

# **SCM-505**

# **Team Project on Tableau-Team 407**

## **Team Members**

1. Anwesha Banerjee
2. Qinxin Zhang
3. Alvin Lee
4. Satyanand Eranki
5. Xuzhou Feng

# Dataset

- Chosen Dataset-appstore\_top100.csv

date	list	id	rank	year	month	developer	developer_name	seller_name	category_primary	n_categories	content_rating	price	filesize	year_release	month_release
2013-01-01	Top Free	585027354	1	2013	1	281956209	Google, Inc.	Google, Inc.	Navigation	2 4+	0	13354434	2012	12	
2013-01-01	Top Free	544007664	2	2013	1	281956209	Google, Inc.	Google, Inc.	Photo & Video	2 12+	0	14478058	2012	9	
2013-01-01	Top Free	547201991	3	2013	1	484858667	dirtyBit	DIRTYBIT DA	Games	2 12+	0	41715622	2012	9	
2013-01-01	Top Free	447188370	4	2013	1	446889612	Snapchat, Inc.	Snapchat, Inc.	Photo & Video	2 12+	0	19824809	2011	7	
2013-01-01	Top Free	568334356	5	2013	1	424474164	Alegrum	indra budiman	Games	2 9+	0	33436487	2012	11	
2013-01-01	Top Free	526641427	6	2013	1	435664937	Big Duck Games LLC	Big Duck Games LLC	Games	2 4+	0	7635733	2012	6	
2013-01-01	Top Free	504265646	7	2013	1	307343213	MAG Interactive	Mobile Access Group AB	Games	1 4+	0	38079955	2012	3	
2013-01-01	Top Free	512939461	8	2013	1	330629809	Kiloo	Kiloo	Games	2 12+	0	51153106	2012	5	
2013-01-01	Top Free	381471023	9	2013	1	291242250	iHandy Inc.	iHandy Inc.	Utilities	1 4+	0	12215424	2010	10	
2013-01-01	Top Free	389801252	10	2013	1	389801255	Instagram, Inc.	Instagram, Inc.	Photo & Video	2 12+	0	13450131	2010	10	
2013-01-01	Top Free	528829332	11	2013	1	317224675	iWin, Inc.	iWin, Inc.	Games	2 12+	0	39062080	2012	12	
2013-01-01	Top Free	578915438	12	2013	1	298910979	Rovio Entertainment Ltd	Rovio Entertainment Ltd	Games	1 4+	0	31179056	2012	12	
2013-01-01	Top Free	454638411	13	2013	1	284882218	Facebook, Inc.	Facebook, Inc.	Social Networking	2 4+	0	36815694	2011	8	
2013-01-01	Top Free	511700298	14	2013	1	488572820	Jessie Tao	Jessie Tao	Social Networking	1 4+	0	14456623	2012	3	
2013-01-01	Top Free	564540143	15	2013	1	514034278	Fingersoft	Fingersoft	Games	2 9+	0	27675331	2012	11	
2013-01-01	Top Free	570748340	16	2013	1	570748343	Easy Tiger Apps, LLC.	Easy Tiger Apps, LLC.	Photo & Video	2 4+	0	51276720	2012	11	
2013-01-01	Top Free	572334490	17	2013	1	443272129	Game Hive Corp.	Game Hive Corporation	Games	2 12+	0	62085607	2012	12	
2013-01-01	Top Free	454768104	18	2013	1	307083557	Big Blue Clip, LLC	Big Blue Clip, LLC	Photo & Video	2 4+	0	25213696	2011	8	
2013-01-01	Top Free	376101648	19	2013	1	284417353	Apple	Apple Inc.	Utilities	2 4+	0	5124366	2010	6	
2013-01-01	Top Free	510461758	21	2013	1	429363358	Top Free Games	Top Free Games	Games	1 4+	0	41209034	2012	3	
2013-01-01	Top Free	530957474	22	2013	1	436796189	click2mobile	mobile click	Entertainment	2 4+	0	33145046	2012	6	
2013-01-01	Top Free	47141233	23	2013	1	284967870	Tapulous, Inc.	Tapulous, Inc.	Games	2 12+	0	47835344	2012	7	
2013-01-01	Top Free	525463029	24	2013	1	284417353	Apple	Apple Inc.	Entertainment	1 4+	0	5638079	2012	6	
2013-01-01	Top Free	507140277	25	2013	1	209170407	Minion Mineco LLC	Minion Mineco LLC	Entertainment	2 4+	0	62085607	2012	12	

# Tableau Dashboard

## Apps used in 2013 Dashboard

### Overview

Top Free

35,219

Top Paid

35,499

Grand Total

70,718

### Top Number of Apps

Category Primary

Games

Photo & Video

Entertainment

Health & Fitness

Music

Productivity

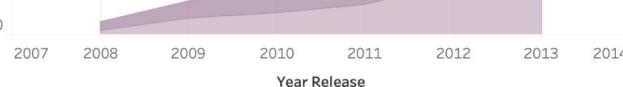
Education

Utilities

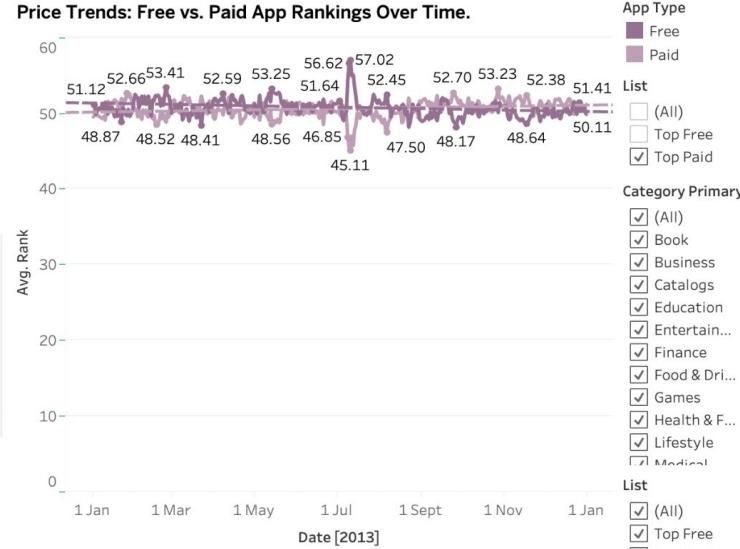
Lifestyle

### Apps released by Developers over the course of 2008 to 2013

Distinct count of Developer

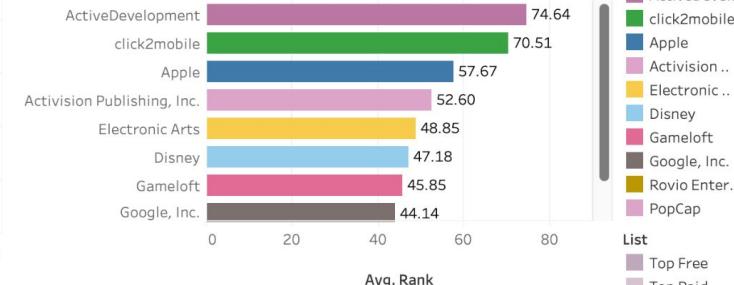


### Price Trends: Free vs. Paid App Rankings Over Time.



### Top Developers by Average App Rank with All and All Categories

Developer Name



App Type

Free

Paid

List

(All)

Top Free

Top Paid

Category Primary

(All)

Book

Business

Catalogs

Education

Entertain...

Finance

Food & Dri...

Games

Health & F...

Lifestyle

Medical

List

(All)

Top Free

Top Paid

Developer Name

ActiveDeve..

click2mobile

Apple

Activision ..

Electronic ..

Disney

Gameloft

Google, Inc.

Rovio Enter..

PopCap

List

Top Free

Top Paid

# Insights from Dashboard

- 1st Worksheet
  - We have first shown a summary of the whole data set and bifurcated it list wise to understand the no. of apps (Top paid, Top Free)
- 2nd Worksheet
  - **Top Categories:** We have given the overview of the top 10 categories ("Games," "Photo & Video, and etc) with the filter of list(Top paid, Top Free)
  - We can derive from this that “games” is the highest category in both list (Top paid, Top Free) where as “social media” is the highest in “free”and “photos and videos” is the highest in “paid”
- 3rd Worksheet
  - **Price Trends:** We have compared the free vs. paid apps over time, using the “price” and “rank” columns

# Insights from Dashboard

- We have created a calculated field “App Type” with this parameter (IF [price] = 0 THEN “Free” ELSE “Paid” END) and through this we can make a judgement that the avg ranking of “paid” apps are less than that of the “free” apps
- 4th Worksheet
  - **Developer Insights:** We have identified the top developers based on app rank and number of apps by using "developer\_name" and "rank." and the top developers in the year of 2013 is “ActiveDevelopment” in all categories and lists.
- 5th Worksheet
  - Apps released by Developers over the course of year
  - We can also observe that there was a spike in the number of apps released by developers in the year 2011 and the same is marked by the trend line and throughout “free” apps were released more in number than “paid” apps.

# Thank You!