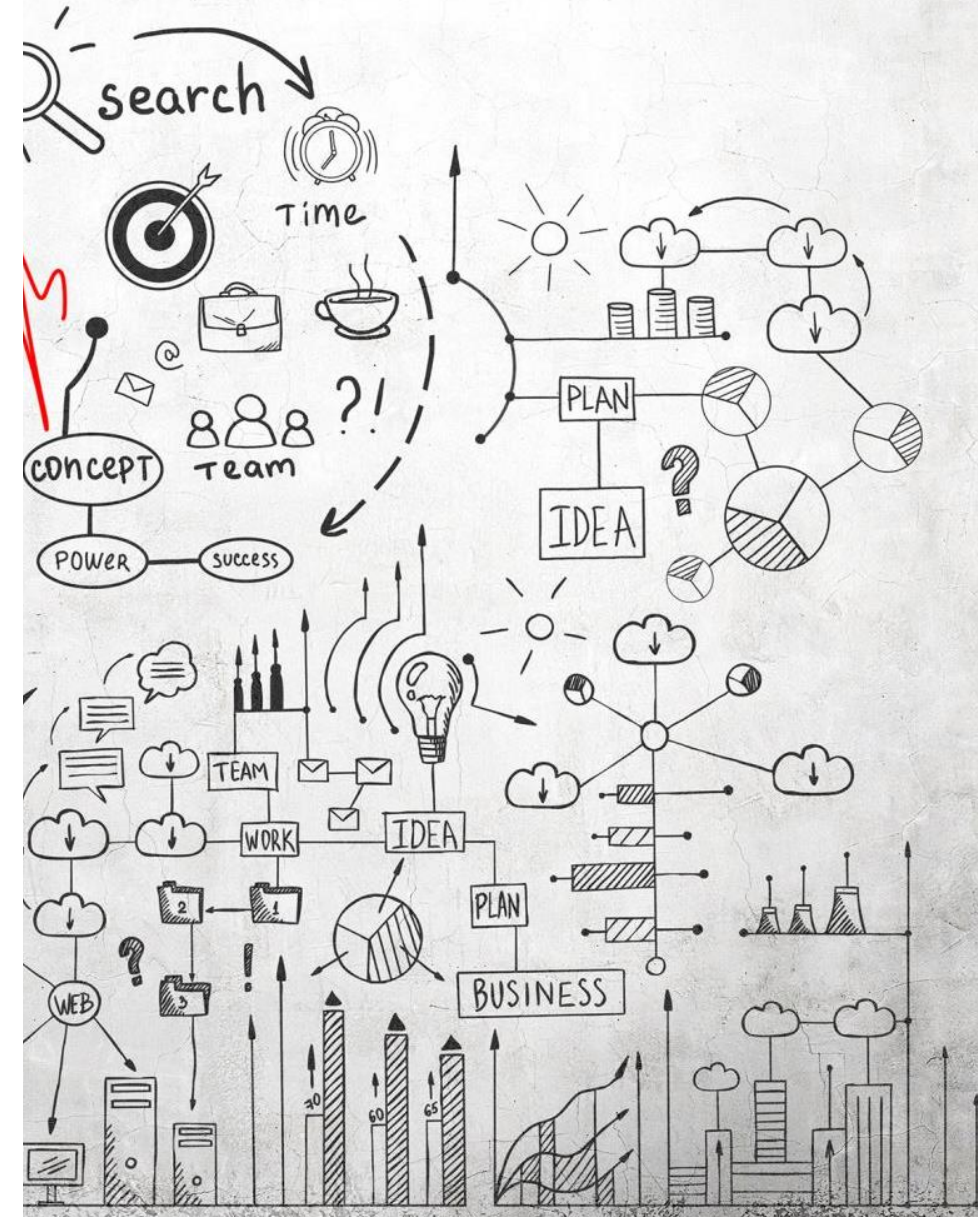




# Analysis of an interesting data set that covers information about apps available on the Apple Store



# Objective of the analyzing the data

1. The analysis of an Apple Store dataset can be helpful to various stakeholders within the company as well as external partners.
2. The outcome can provide valuable insights into customer behavior, product performance, and various business metrics.
3. By leveraging insights gained from the analysis of Apple Store dataset, the company can enhance its operational efficiency, customer satisfaction, and overall competitiveness in the market.
4. It can help an app developer, what type of app to be developed.

# Find out the number of apps per genre

```
SELECT prime_genre,  
       COUNT(prime_genre) AS  
       Number_of_apps  
FROM apple_store  
GROUP BY 1  
ORDER BY 2 DESC
```

! prime_genre	number_of_apps
Games	3862
Entertainment	535
Education	453
Photo & Video	349
Utilities	248
Health & Fitness	180
Productivity	178
Social Networking	167
Lifestyle	144
Music	138
Shopping	122
Sports	114

& more ...



# Get an overview of ratings

```
SELECT  
    MIN(user_rating) AS Max_rating,  
    MAX(user_rating) AS Max_rating,  
    AVG(user_rating) AS Avg_rating  
FROM apple_store
```

minimum_rating	maximum_rating	average_rating
0	5	3.526955675976101

# Determine whether paid apps have higher ratings than free apps

```
SELECT CASE
    WHEN price > 0 THEN 'Paid'
    ELSE 'Free'
END AS App_Type,
AVG(user_rating) AS Average_rating
FROM apple_store
GROUP BY App_Type
```

app_type	avg_rating
Free	3.3767258382642997
Paid	3.720948742438714

# Check if apps with more supported language has higher ratings

```
SELECT CASE
```

```
    WHEN lang_num < 10 THEN '<10 languages'
```

```
    WHEN lang_num BETWEEN 10 AND 30 THEN '10-30 languages'
```

```
    ELSE '>30 languages'
```

```
END AS language_bucket,
```

```
AVG(user_rating) AS Avg_ratings
```

```
FROM apple_store
```

```
GROUP BY language_bucket
```

```
ORDER BY Avg_ratings DESC
```

language_bucket	avg_ratings
10-30 languages	4.1305120910384066
>30 languages	3.7777777777777777
<10 languages	3.368327402135231

# Check genre with lower ratings

```
SELECT prime_genre,  
       AVG(user_rating) AS Average_rating  
FROM apple_store  
GROUP BY 1  
ORDER BY Average_rating ASC  
LIMIT 10;
```

prime_genre	average_rating
Catalogs	2.1
Finance	2.4326923076923075
Book	2.4776785714285716
Navigation	2.6847826086956523
Lifestyle	2.8055555555555554
News	2.98
Sports	2.982456140350877
Social Networking	2.9850299401197606
Food & Drink	3.1825396825396823
Entertainment	3.2467289719626167



# Check if there is a correlation between the length of app description and the user ratings

```
SELECT CASE
    WHEN LENGTH(sd.app_desc) < 500 THEN 'Short'
    WHEN LENGTH(sd.app_desc) BETWEEN 500 AND 1000 THEN 'Medium'
    ELSE 'Long'
END AS app_desc_length,
AVg(user_rating) AS Average_rating
FROM apple_store AS ab
JOIN store_desc AS sd
ON ab.id = sd.id
GROUP BY app_desc_length
ORDER BY Average_rating DESC
```

app_desc_length	average_rating
Long	3.8556981296215747
Medium	3.232809430255403
Short	2.5359141791044775



# Check the top rated apps for each genre

```
SELECT prime_genre, track_name, user_rating
FROM(
    SELECT prime_genre,
           track_name,
           user_rating,
           RANK() OVER(PARTITION BY prime_genre
                        ORDER BY user_rating DESC,
                        rating_count_tot DESC ) as rnk
    FROM apple_store) AS ab
WHERE rnk = 1
ORDER BY 1
```

prime_genre	track_name	user_rating
Book	Color Therapy Adult Coloring Book...	5
Business	TurboScan™ Pro - document & rec...	5
Catalogs	CPlus for Craigslist app - mobile cl...	5
Education	Elevate - Brain Training and Games	5
Entertainment	Bruh-Button	5
Finance	Credit Karma: Free Credit Scores, ...	5
Food & Drink	Domino's Pizza USA	5
Games	Head Soccer	5
Health & Fitness	Yoga Studio	5
Lifestyle	ipsy - Makeup, subscription and be...	5
Medical	Blink Health	5
Music	Tenuto	5

# Key outcomes of the analysis

- Paid apps have better ratings
- Apps supporting between 10 & 30 languages have better ratings.
- Finance and book apps have low ratings
- Apps with a longer description have better ratings
- A new app should aim for an average rating above 3.5
- Games and Entertainment have high competition.