

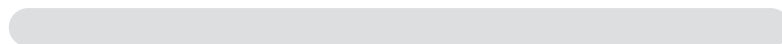


# APPLE APP DATA VISUALISATION

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# 1. Selecting Data

<https://www.kaggle.com/ramamet4/app-store-apple-data-set-10k-apps/home>

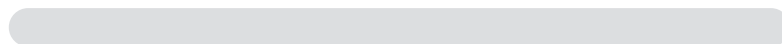


# Mobile App Statistics (Apple iOS app store)

This data set contains more than **7000** Apple iOS mobile application details. The data was extracted from the iTunes Search API at the Apple Inc website.

Data collection date (from API): **July 2017**

Dimension of the data se: **7197 rows and 16 columns**



# appleStore.csv

Interested values are highlighted in red

1. "id" : App ID
2. "track\_name": App Name
3. "size\_bytes": Size (in Bytes)
4. "currency": Currency Type
5. "price": Price amount
6. "rating\_count\_tot": User Rating counts (for all version)
7. "rating\_count\_ver": User Rating counts (for current version)
8. "user\_rating" : Average User Rating value (for all version)
9. "user\_rating\_ver": Average User Rating value (for current version)
10. "ver" : Latest version code
11. "cont\_rating": Content Rating
12. "prime\_genre": Primary Genre
13. "sup\_devices.num": Number of supporting devices
14. "ipadSc\_urls.num": Number of screenshots showed for display
15. "lang.num": Number of supported languages
16. "vpp\_lic": Vpp Device Based Licensing Enabled

# appleStore\_description.csv

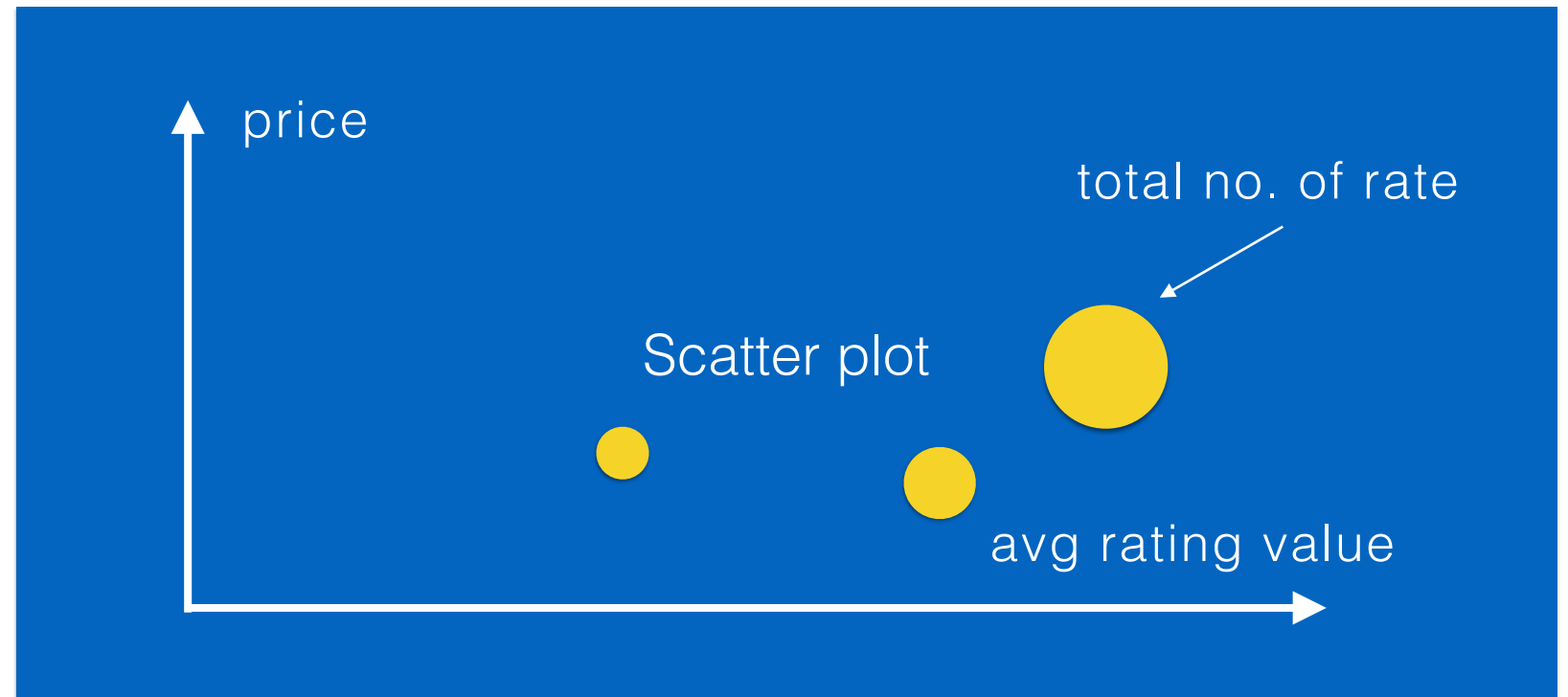
Interested values are highlighted in red

1. "id" : App ID
2. "track\_name": App Name
3. "size\_bytes": Size (in Bytes)
4. "app\_desc": Application description

## 2. Draft Idea

- 1.user select one category-> draw the scatterplot and word cloud for this category
- 2.zoom the grap
- 3.select to view more detail

Genre  
(Categories)  
list

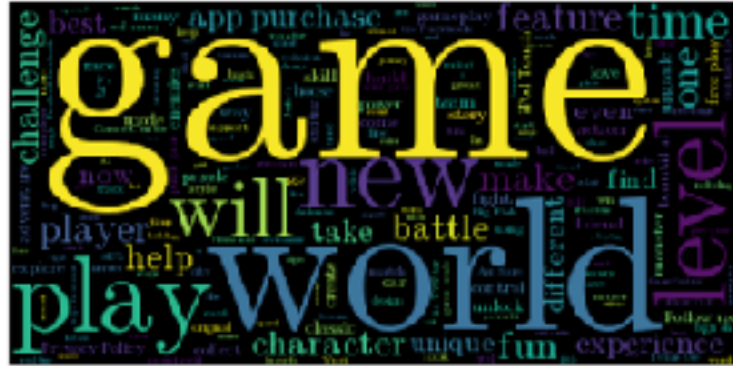
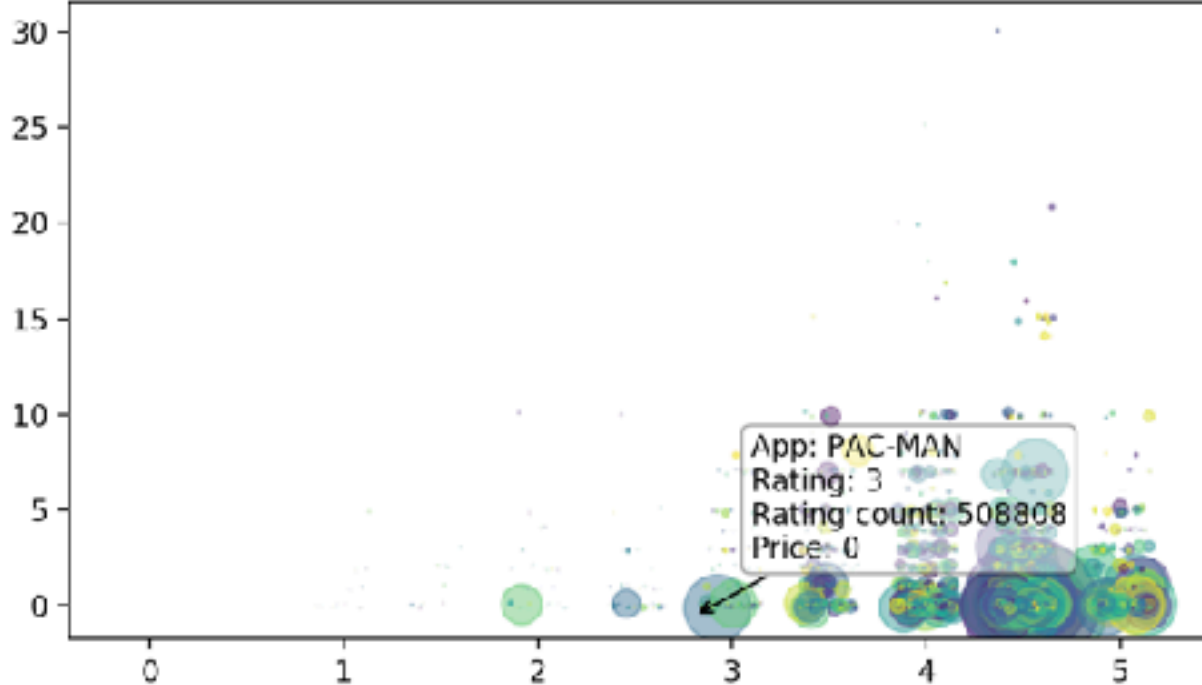


WORD CLOUD for description

Python Library:  
matplotlib library;  
word cloud

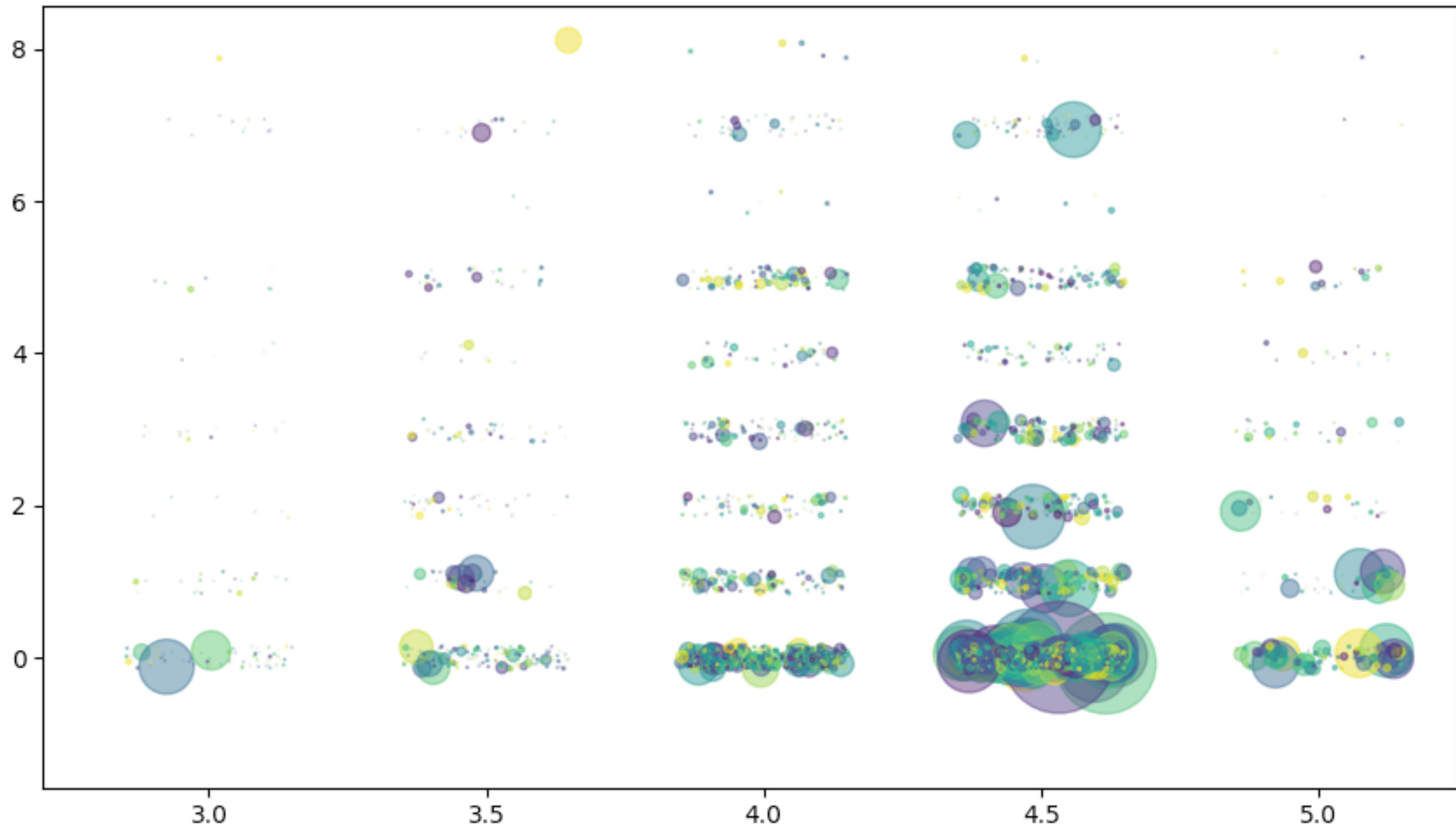
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Games	3862
Entertainment	535
Education	453
Photo & Video	349
Utilities	248
Health & Fitness	180
Productivity	178
Social Networking	167
Lifestyle	144
Music	138
Shopping	122
Sports	114
Book	112
Finance	104
Travel	81
News	75
Weather	72
Reference	64
Food & Drink	63
Business	57
Navigation	46
Medical	23
Catalogs	10



# 4. Enhancement

Jitterplot for price  
and rating value





# 4. Enhancement

