

App Store

LAND DEED

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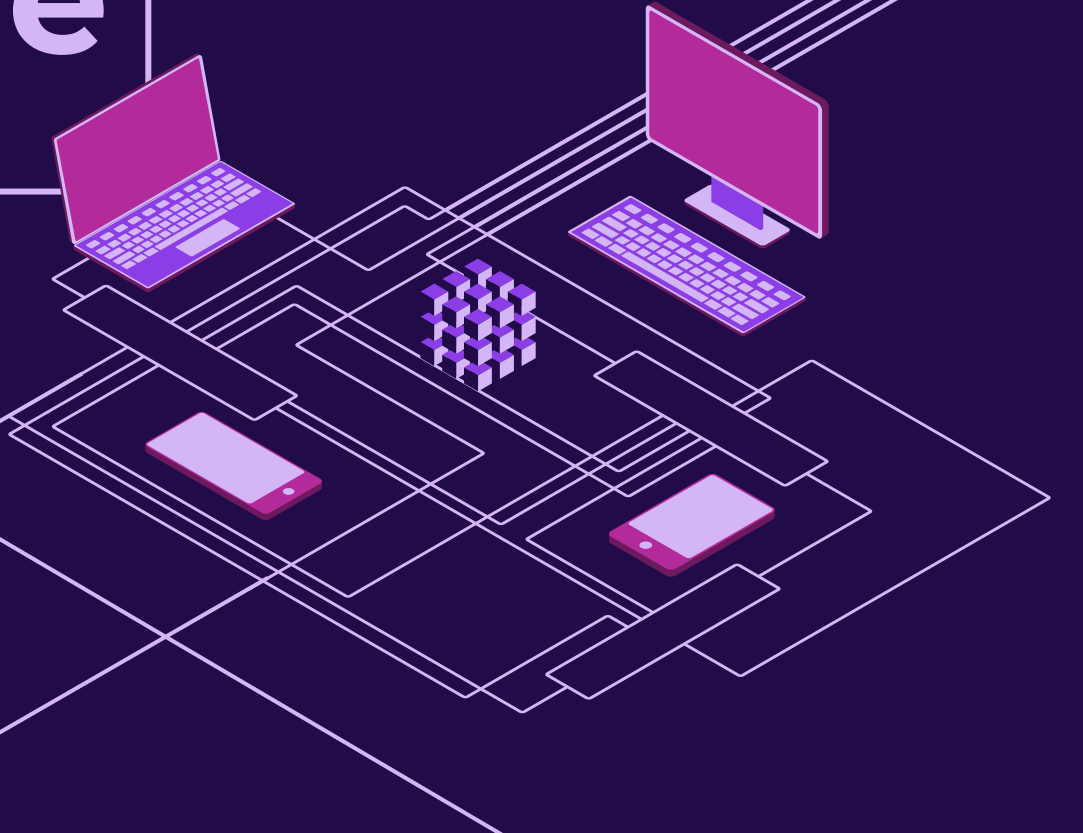


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INTRODUCTION

Apple Inc.

We are

Apple iOS App Store





DATA SET

Mobile App Store (7200 apps)

Analytics for Mobile Apps



Ramanathan • updated 2 years ago (Version 7)

appleStore.csv

1. "id" : App ID
2. "track_name": App Name
3. "size_bytes": Size (in Bytes)
4. "currency": Currency Type
5. "price": Price amount
6. "ratingcounttot": User Rating counts (for all version)
7. "ratingcountver": User Rating counts (for current version)
8. "user_rating" : Average User Rating value (for all version)
9. "userratingver": Average User Rating value (for current version)
10. "ver" : Latest version code
11. "cont_rating": Content Rating
12. "prime_genre": Primary Genre
13. "sup_devices.num": Number of supporting devices
14. "ipadSc_urls.num": Number of screenshots showed for display
15. "lang.num": Number of supported languages
16. "vpp_lic": Vpp Device Based Licensing Enabled

#	id	track_name	size_bytes	currency	price	rating_count_tot	rating_count_ver	user_rating	user_rating_ver	ver
1	1	281656475	PAC-MAN Premium	188788224	USD	3.99	21292	26	4	4.5 6.3.5
2	2	281796188	Evernote - stay organized	158578688	USD	0	161865	26	4	3.5 8.2.2
3	3	281948292	WeatherBug - Local Weather, Radar, Maps, Alerts	188524832	USD	0	188583	2822	3.5	4.5 5.0.0
4	4	282614216	eBay: Best App to Buy, Sell, Save! Online Shopping	128512080	USD	0	262241	649	4	4.5 5.10.0
5	5	282935786	Bible	92774480	USD	0	985928	5328	4.5	5 7.5.1
6	6	283619399	Shanghai Mahjong	18485713	USD	8.99	8253	5516	4	4 1.8
7	7	283646789	PayPal - Send and request money safely	227795968	USD	0	119487	879	4	4.5 6.12.0
8	8	284035177	Pandora - Music & Radio	138242560	USD	0	1126879	3594	4	4.5 8.4.1
9	9	284666222	PCalc - The Best Calculator	49250384	USD	9.99	1117	4	4.5	5 3.6.6
10	10	284736668	Ms. PAC-MAN	78823168	USD	3.99	7885	48	4	4 4.0.4
11	11	284791396	Solitaire by MobilityWare	49618944	USD	4.99	76728	4817	4.5	4.5 4.10.1
12	12	284815117	SCRABBLE Premium	227547136	USD	7.99	185776	166	3.5	2.5 5.19.0
13	13	284815942	Google - Search made just for mobile	179979264	USD	0	479448	283	3.5	4 27.0
14	14	284847138	Bank of America - Mobile Banking	168925696	USD	0	119773	2336	3.5	4.5 7.3.8
15	15	284862767	FreeCell	55153664	USD	4.99	6348	668	4.5	4.5 4.0.3
16	16	284876795	TripAdvisor Hotels Flights Restaurants	287987840	USD	0	56194	87	4	3.5 21.1
17	17	284882215	Facebook	389879888	USD	0	2974676	212	3.5	3.5 95.0
18	18	284918358	Yelp - Nearby Restaurants, Shopping & Services	167487616	USD	0	223885	3726	4	4.5 11.15.0
19	19	284932458	Shazam - Discover	147891584	USD	0	489095	134	4	4 11.8.3

Application Dataset

- ข้อมูลการค้นหา
- ข้อมูลการเยี่ยมชม
- ข้อมูลการดาวน์โหลด
- ข้อมูลการถอนการติดตั้ง
- ข้อมูลการอัปเดต application
- ข้อมูลเว็บที่เชื่อมโยง
- ข้อมูลการจัดอันดับ
- ข้อมูลของ Application Developer

User Information Dataset

- ข้อมูลเกี่ยวกับผู้ใช้งาน (ข้อมูลส่วนตัว)
- ข้อมูลเกี่ยวกับผู้ใช้งาน (ไม่ใช่ข้อมูลส่วนตัว)
- ข้อมูลประวัติการชำระเงิน:
- ข้อมูลประวัติการอัปเดต Software
- ข้อมูลประวัติการอัปเดต App store
- ข้อมูลอื่นๆ: ข้อมูลเกี่ยวกับวิธีที่ผู้ใช้ใช้อุปกรณ์และ application ด้วยความยินยอมโดยชัดแจ้ง

Predictive question

“Total rating Prediction”

Descriptive question

“What are the Total rating factors?”



01

ORGANIZATION MEMORY

1.1 Data Warehouse

No-SQL Database

Document Store

- Couchbase
- MongoDB



Wide Column Store

- HBase
- Cassandra [database]



Key-Value Store

- FoundationDB



1.1 Data Warehouse

SQL Database



ORACLE®



1.2 ERP system



SAP (Systems, Applications, and Products)



Business Intelligence



Data mining



Data warehouse



Reports



Customers



Integration
Business Planning

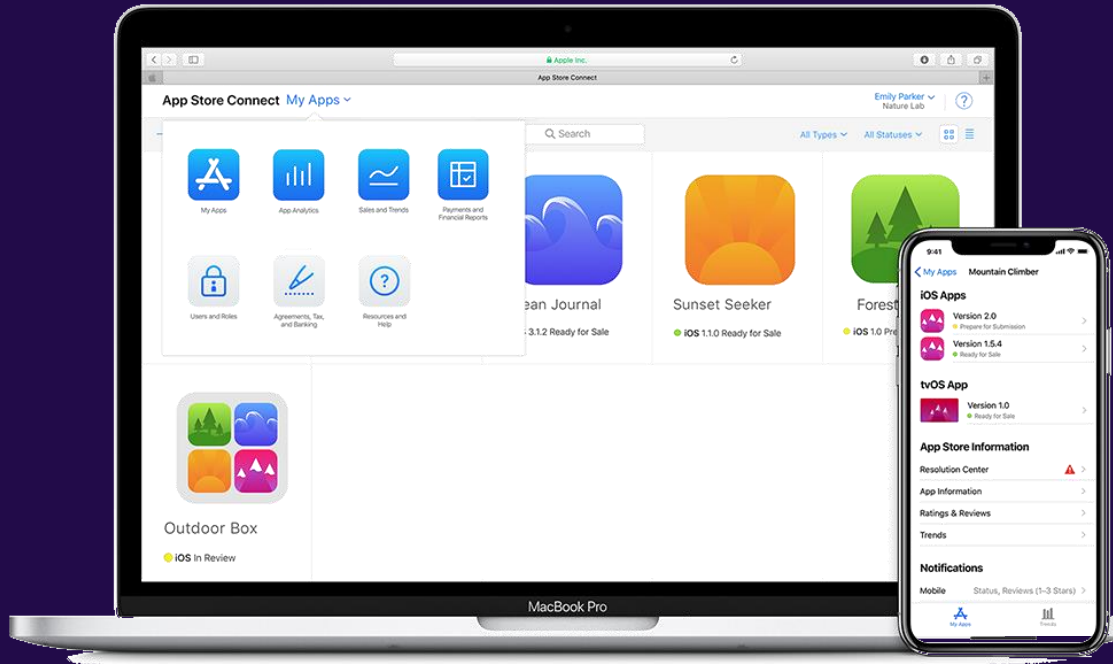


CRM

1.3 Knowledge Repository

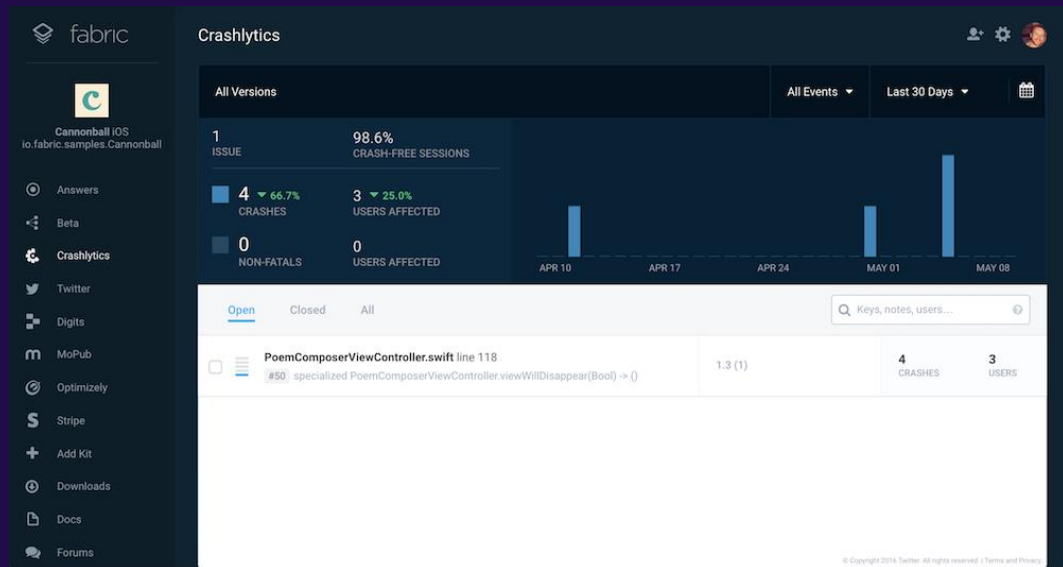
App store Connect

- รายงาน comment review
- ตอบกลับ review



1.3 Knowledge Repository

Fabric (Crashlytics Report หรือ Alert system)



User เจอ Bug



แจ้งเตือนกลับมาให้ Developer  Error log



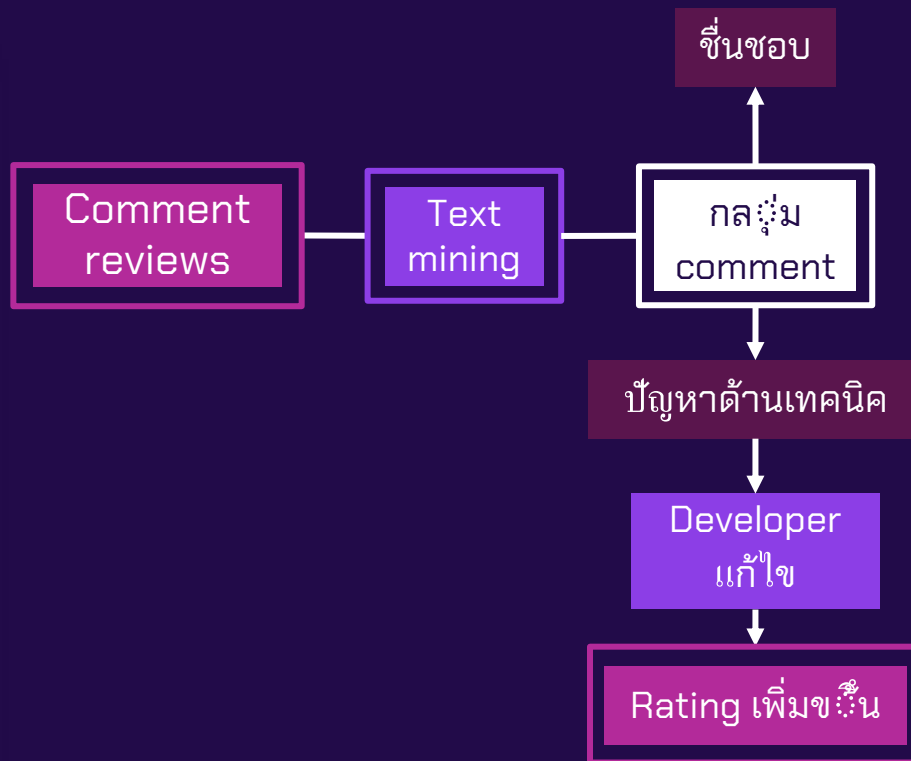
Developer แก้ไข



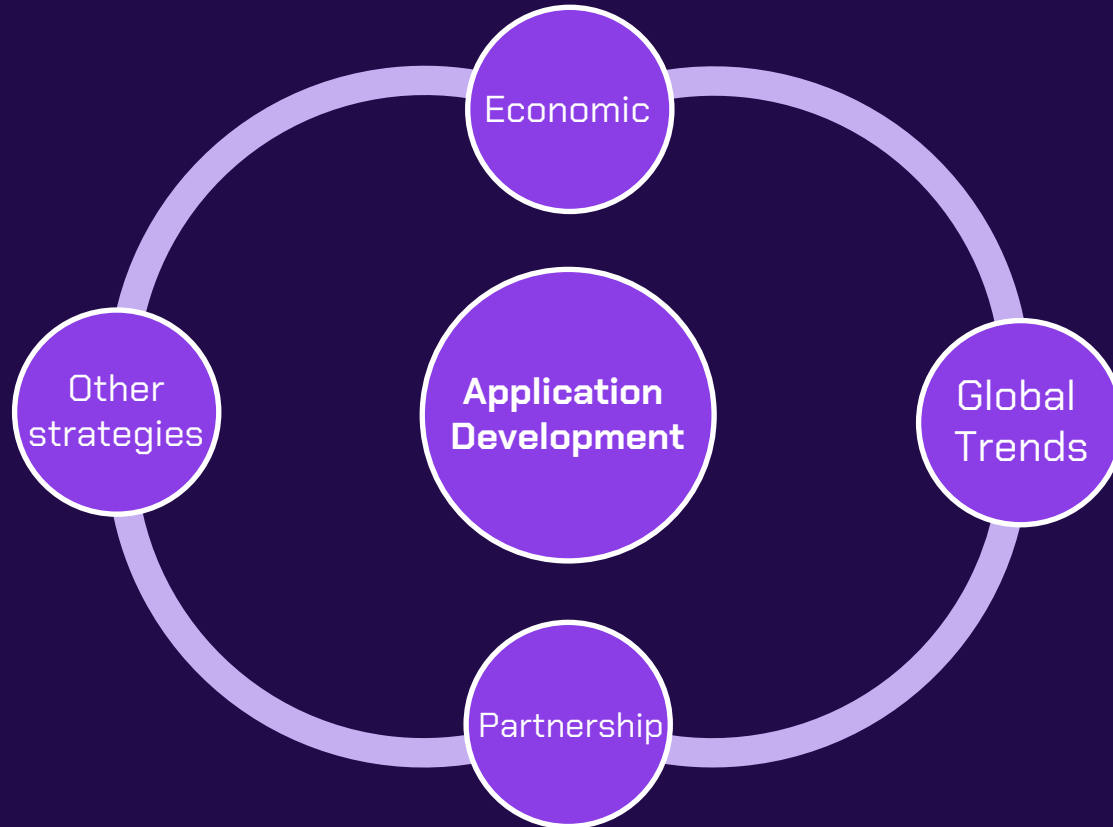
02

**Information
integration**

2.1 Text mining



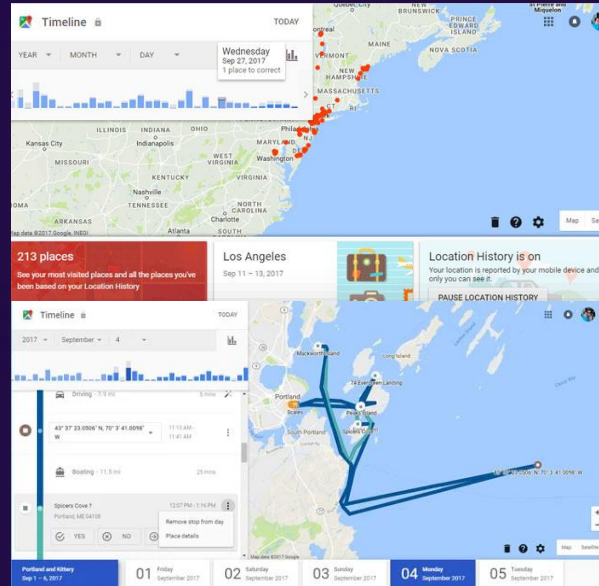
2.2 Environmental Scanning



2.3 Realtime Data



Screen Time

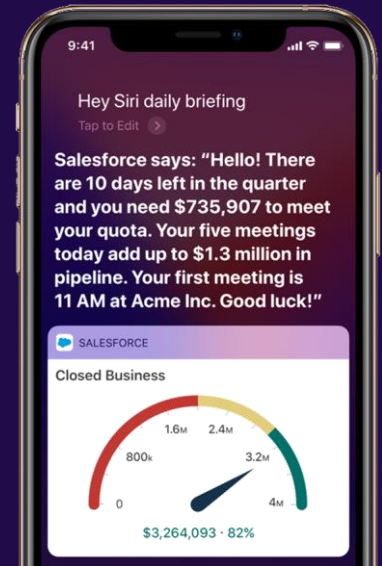


Location Tracking

2.4 Partnership



Salesforce เป็นบริษัทที่ร่วมมือกับ Apple เพื่อส่งเสริมการเรียนรู้และความก้าวหน้าทางอาชีพของนักพัฒนา Application

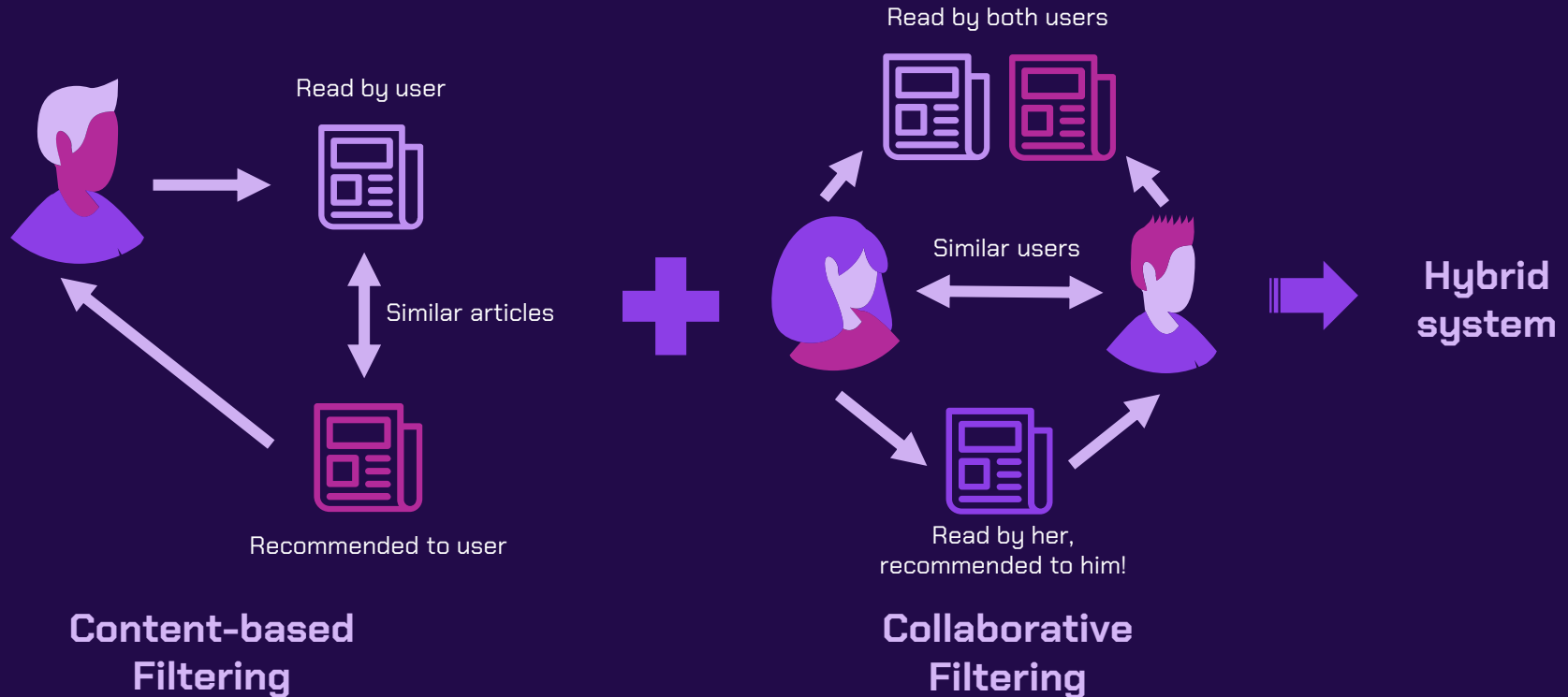




03

INSIGHT
CREATION

Recommendation system (RS)



Machine Learning Canvas

The Machine Learning Canvas (v0.4)

Designed for: Apple Store

Designed by: Land Deed

Date: 20200501

Iteration: 1

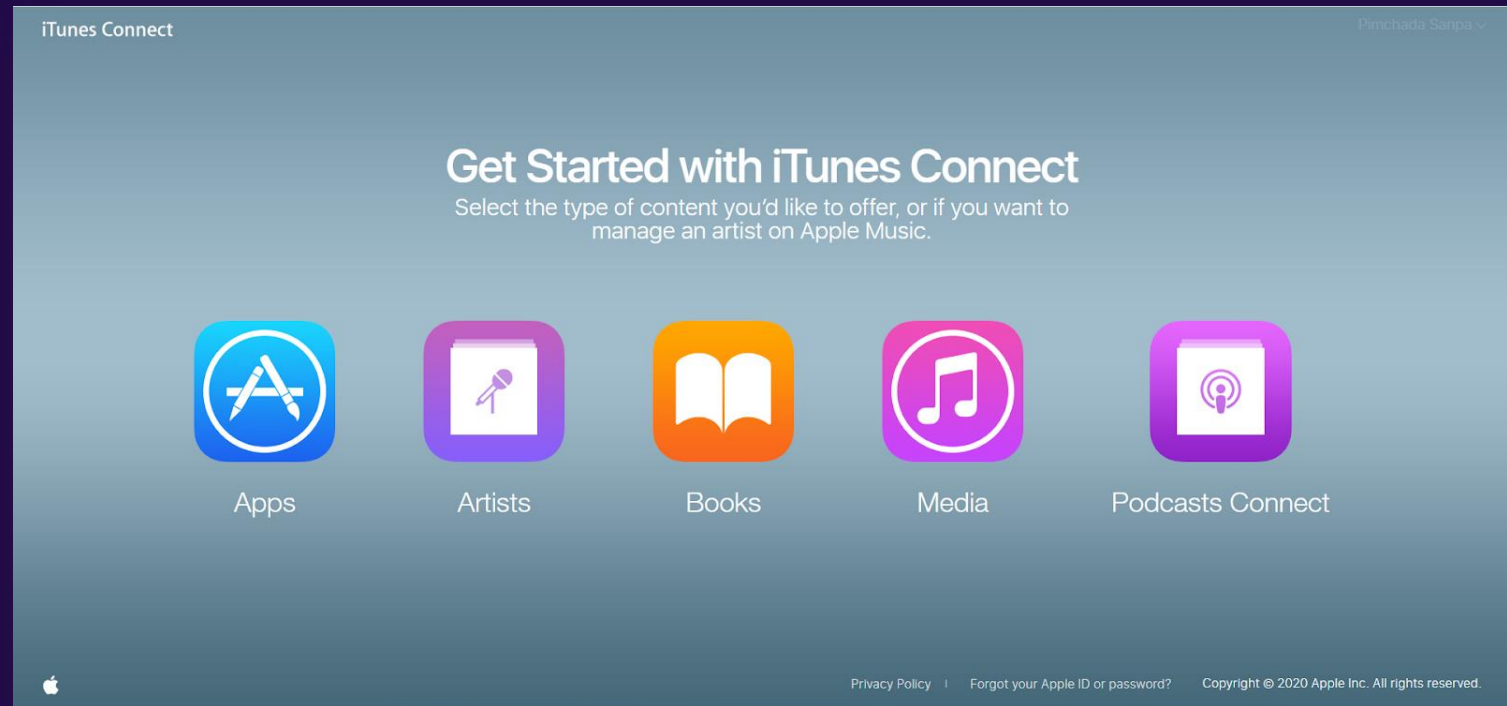
<div>Decisions</div> <div>How are predictions used to make decisions that provide the proposed value to the end-user?</div> <div><div>- Consider apps predicted with highly total rating</div><div>- Feature those apps</div></div>	<div>ML task</div> <div>Input, output to predict, type of problem.</div> <div><div>- How much total rating of each application will be in the next month?</div><div>- INPUT: Application details</div><div>- OUTPUT: Total Rating</div></div>	<div>Value Propositions</div> <div>What are we trying to do for the end-user(s) of the predictive system? What objectives are we serving?</div> <div><div>Considering which applications to feature</div><div>- Predict total rating in each app</div></div>	<div>Data Sources</div> <div>Which raw data sources can we use (internal and external)?</div> <div>AppleStore.csv contains 7195 Apple iOS mobile application details.</div>	<div>Collecting Data</div> <div>How do we get new data to learn from (inputs and outputs)?</div> <div>The data was extracted from the iTunes Search API on the Apple Inc website.</div>
<div>Making Predictions</div> <div>When do we make predictions on new inputs? How long do we have to featurize a new input and make a prediction?</div> <div>Every month</div>	<div>Offline Evaluation</div> <div>Methods and metrics to evaluate the system before deployment.</div> <div><div>Prediction of Regression</div><div>- Accuracy</div><div>- RMSE</div><div>- R-square</div></div>	<div>Features</div> <div>Input representations extracted from raw data sources.</div> <div><div>- App Name</div><div>- Size (in Bytes)</div><div>- Price amount</div><div>- User Rating counts (for all version)</div><div>- Average User Rating value (for all version)</div><div>- Primary Genre</div><div>- Number of supporting devices</div><div>- Number of supported languages</div><div>- Number of screenshots shown for display</div></div>		
<div>Live Evaluation and Monitoring</div> <div>Methods and metrics to evaluate the system after deployment, and to quantify value creation.</div> <div><div>- Monitor the reality total rating</div><div>- Check the evaluate measurements</div></div>		<div>Building Models</div> <div>When do we create/update models with new training data? How long do we have to featurize training inputs and create a model?</div> <div>Every month, using data from previous month's app data</div>		



04

PRESENTATION

App store connect



App store connect



มุมมองด้าน
การเงิน



มุมมองด้าน
ลูกค้า



มุมมองด้าน
กระบวนการภายใน



มุมมองด้านการ
เรียนรู้
และการเติบโต

เพื่อให้ผู้พัฒนา Application สามารถกำหนดกลยุทธ์ในการพัฒนา
ต่อได้ และให้ได้ Rating ของ Application ที่ดีขึ้น

SUMMARY & DISCUSSION

A black and white photograph of a collaborative workspace. Several people's hands and arms are visible, working on various documents and charts. One document features a bar chart with the text "SAVE ENERGY" below it. Another document has a circular diagram with icons representing different energy sources and processes. A third document shows a map of the world. There are also some decorative elements like a small globe, a magnifying glass, and a cup of pens. The overall scene suggests a professional meeting or a collaborative project.

THANK YOU