08/12/2019

DETECTING MOBILE APPS OF INTEREST TO VENTURE CAPITALISTS

1. AIM OF THE PROJECT

Given a large pool of applications and their corresponding change in ranking for the past 3 years, detect applications that are potential candidates for venture capital investments.

2. ANALYSIS OF THE DATA

Two raw datasets were available which contained information pertaining to applications

i. **App info data:** Basic information about an app
(ex. app_name, developer, category, rating_oo5, num_ratings, , release_date, age_rating, file_size, languages, price etc.)

ii. **Ranking info data:** The daily rankings of an app for the past 3 years.

3. METHODOLOGY

Overview of the steps followed to achieve the objective of the project.

i. Clean the ranking dataset and conduct exploratory analysis on the data
ii. Decipher data form the ranking dataset and extract 5 meaningful features from the data
    - ***Top Rank achieved by the app***
    - ***Rank Growth achieved by the app***
    - ***Count of the days the app stayed at its top rank***
    - ***Average daily growth achieved by the app***
    - ***Maximum rate of rank growth of the app***
iii. Create a scoring model that incorporate all above mentioned features and the following:

- ***subscription app or not***
- ***Days the App has been active***
- ***Category of the app****(whether the app is in a category where VC investments are common)*
- ***Developer portfolio****(Whether the developer has other highly successful apps)*

iv. Applying the scoring model on the data frame, finalize a list of potential VC investments

4. MACHINE LEARNING TO SUPPORT WEIGHTS(IN PROGRESS)

5. FURTHER RESEARCH

i. What kind of additional data would increase the efficacy of the model?

ii. From where can this data be obtained?