



Impact of iOS & Google Play Platforms on App Ratings

Which App Platform Is Better To Build A Store?



Overview

- **Business Problem**
 - *Client wants to build a major app store in their user interface and get the highest reviews so they can strike a deal with either Apple (iOS) or Google (Play)*



Cleaning / Transforming

1. Made sure all data types were congruent
 - a. Fixed “Price” column from an object to a numeric data type
 - b. Removed “Everyone” and “\$” in the “Price” data points
2. Added “platform” column to join the “Apple” and “Google” data frames together
3. Joined the two datasets into a single dataframe called “df”
4. Eliminated NaN (Not a Number) values
5. Filtered data so only apps have been reviewed at least once



Visualizing

- We summarize the data by “Rating” and presented the data by the comparing the two columns in “platform”

	count	mean	std	min	25%	50%	75%	max
platform								
apple	6268.0	4.049697	0.726943	1.0	4.0	4.5	4.5	5.0
google	9366.0	4.191757	0.515219	1.0	4.0	4.3	4.5	5.0

- Apple's mean = 4.049697
- Google's mean = 4.191757
- The observed difference doesn't seem there is an actual difference but needs statistical testing.



Modeling

- Two hypothesis
 - Null = observed difference is due to chance, not due to the platform
 - Alternate = observed difference is actually due to the platform, significance level = 0.05
- Permutation Test Modeling
 - The observed difference of the mean rating between the Google and Apple app reviews ($4.191757 - 4.049697$) = 0.14206
- If our P-Value or significance level is less than or equal to 5%, then we reject the Null.



Findings + Recommendation

- After calculating the P-Value to be “0” which is less than or equal to 5% significance level, we conclude that app platform does have an impact on ratings..
- Based on the findings, it is recommended to choose Google Play app integration compared to Apple’s iOS app for better reviews.