GOOGLE PLAY VS. APPLE STORE
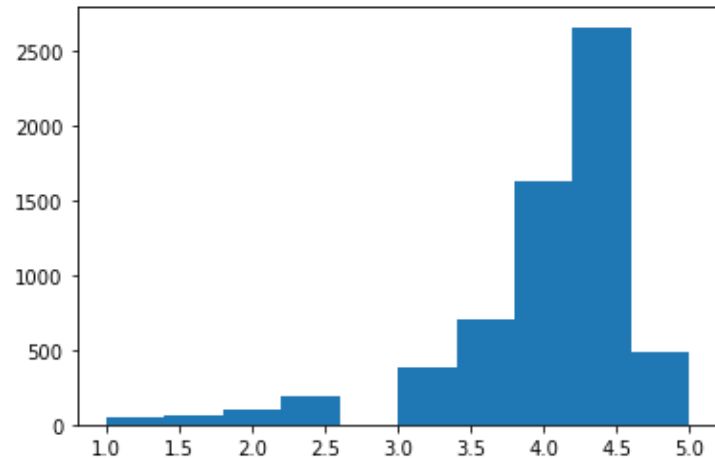
Who has the highest reviews?

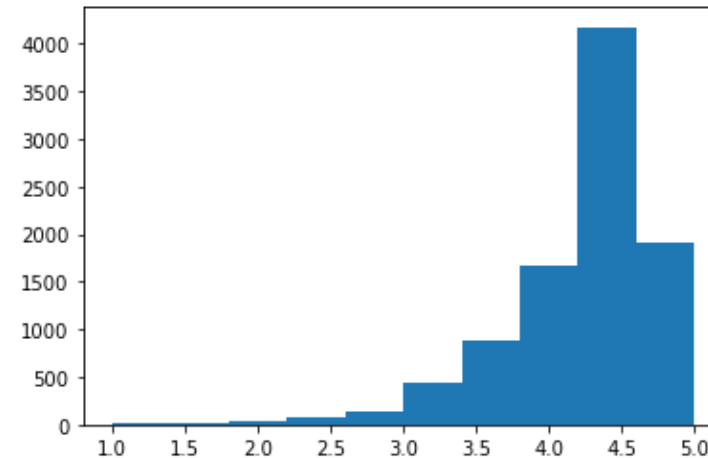# Too close to call?

- Apple Store
  - Mean Review Rating: 4.132658
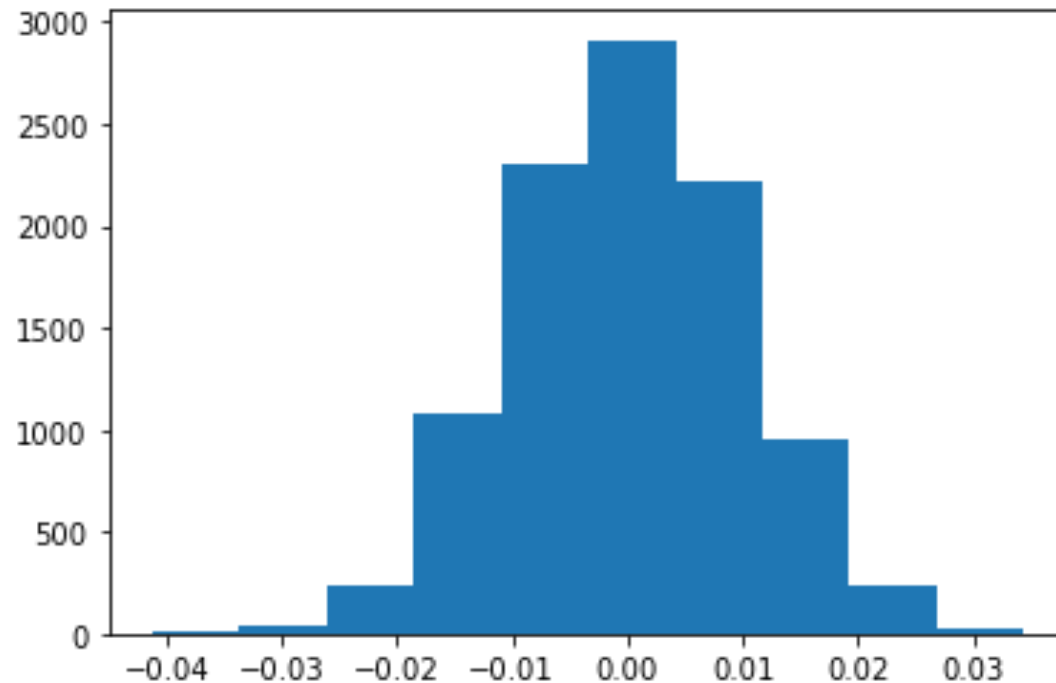

- Google Play
  - Mean Review Rating: 4.136237

Means are nearly identical, but let's run random permutations of the data to see if there might be a meaningful difference in app review ratings.

Turns out there is a meaningful difference

- Absolute value of difference in random permutated means: 0.14206

- Whereas the difference between means of the original data sets is nearly zero (0.001103)

Histogram shows normal distribution of means, but with slightly higher mean ratings to the left of center.

Which app has the higher average review ratings in randomized permuted data?

THE WINNER IS…

Google Play

- Randomized permutated data shows that Google Play is more likely to receive higher review ratings.