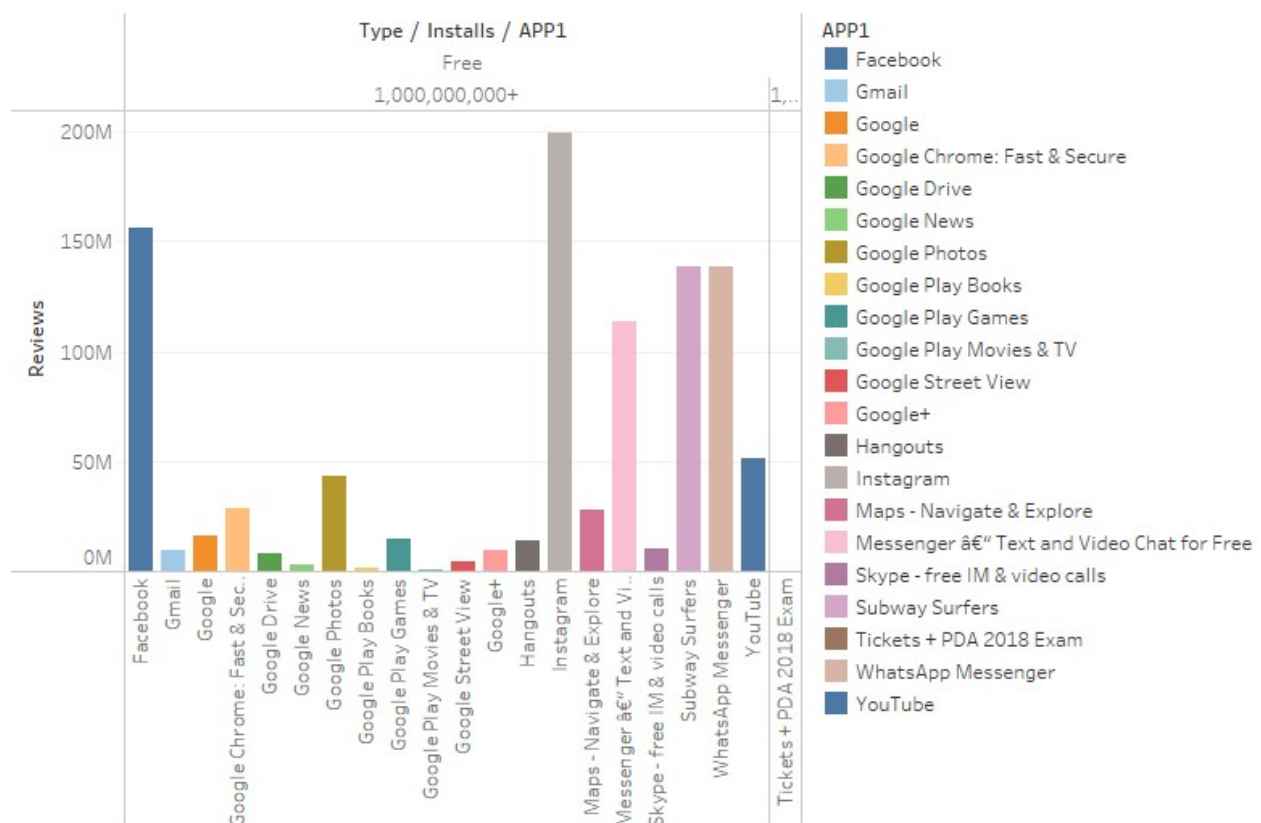
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With this graph above, we are able to know that this same apps have high ratings.

We spoke earlier that they had low reviews but they also have high ratings.

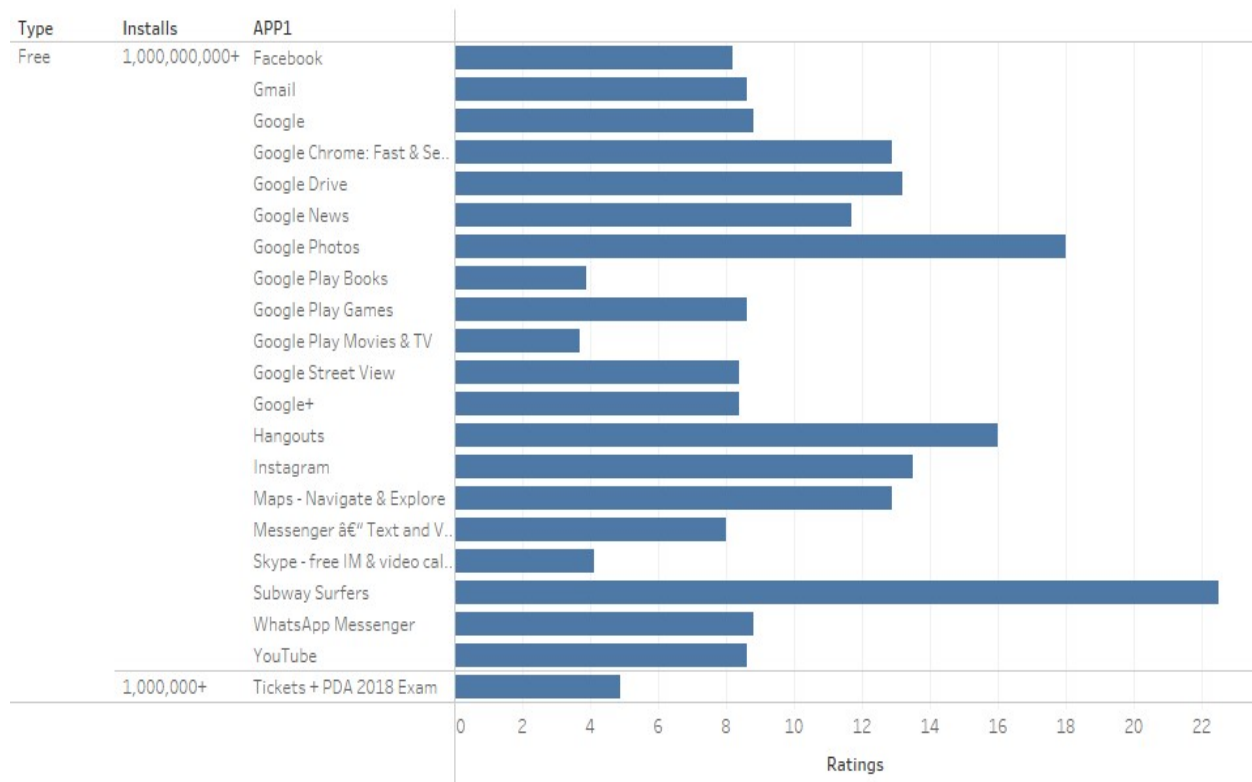
Below we have the top 50 most installed apps and their number of reviews, looking below, we would notice that they have quite a high number of reviews

HIGHEST INSTALLATIONS



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CUSTOMERS WITH HIGH RATINGS AND HIGH NUMBER OF INSTALLATIONS



Above, we have the ratings for the top 50 most installed app too, and they also have high ratings coupled with their high reviews.

Do customer's response (reviews and ratings) have an effect on the increase in installations?

With this analysis, it was noticed that least most installed app had high ratings but never had inflow of customers installing their apps like the top 50 most installed app.

This means their customer's response (ratings) did not have an effect on their installations, but why?

Why do these apps have low number of installations but high ratings?

This could be as a result of their reviews, though they had low number of reviews. But were these reviews (if negative) worked on. Was there any response from the customer service provider to improve on what the customers want?

This means the customer service providers did not pay attention to customer's needs.

They must have thought all they needed were good ratings and had no room for improvement and upgrade. That means they didn't do their work well, by responding to customer's need.

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The app developers also did not see a reason for an improvement or an upgrade, they didn't get information from the customer's service providers on what their customers want and didn't work on it. The fault was from the customer's service providers and app developers.

If an app has a good rating, that means customers are satisfied with their first experience. But the customers always want more, probably an improvement or an upgrade. This information is always conveyed through the reviews from customers, If these are not attended to, they won't see a reason to put in their reviews anymore, since they will feel the reviews are not being acted upon.

And also, the app developers should pay more attention to their customers and what they really want. They shouldn't make an app and stop there, thinking the work is finished, there is always room for improvement and upgrade. Upgrading to higher versions, increase capacity of the apps, making the apps easily accessible. With this, we are sure to increase the number of installations made from that apps, because if a customer makes good review, this prompt other customers to want to try, but if there are just numerous number of bad reviews unattended to, it works against these apps.

TRACKING THE NUMBER OF INSTALLATIONS PER APP IN RELATION TO CUSTOMER'S RESPONSE

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