

Project Overview & Data

The Business Problem

You're working for a marketing consultancy firm (congrats on the new job!) One of your clients is a company that designs operating systems, and they want to build a major apps store into their user interface. To this end, they want to know whether Google Play apps have higher reviews on average than Apple Store apps (or *vice versa*), as they're intending to strike a deal with just one of these companies.

To complete this project, you'll work through a series of steps known as the Data Science Pipeline, or DSP. The DSP is a general and fairly broad sequence of steps data scientists use to tackle and solve business problems. While working on this project, you'll complete each step of the DSP, including:

1. Sourcing and loading data
2. Cleaning and transforming data
3. Visualizing and modeling data
4. Evaluating, presenting findings, and concluding your work

Download the Data

And now, for the first step! Download both the Google and Apple data from [here](#) and [here](#), respectively. You may need to make a free Kaggle account in order to do this; this is a useful thing to do in any case, as you're likely to use Kaggle during your career as a data scientist!