

User Requirements Doc: Play Store Breakdown 2024 Dashboard

Objective

To find relations on the data that explain apps' success to determine the path the new app project should follow.

Problems identified

- Development team is looking for a new product to expand current business. In a packed market, they are finding it hard to determine which niche to target for the new app.
- They have performed online research but constantly bump into overly complicated and conflicting insights.
- The team is biased by personal taste, so they need solid data information to make an informed, data-driven decision.

Target Audience

- Primary – Development team
- Secondary – Marketing team

Use cases

1. Identifying the apps categories with the most sell (installs)

User story

As development team we are to develop new apps to keep the business growing. With a long history of specializing in one area, we are wondering if we should keep doing what we know or possibly try to transfer our acumen to a compatible area that could expand our target range.

Acceptance criteria

The dashboard should:

- List the top apps' categories by installs
- Show the apps' quality by rating and distribution type.
- Be user friendly and easy to filter/sort.
- Use the most recent data possible.

2. Analyze the potential marketing strategy for the new product

User story

As marketing team, we want to identify what drives installs so we can build a marketing strategy for the new app that can boost it's launch.

Acceptance criteria:

The solution should:

- Consider engagement and current user basis.
- Clearly explain recommendations with data-driven justifications.

Success criteria

Development can:

- Easily identify the apps categories top installs.
- Make informed decisions on the ideal categories combinations to advance with based on recommendations.
- Effortlessly combine, filter and sort the information to get to their own conclusions.

Marketing can:

- Easily observe user engagement and it's influence in app success.
- Team with development to develop a strategy that can create interest in the new product leveraging current user and feedback databases.

This allows both teams to work together in the new project app with a defined direction, making it more likely to expand business operations successfully.

Information needed

Users need the top installed categories within Google Play Store, key metrics needed include:

- Installs
- Reviews
- Ratings
- Apps counting
- Apps categories
- App distribution

Data needed

The dataset to produce the information needed should include the following fields:

- App category (string)
- Total installs (integer)
- Total reviews (integer)
- Rating (decimal)
- Distribution type (string)

Data quality checks

Need to add measures in place to confirm the dataset contains the data required without any issues – here are some of the data quality checks needed to conduct:

- Row count check
- Column count check
- Data type check
- Duplicate check

Additional requirements

- Document the solution and include the data sources, transformation processes and walk through on analysis conclusions.
- Make source code and docs available on Github.
- Ensure the solution is reproducible and maintainable so that it can support future updates.