

## Mobile applications download analysis

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### Abstract

This paper discusses the analysis of mobile applications download behavior as well as other information related to consumers in order segment users based on unsupervised machine learnings techniques

*Keywords:* components, clusters,

## 1. Problem

There are millions of mobile apps, and knowing how to target consumers can prove to be very hard due to their personal preferences, devices used, Their behavior and their apps features, The idea of this paper is to analyze large dataset 1552 consumers and their answers to a survey including 16 questions that includes information about demographics, application download behavior and preferences

## 2. Method

An analysis was conducted on the data gathered on the survey. The questions related to demographics were dropped for this particular case in order identify the markets. based on the acquired data. We were able group the users based on their answers on the survey. We defined 5 groups:

**Mobile app enthusiasts.** which includes consumers who are attracted by the new apps releases and updates that include new features and hey are willing to spend money for new features. However, this group of consumers is not interested in in applications related to TV, shopping, news, and entertainment

**Tech savvy.** This group loves the internet, they love the new technologies and social media

**Old School.** This group of people love radio and TV. They are mostly professionals. They do not like mobile applications in general

**Gadget lovers.** This group on consumers is mostly attracted towards gadgets and they are willing to rely on technology in order to make their life easier and more simple

**Luxurious People.** This group consisted of users who love luxurious features and are always keeping up with the trends, they are also more attracted towards android devices

### **3. Key insights**

After conducting this components analysis, we conducted a further analysis by reattaching the demographic information and identify a cluster of individuals who would be the main target for the new app

The analysis revealed that most users who have most mobile apps were young individual whom the age was between 18 and 24 years old and they had a lower percentage of free apps, this group of consumers is possibly a group of video games lovers

### **4. Recommendations**

Our recommendation is to target the young tech enthusiasts who are young by releasing a gaming app that has premium features. Also these features are better if they are not related to TV shows, shopping and entertainment as these tech enthusiast do not seem to have an interest on this kind of products