Business Intelligence Project Summary – App Review Analysis

This report summarizes the tasks completed during the App Review Analysis project using Power BI. The project was divided into three main sections, each focused on generating insights from app-related data through data modeling, DAX calculations, and visualization tools.

• Part 1: App Landscape

- Counted unique apps with a KPI Card.

- Created a line chart to show review trends over time.

- Built a scatterplot comparing reviews count to average rating.

• Part 2: Reviews

- Added a DAX column to weigh reviews based on helpfulness.

- Calculated whether developers responded to reviews.

- Created a scatterplot comparing average rating vs developer response.

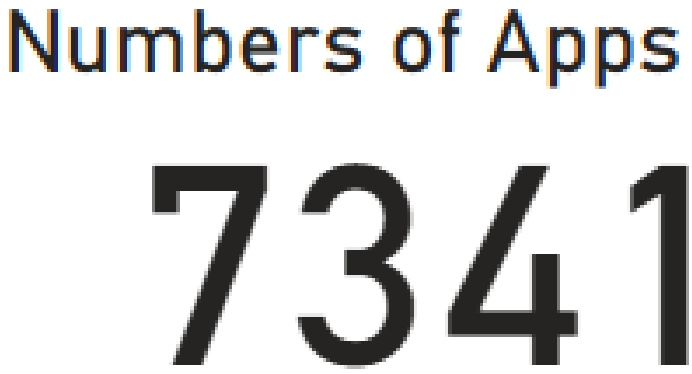
• Part 3: App Reviews

- Built relationships between tables via app_id.

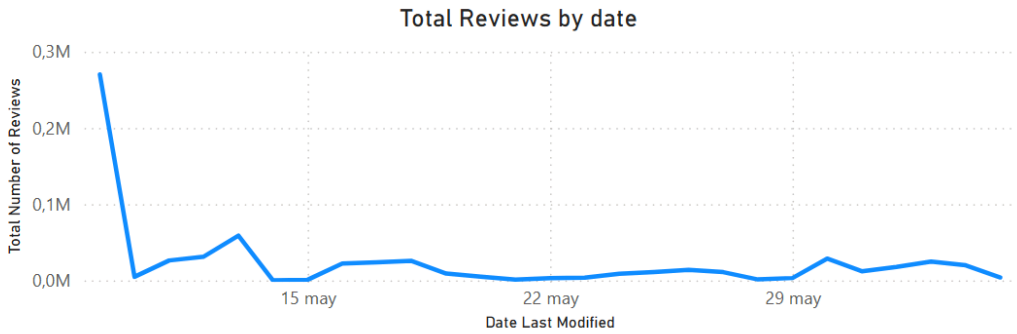
- Analyzed developer performance with bar charts for total rating, average helpful reviews, and responsiveness (filtered by apps with over 500 reviews).

The following pages include screenshots of the visualizations and DAX logic implemented in the project.

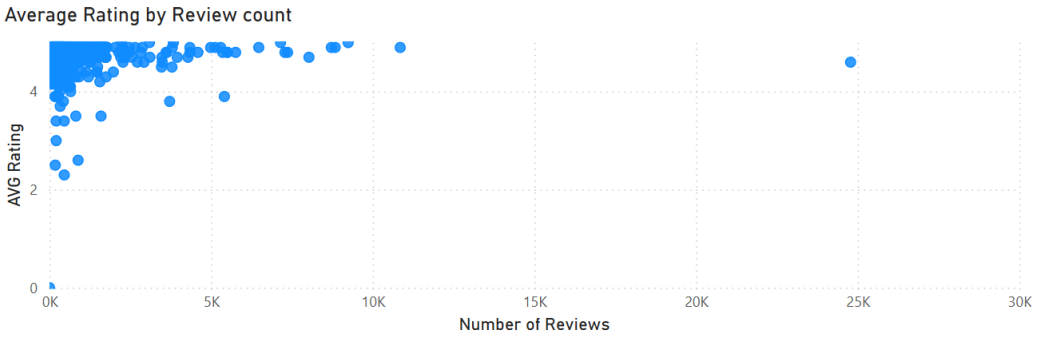
1. KPI Card – Unique Apps Count



2. Line Chart – Review Count Over Time

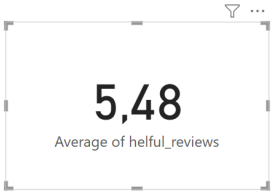


3. Scatterplot – Reviews Count vs Average Rating



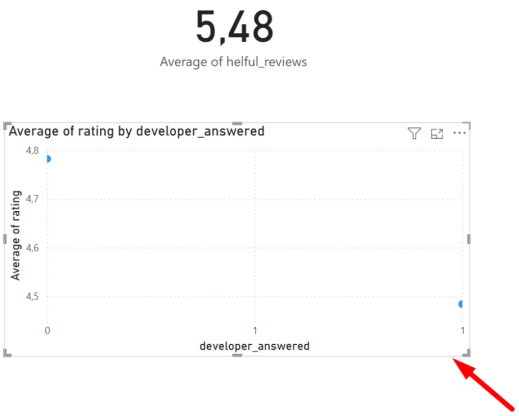
4. KPI – Helpful Reviews Score (DAX)

```
1 helful_reviews = [rating] * (1+reviews[helpful_count])
```

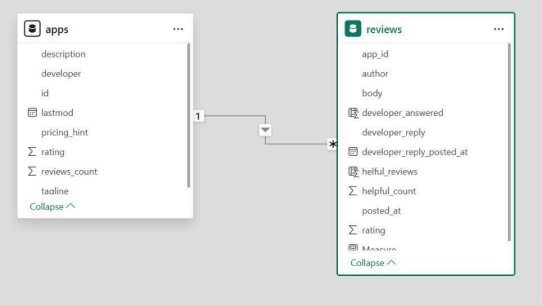


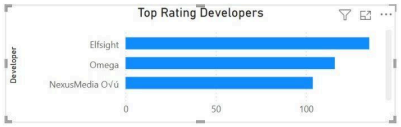
5. Scatterplot – Developer Answered vs Avg Rating

```
1 developer_answered = IF(ISBLANK(reviews[developer_reply]),0,1)
```

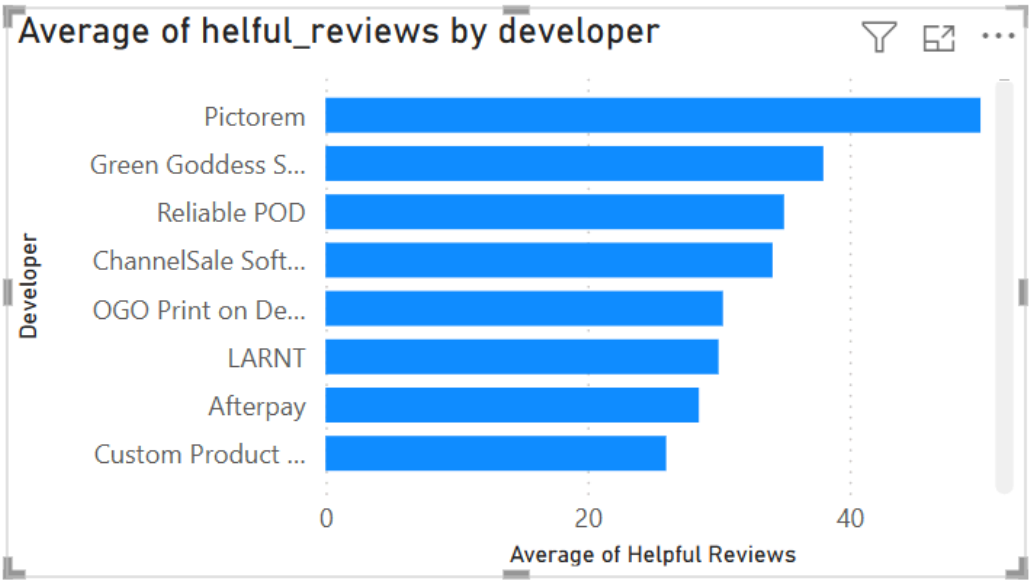


6. Bar Chart – Developer vs Total Ratings





7. Bar Chart – Developer vs Avg Helpful Review



8. Bar Chart – Developer Responsiveness (Filtered)