

Did Apple Store apps receives better reviews then Google Play apps?

Project Objectives

Identify the app store platform with the highest average reviews to integrate with the operating system

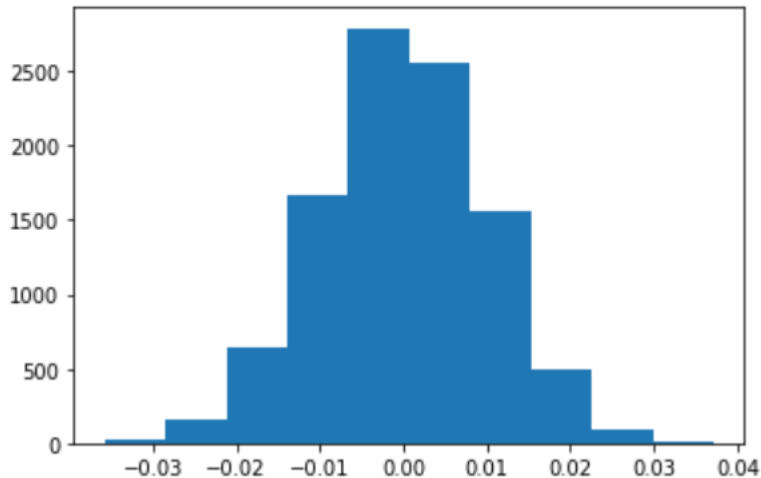
Methodology

- Collect user review data from Google and Apple app store
- Hypothesis testing:
H(0) – difference in rating is due to chance
H(1) – difference in rating is due to platform

Conclusion & Recommendation

- Statistical results indicates the platform does impact user ratings
- On average, user ratings have higher averages on Google app store platform
- The recommendation would be for the operating system to integrate with Google app store

Interpreting the Statistical Results



- Permutation test used to compare the absolute difference between user reviews groups on Apple vs Google app store platform
- Diagram on the left represents the absolute difference between the groups.
- Diagram below shows the difference in mean = 0.0011

| | count | mean | std | min | 25% | 50% | 75% | max |
|----------|--------|----------|----------|-----|-----|-----|-----|-----|
| platform | | | | | | | | |
| apple | 6268.0 | 4.126053 | 0.618405 | 1.0 | 4.0 | 4.3 | 4.5 | 5.0 |
| google | 9366.0 | 4.140658 | 0.609240 | 1.0 | 4.0 | 4.3 | 4.5 | 5.0 |

- H(0) is to be rejected as all observed difference is <0.05