**CASE: THE ADVENT OF SMARTPHONE APPLICATIONS**

There has been an exponential rise in the usage of smartphones over this decade. The growth is due to availability of internet data services at very low prices in developing countries such as India, coupled with plummeted prices of these devices. With such a humungous rise, there has been a considerable increase in application development for mobile devices. The apps are available in diverse genres with an intent to simplify people's lives.

In the present VUCA world, there are disruptions ongoing in every sphere. Though it is hard to predict what would happen next, and very little room to avoid unforeseen circumstances, few measures can come to our rescue. Analytics is one such weapon where we can get the best out of what is available.

You are a digital consultant in your company, your business is going digital and it was suggested to launch an app for the same. After doing extensive market research you are provided with the dataset of applications. Attached is the dataset of 10000+ apps in the market with certain fields. The description of the fields are as follows:

|  |  |
| --- | --- |
| **Field Name** | **Description** |
| Application | Name of the Application |
| Ratings | The average ratings given to the app on a scale of 5 |
| Reviews | The number of Reviews given |
| File\_Size | The disk size of the application |
| Downloads | The number of downloads of the application |
| Category | Whether the app is free or paid to download |
| Purchase\_Price | The price of the app if paid |
| Content\_Ratings | The rating of the app for its type of users |
| Genres | The category it intends to belong |
| Latest Updates | The last updated date of the app |
| App\_Version | The latest available version of the app |
| Android\_Supported | Application supported by the android system version |

**You are expected to:**

1. Draw insights about the parameters that drive the success of an application in the markets. You may assign different weights to the parameters.
2. Come up with top 100 applications of all, and justify your results with Visualisations.
3. Come up with bottom 100 apps you would rank after taking various parameters into consideration, their reasons of failure with visualisations.

**Deliverables:**

**PPT** containing a maximum **10 slides** (excluding the title and thank you slides). No limit on other attachments including worksheets and other files.

**Factors considered for evaluation:**

The number of parameters taken with justification.

Effective visualising techniques used.

The number of quality insights drawn from the data.

Presentation and clarity of thoughts.