

Statistical Data Mining I Project Proposal

Group members:
Freya Genesis D'Mello
Krina Joshi
Dithya Sridharan

Project Topic : Analysis of Apple's App Store

Problem Statement:

This project hopes to analyse the Apple's App Store data and to predict how the Apps are bumped to the top of the list to enhance its visibility to the user. It considers a well defined comprehensive dataset of the apps available on Apple store. The project aims to study the strategy used to download any app and what makes it possible to retain a future user. To get more people to download your app, you need to make sure they can easily find your app. It considers various features like ratings of the app, size of the app, etc. that are to be engineered for the EDA and various prediction techniques.

A possible extension for future work could be including features comprising the review comments data for every app and NLP to predict the favorable rankings of the app on the app store list.