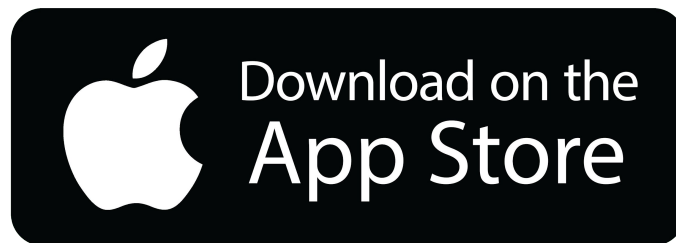

Google Play vs. Apple Store

Analysis of App Reviews

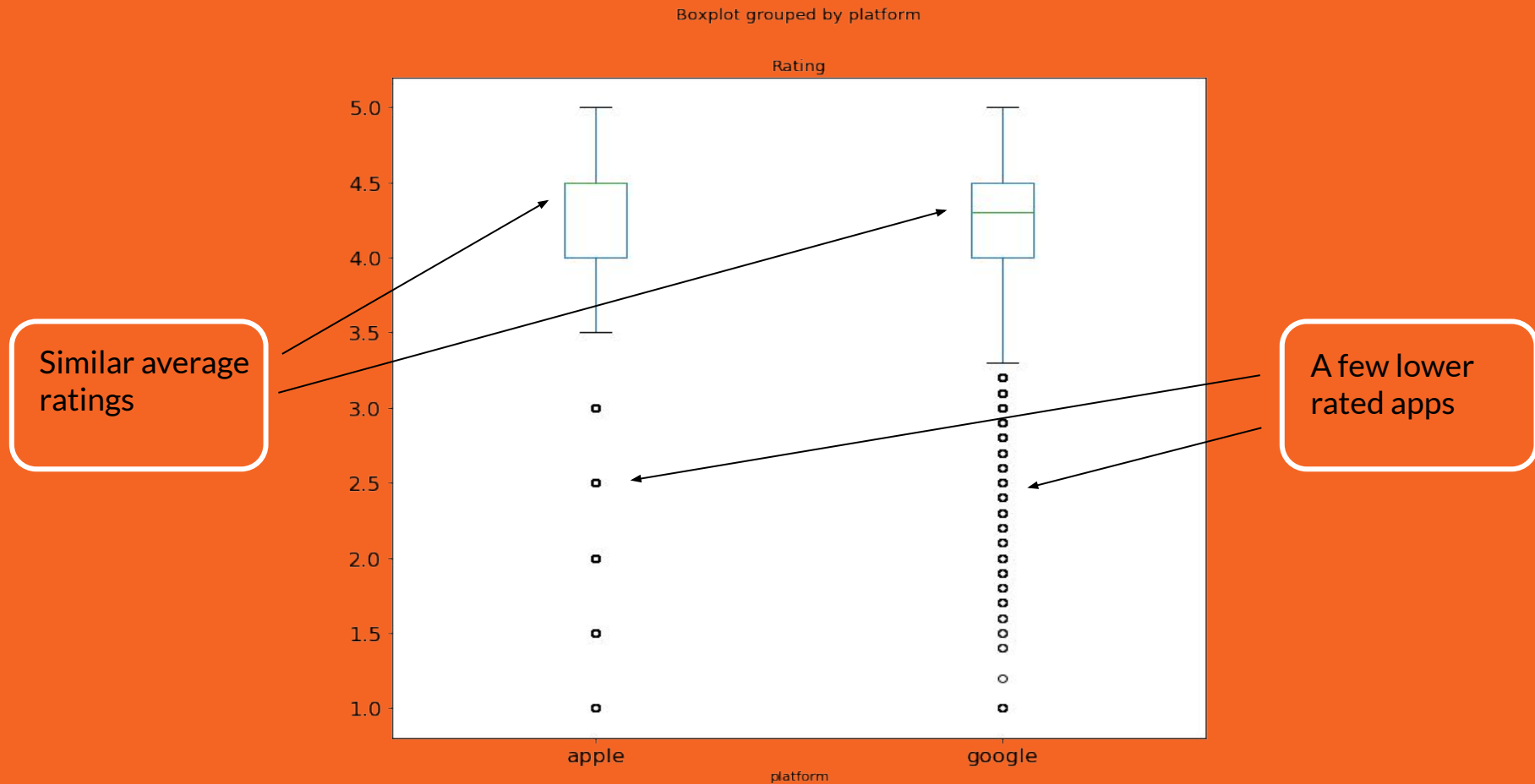
Harvey Development Corporation

A simple question

As we expand our App offerings, should we focus on Apps for Google Play or the Apple Store?



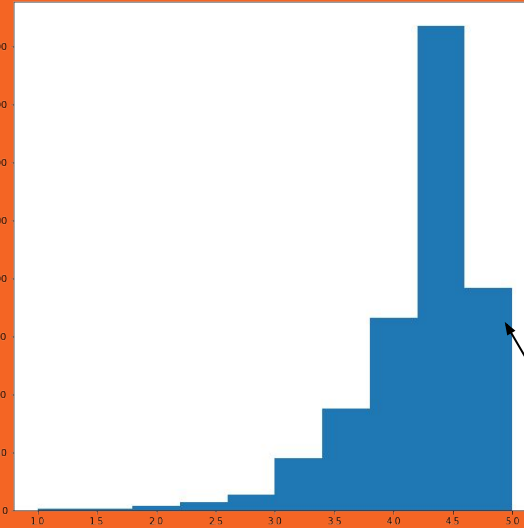
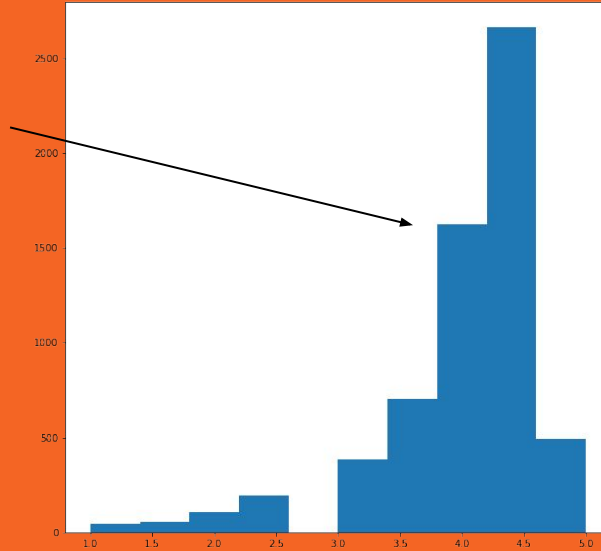
A simple analysis of ratings from both stores showed very similar findings:



A secondary analysis painted a different picture:

Similar average ratings

A few lower
rated apps



A few higher
rated apps



To clarify our findings
We used a complex statistical formula

$$p(t > t_0) = \frac{1}{(n+m)!} \sum_{j=1}^{(n+m)!} I(t_j > t_0),$$

And ran our test 10,000 times

TO REVEAL



Google Play

AS THE CLEAR WINNER