Choosing an App Store

Analysis by Carrie-Cate Jenkins
for Operation System Designs, Inc

May 2022

Problem Definition

GOAL:

★ Choosing the best app store to use in the operating system
★ Google Play vs Apple Store

METHOD:

★ Examine the average reviews for each store to determine which app store customers prefer

1.

Cleaning and transformation

Preparing the data for analysis

Cleaning and transformation

⇨ Sourced datasets for each platform

⇨ Chose relevant information to compare

⇨ Removed missing and incorrect values

⇨ Remove entries with no reviews

⇨ Combined datasets

2.

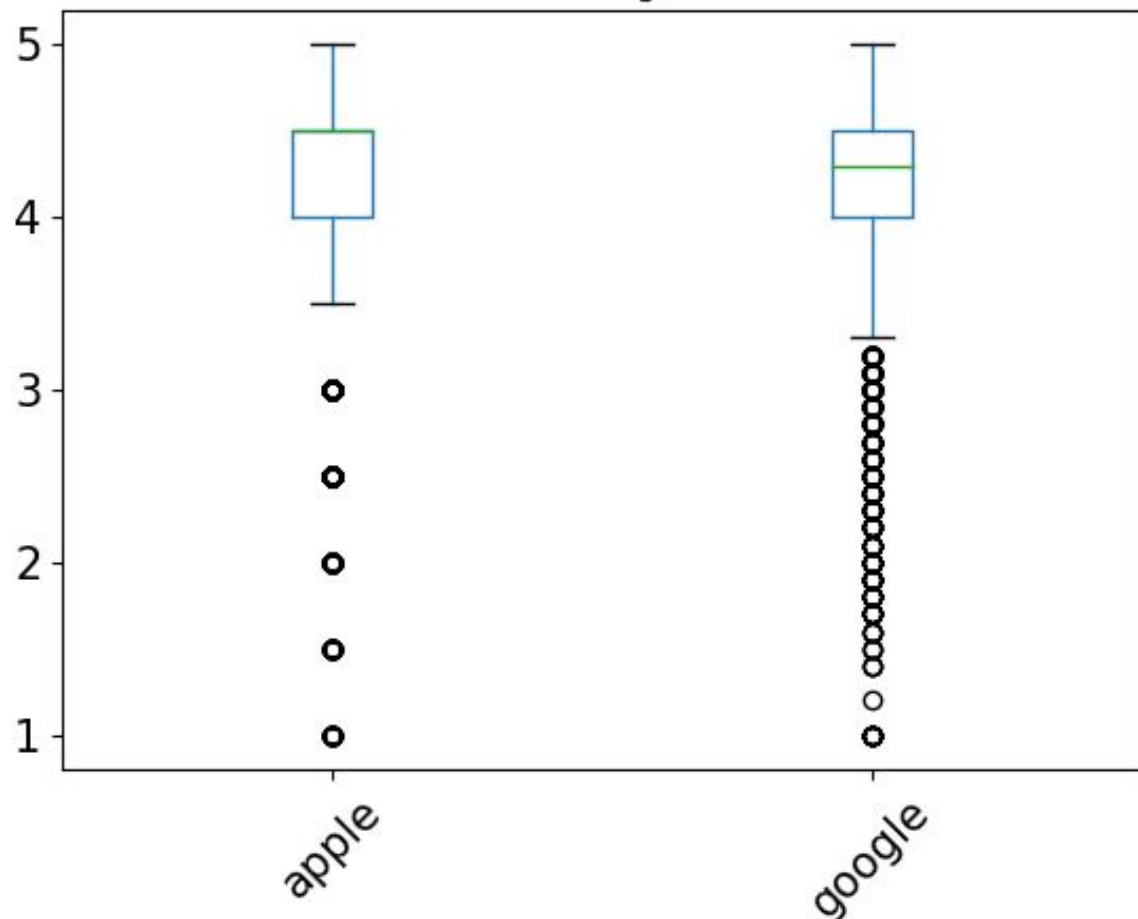# Visualization

Using plots and graphs to represent the data

Visualization:

⇨ Created a table with a basic data summary

⇨ Used a boxplot to compare the data for each platform

Preliminary Data Summary:

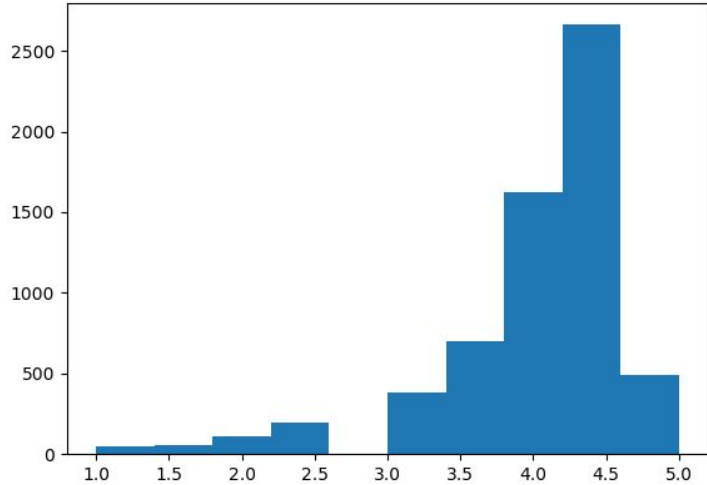| Platform:	Count:	Mean:	Std:	Min:	25%:	50%:	75%:	Max:
Apple	6268.0	4.0497	0.7269	1.0	4.0	4.5	4.5	5.0
Google	9366.0	4.1918	0.5122	1.0	4.0	4.3	4.5	5.0

Boxplot grouped by Platform
Rating

3.
Modeling

Gaining insights from the data

Modeling:
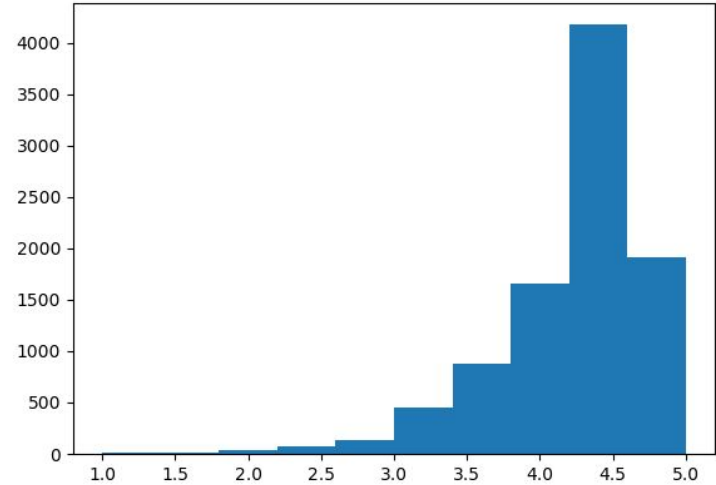
⇨ Formed a hypothesis

⇨ Determined distribution of the data

⇨ Performed a permutation test

⇨ Summarize the data after the permutation test

⇨ Use histograms to visualize the results

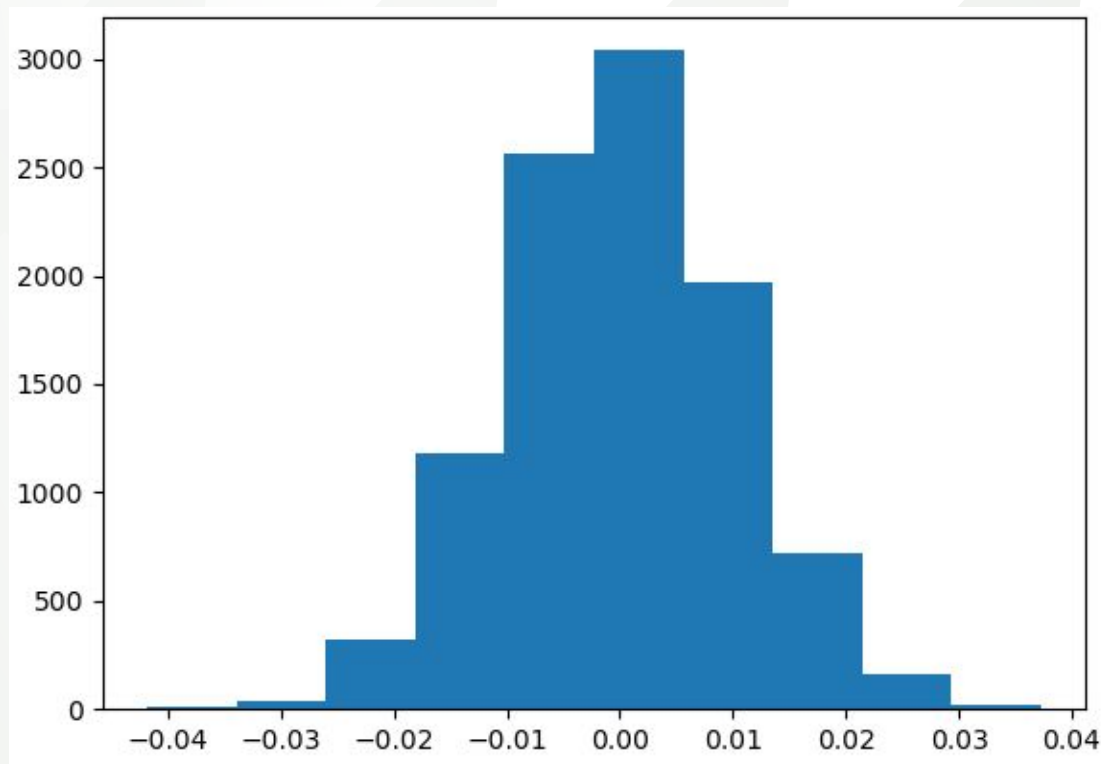# Comparing the distribution of customer reviews*:

Apple Store:

Google Play:

*All reviews are out of 5

Data Summary after tests:

Platform:	Count:	Mean:	Std:	Min:	25%:	50%:	75%:	Max:
Apple	6268.0	4.1382	0.6131	1.0	4.0	4.3	4.5	5.0
Google	9366.0	4.1326	0.6128	1.0	4.0	4.3	4.5	5.0

The average difference*:

*Mean of Apple Store reviews - Mean of Google Play reviews

Conclusion: Apple Store

The data indicates that, on average, customers rate the Apple Store more highly than the Google Play store. Therefore, including the Apple Store in the user interface would be recommended.

Thanks!

Any questions?
You can find me at:

⇨ @c_c_tech
⇨ http://cctech.solutions/

Credits

Special thanks to the people who made resources used in this presentation:

⇨ Presentation template by SlidesCarnival
⇨ Typography titles by Zilla Slab
⇨ Body copy by Oxygen