

What App is That?

Alex Yom

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Overview

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Introduction

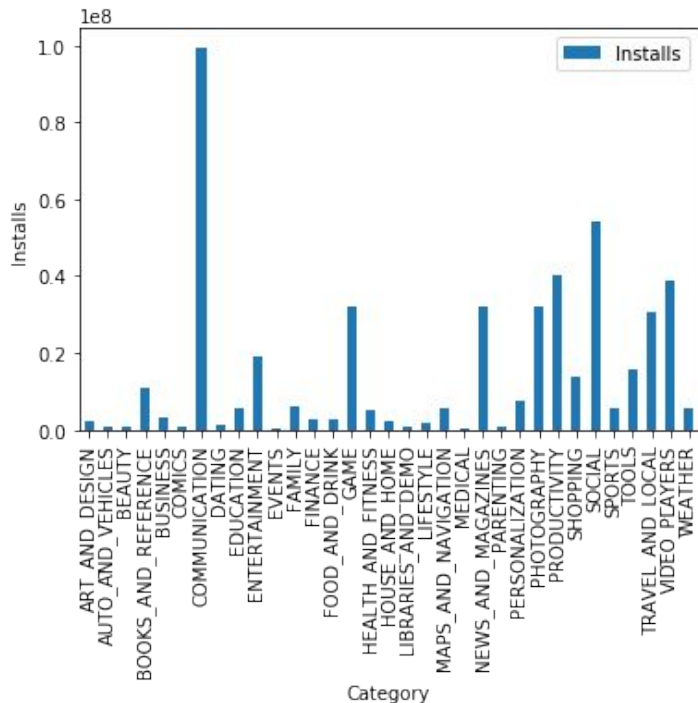
- With new cell phone applications coming out everyday, is there a way to predict a successful app? This project will seek to find the driving factors of an app's success and popularity.
- App developers and tech companies would be able to use this information to target a specific criteria for new potential apps.
- My initial hypothesis is that factors such as the specific category of an app will have an impact on the amount of times the app is downloaded.

Dataset

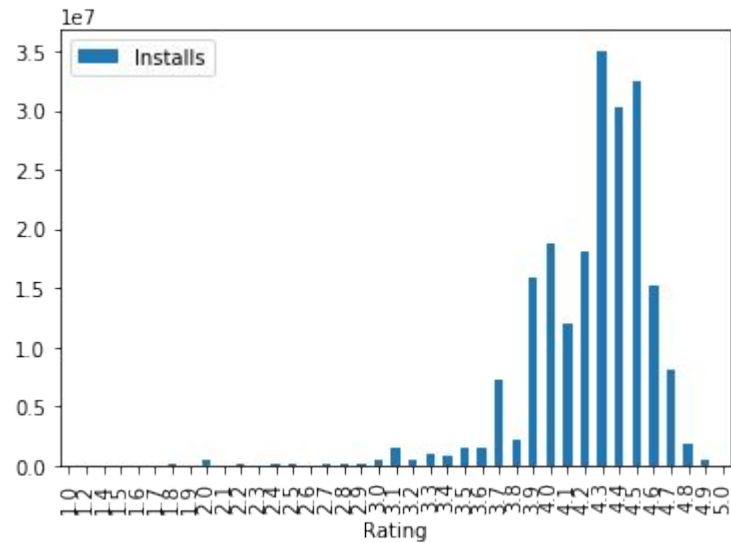
- This dataset consists of all the apps in the Google Play Store. Along with the name of the app, the category, number of installs, payment method, content rating, etc are included.

Analysis

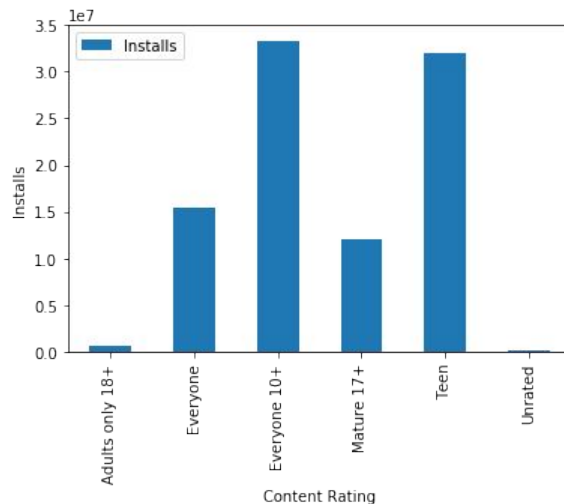
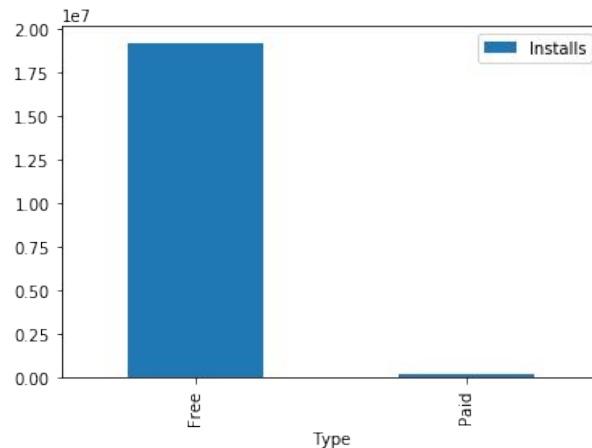
- The communication apps appear to be more downloaded than any other type of application by a wide margin. Social, productivity, and video playing apps following behind respectively.



- Interestingly, the most downloaded apps seem to be rated between 4.3-4.5 out of 5.



- Apps that are free are downloaded substantially more than apps that are paid on average.
- Apps that are rated everyone 10+ and teen seem to be the downloaded type of app.



Discussion

- It seems from preliminary analysis and data exploring that multiple factors influence the popularity of an app.
- From the graphs so far, it would seem like a new communication app that is free and rated for everyone 10+ would have the highest possibility of becoming a popular app.