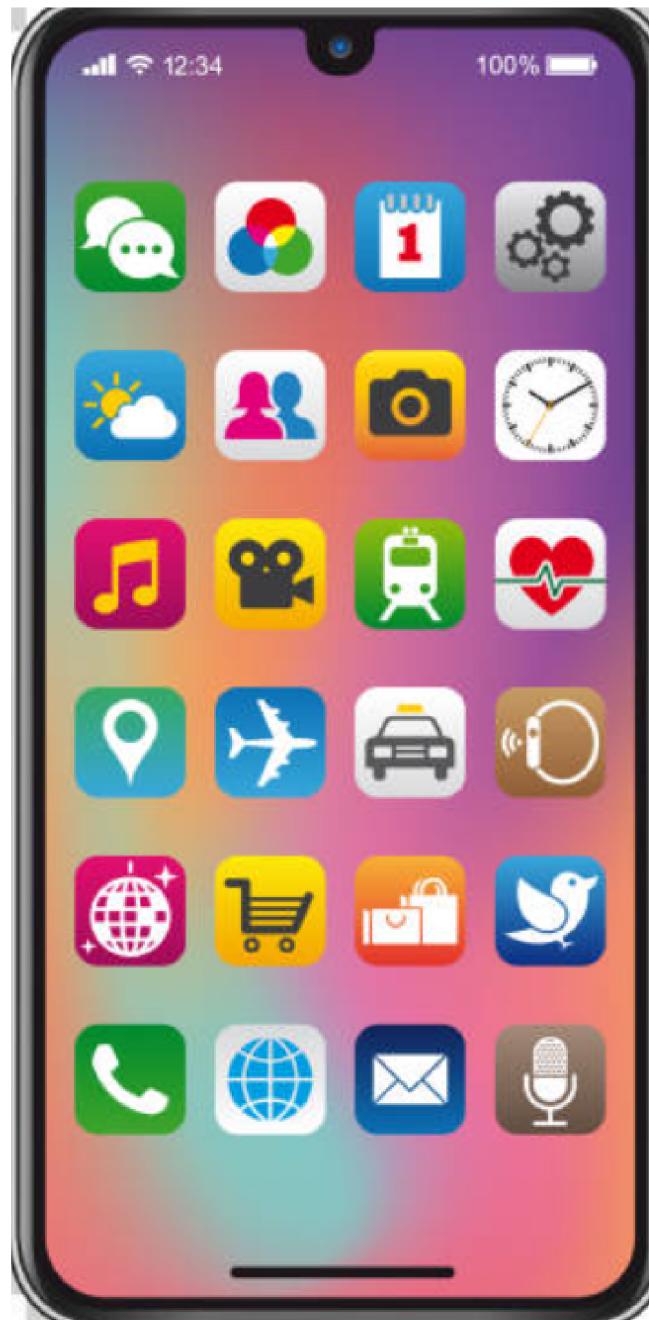


Mini project - Week 4

Dimitra, Hugo

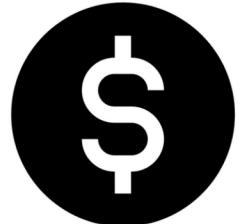
Project Overview/ Business problem



As **app development consultants**, we aim to analyze how specific characteristics can **impact an app's popularity**, guiding our strategies for optimal development and market success.

Hypothesis

Null hypotheses:



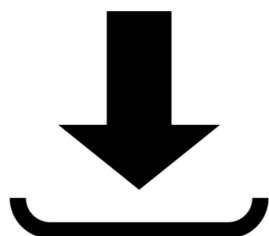
- **Free - Paid:**

The majority of the apps are not free.



- **App size - App rating:**

The size of the app does not influence the rating.



- **Number of installs - App size:**

The size of the app does not influence the No. installs.



- **App rating - Number of installs:**

The apps with more installs don't have higher rating.

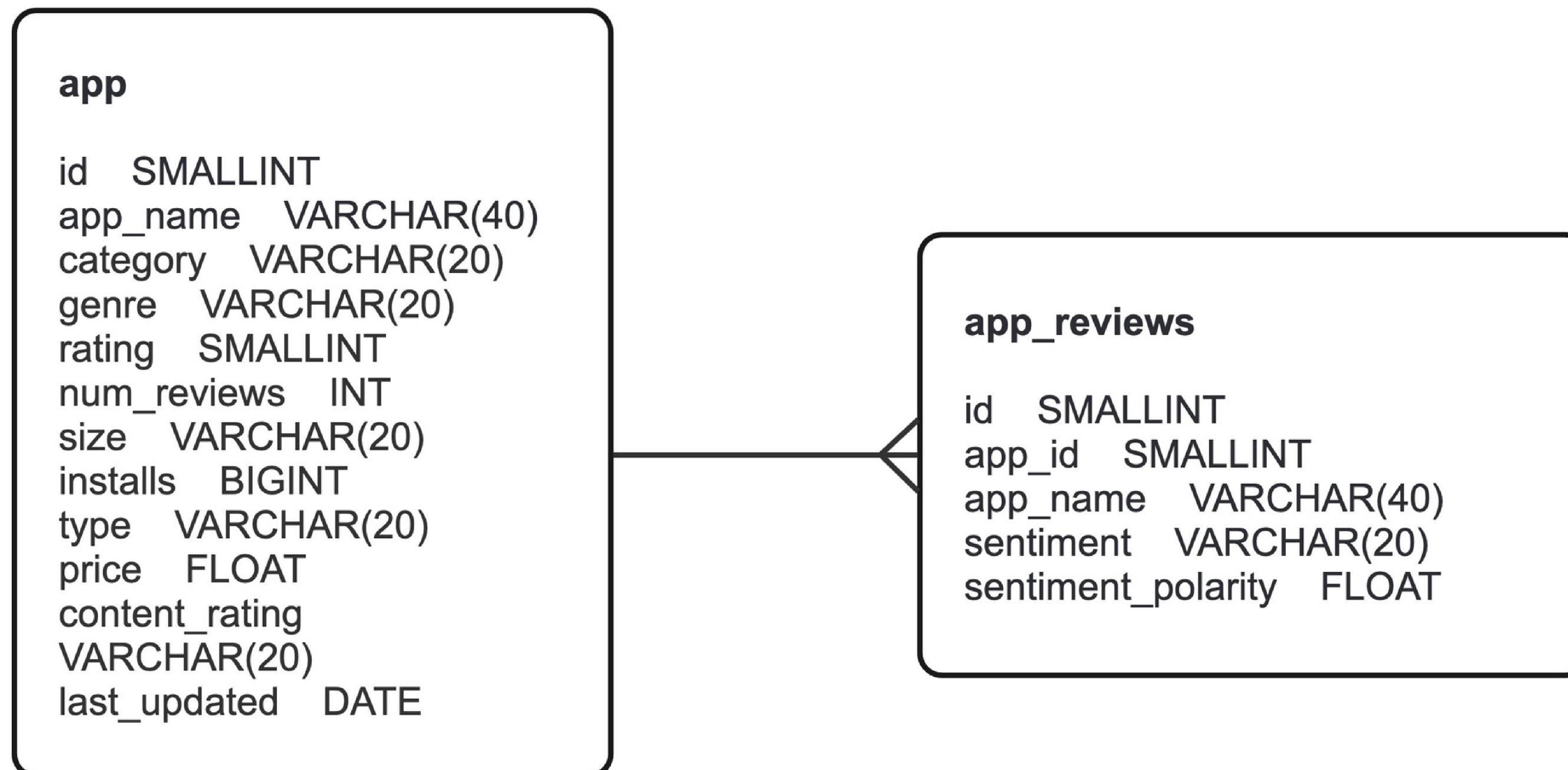
Data from Kaggle, 2 datasets:

- **Google Play Store Apps** - *Primary dataset*
- **Google Play Store Apps User Reviews** - *Complementary dataset*

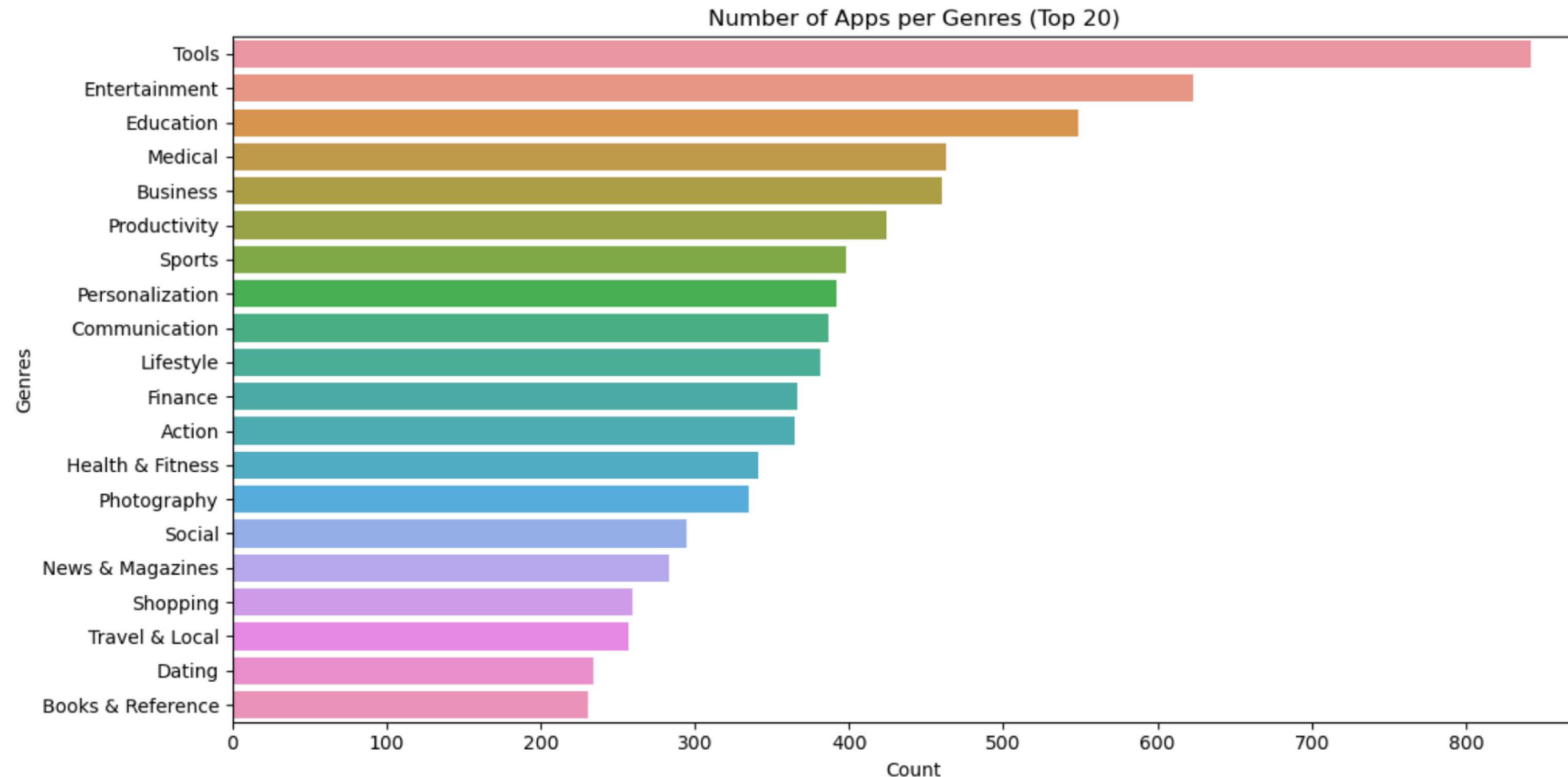
Challenges

- When we merged the 2 datasets on app name, the overlap of them was only less than 200 rows. So we decided **to not use the second dataset**. Instead we used **rating** as a measure for the user's sentiment.
- Since we downloaded the data, it appears that both the data and the corresponding page on Kaggle **have been removed** (!).
- SQL

Database design

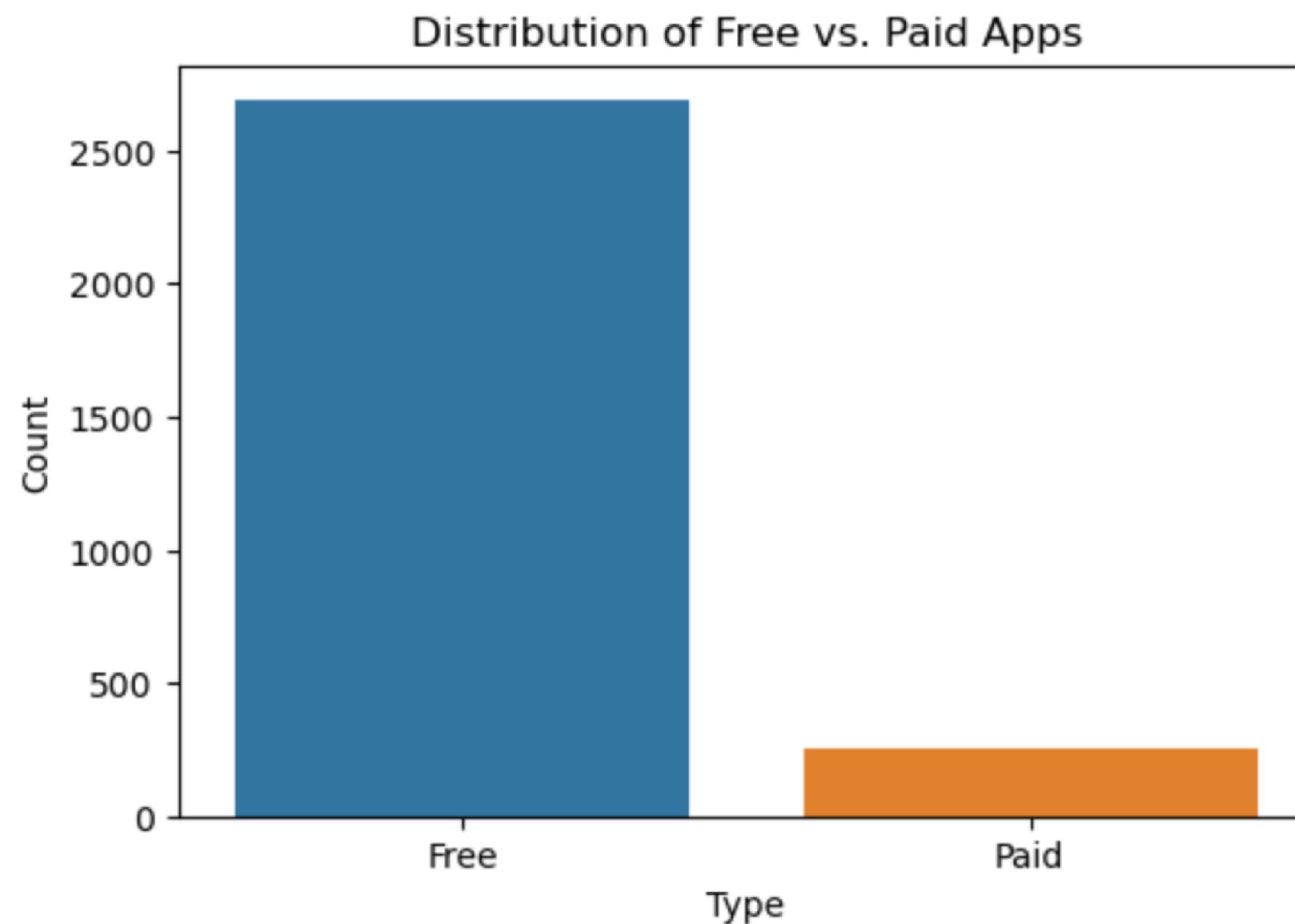


Top genres

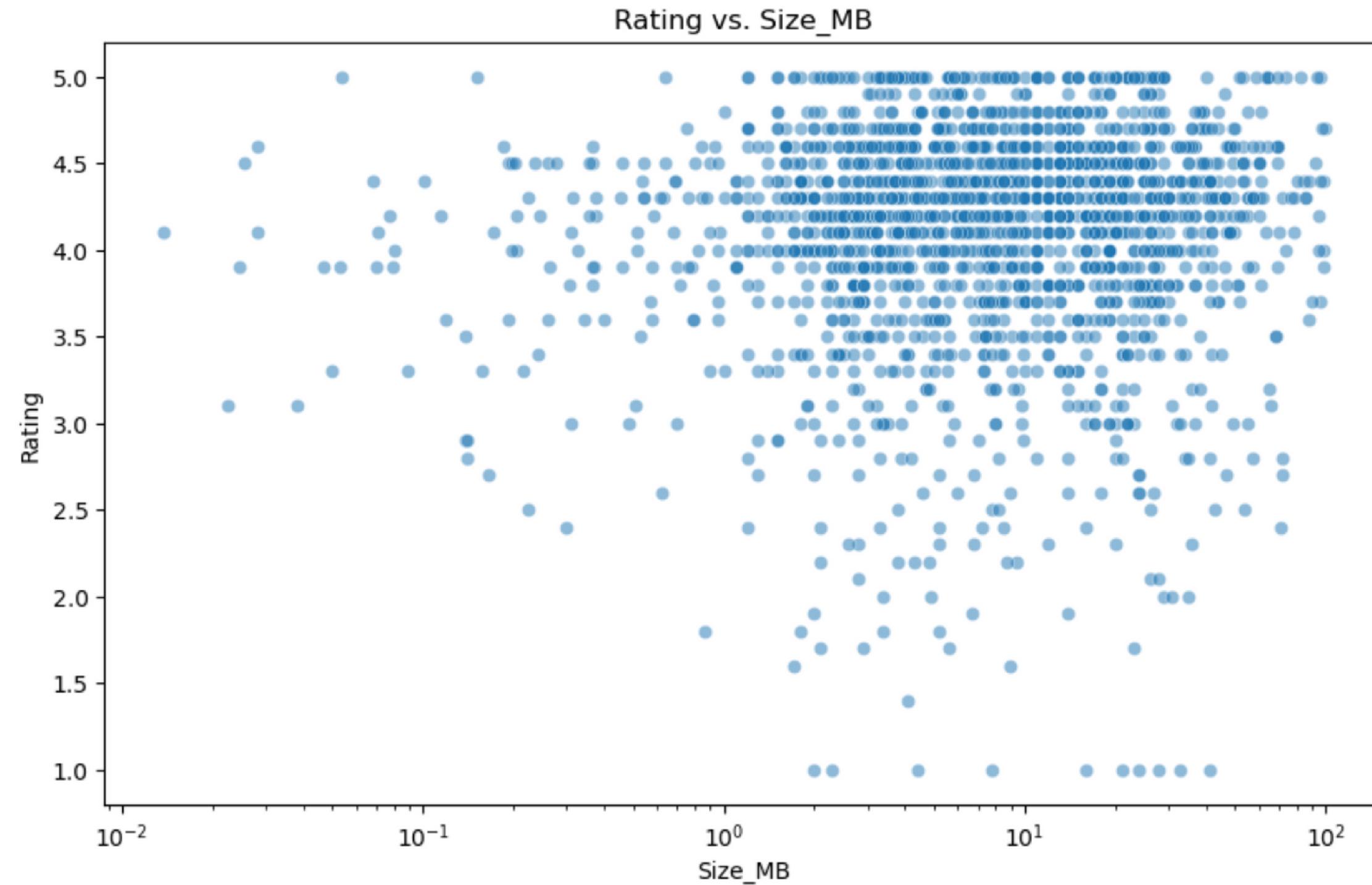


We choose to examine the data from the **5 most popular categories**.

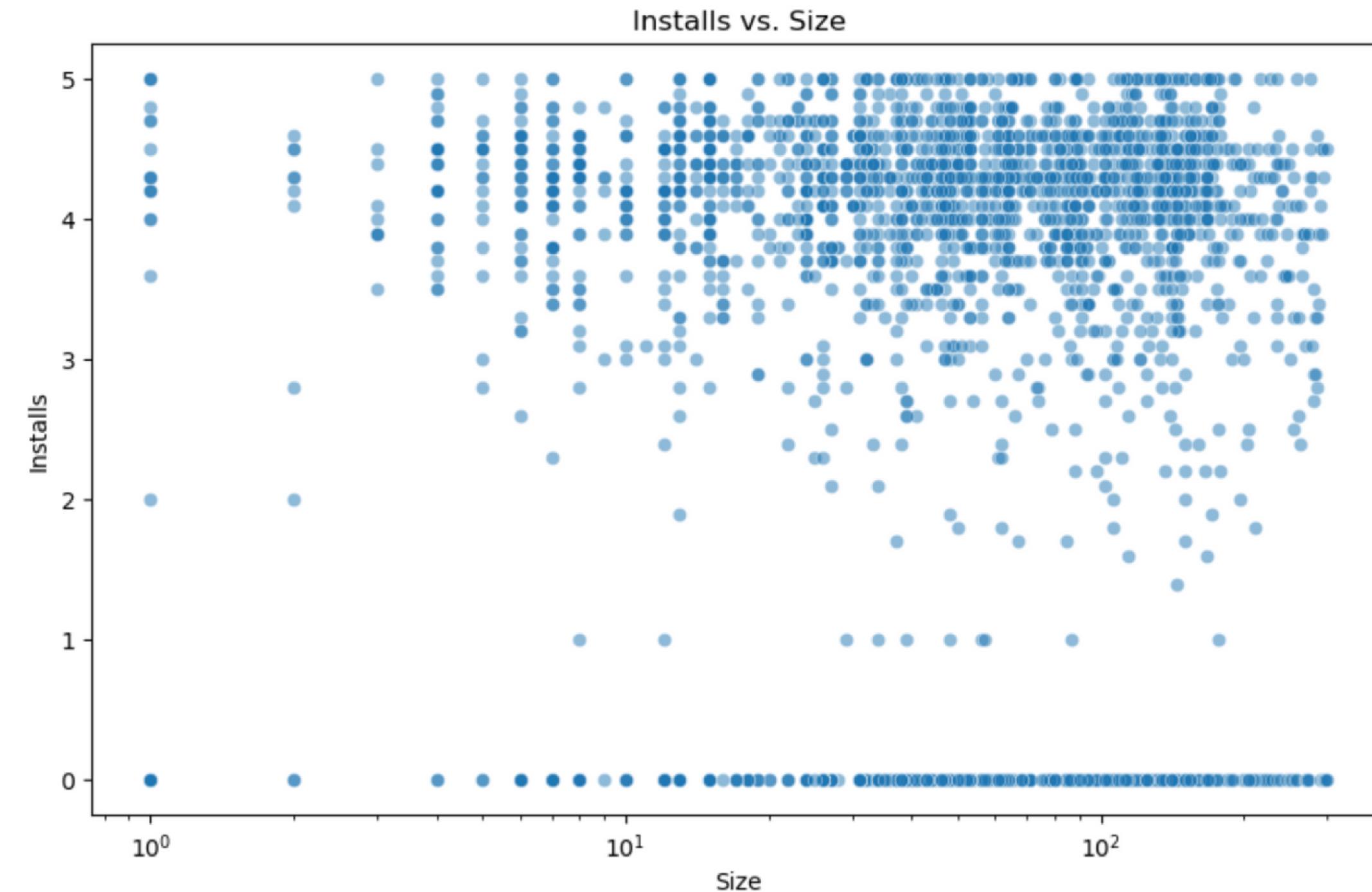
Free - Paid



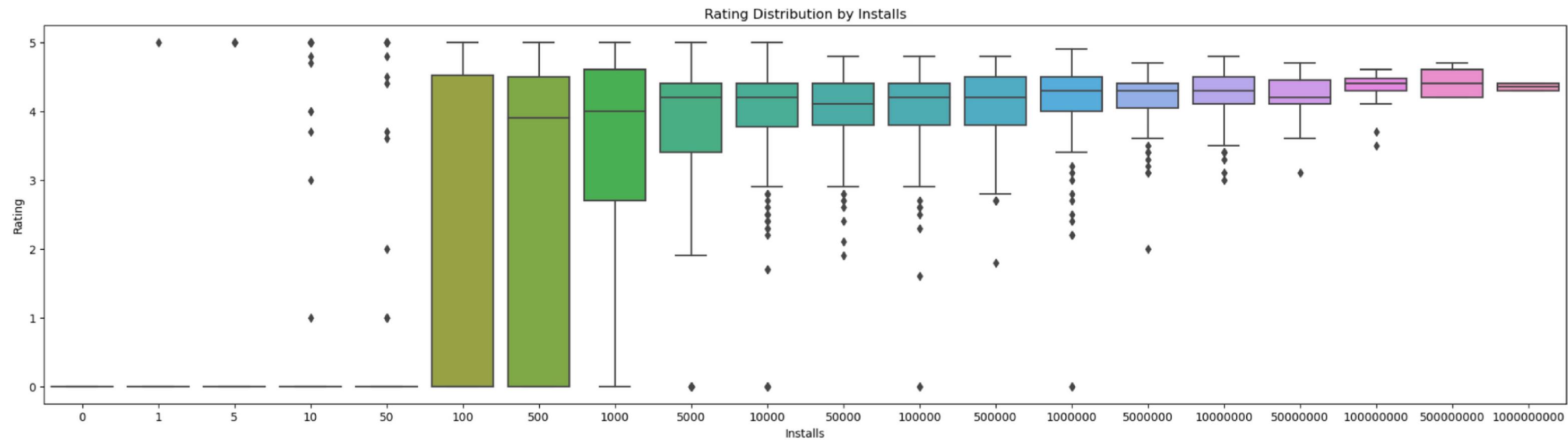
Rating - Size



Installs - Size



Rating - Installs



Conclusions

Null hypotheses:



- **Free - Paid:**
The majority of the apps are not free.
- **App size - App rating:**
The size of the app does not influence the rating.
- **Number of installs - App size:**
The size of the app does not influence the No. installs.
- **App rating - Number of installs:**
The apps with more installs don't have higher rating.



Thank you!

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