Android and iOS App Development
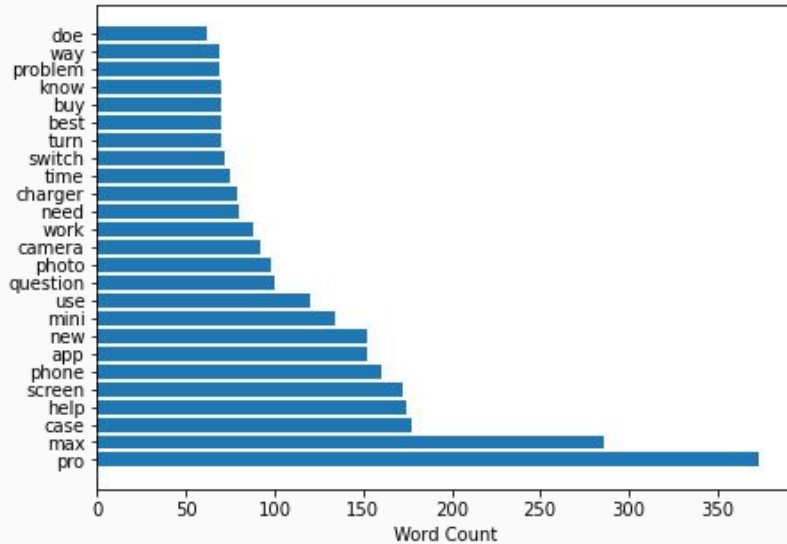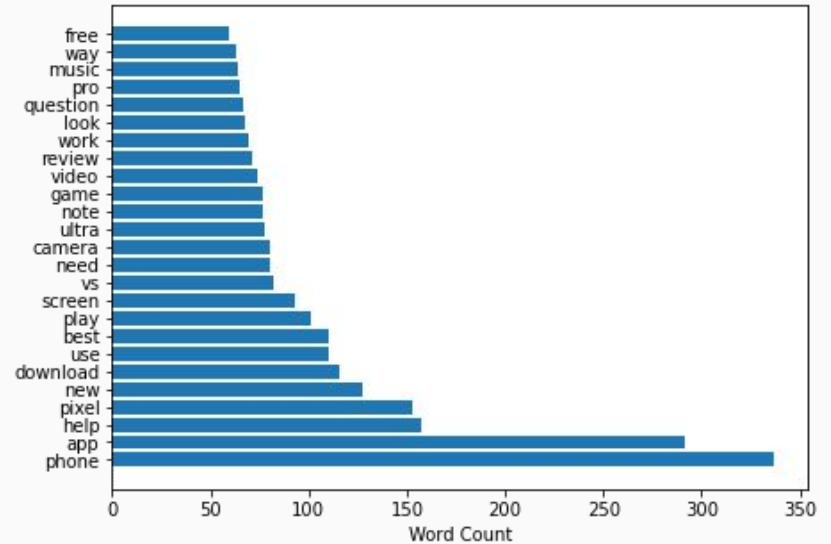
Garrett Nelson

Problem Statement

- A software company would like to develop a photo and video editing software for mobile phones, but can only produce it for one mobile phone operating system due to financial constraints.
- Determine which mobile phone OS (iPhone or Android) this company should develop their app for purely based on Reddit posts under each platform's subreddit category.

Top words by Category
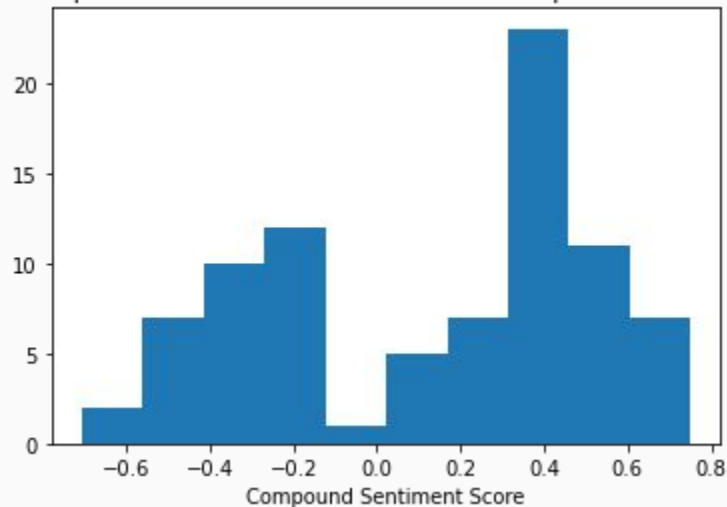

Top 25 words found in the iPhone subreddit

Top 25 words found in the Android subreddit

The top words in each category that are relevant to our topic are: video, camera, pic and photo
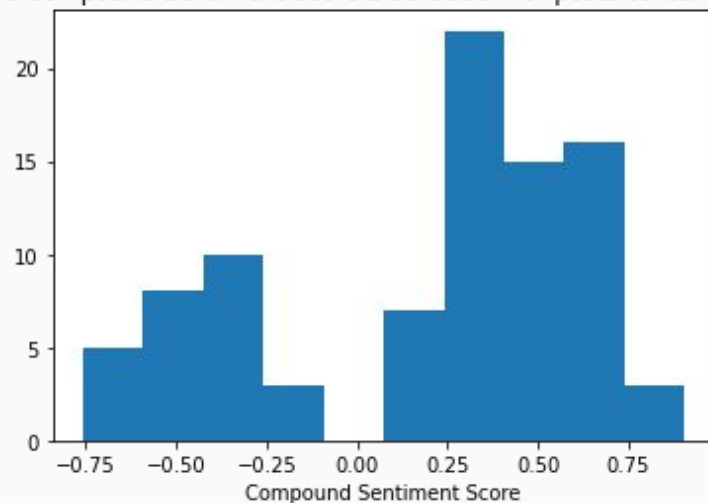
Analysis of Common Words

iPhone Compound Sentiment Score Distribution for posts contaning "Video"

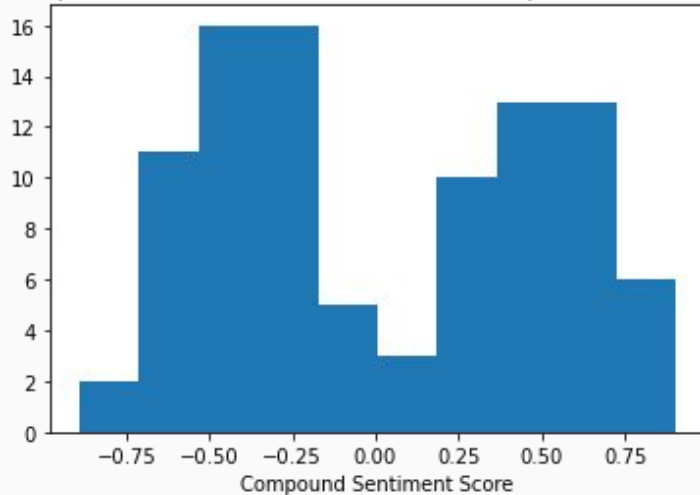iphone video compound sentiment sum: 10.6523

Android Compound Sentiment Score Distribution for posts contaning "Video"
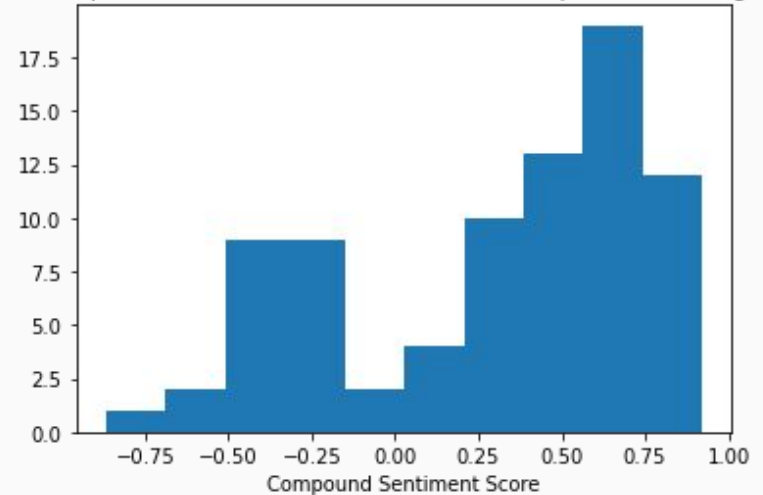
android video compound sentiment sum: 17.835

Analysis of Common Words cont.

iPhone Compound Sentiment Score Distribution for posts contaning "Camera"
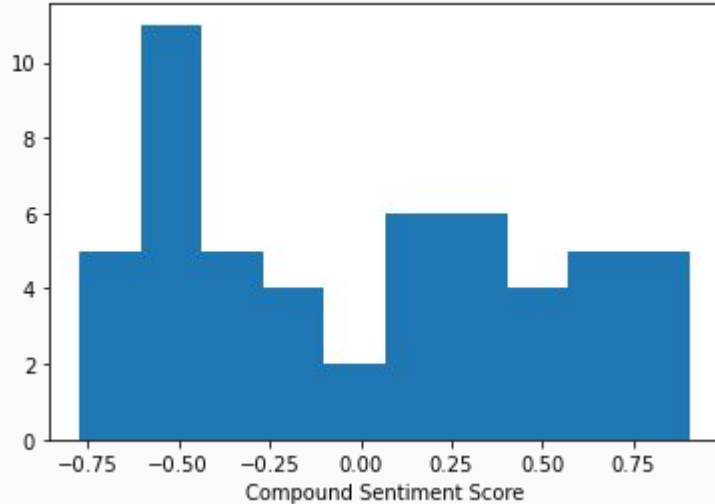
Android Compound Sentiment Score Distribution for posts contaning "Camera"

iphone camera compound sentiment sum: 1.4548

android camera compound sentiment sum: 23.4961

Analysis of Common Words cont.

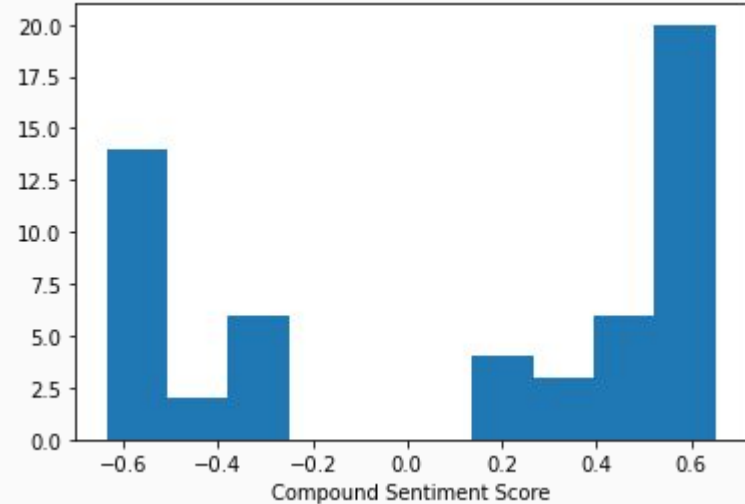iphone pic compound sentiment sum: 0.7173

android pic compound sentiment sum: 4.4942

Analysis of Common Words cont.

iPhone Compound Sentiment Score Distribution for posts contaning "Photo"
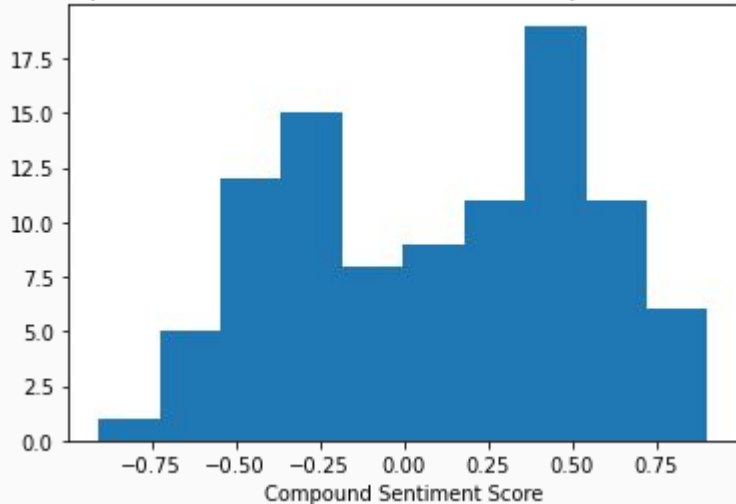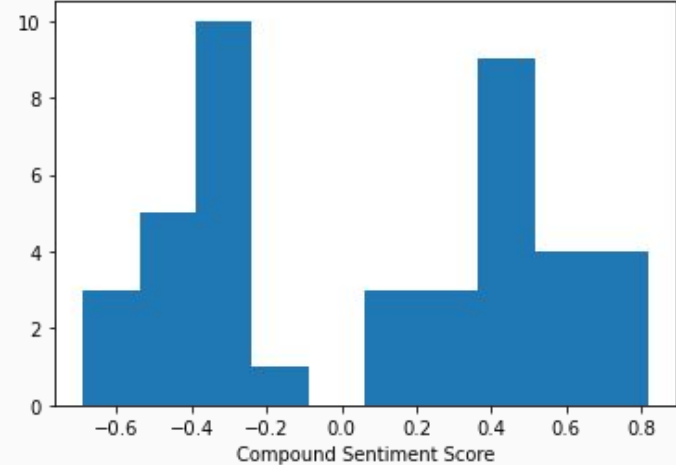
Android Compound Sentiment Score Distribution for posts contaning "Photo"

iphone photo compound sentiment sum: 8.8476

android photo compound sentiment sum: 3.2895

Conclusion

The compound sentiment scores for each category related keyword favored Android for almost all of our common words.

I would recommend that this company go forward with production on the Android platform for their photo and video editing mobile application.