App Download Behavior Report

Introduction:

There are millions of mobile apps nowadays. In this case, we use the survey dataset to do the analysis which is specified in analyzing app download behavior as well as other information related to consumers. Our goal is to segment users based on unsupervised machine learning techniques. Identify the market need which our client will develop an app to fulfill and find one significant market segment they can target with their new app. So that our client will spend their money wisely.

Key Insight:

Market Needs :

As we can see from below graph , people who have children 18 or older will more likely to use mobile more apps to watch TV or something else . They use much more apps than others . Because when their children come into 18 years old , children already have the ability to stand on their own feet , so parents don't have to care much more about their children . Parents can have more flexible time to make the use of apps for relaxing or dealing with the work . So we need to develop an app and it is more likely to satisfy the need of searching on the website , watch TV and special function which is served for children.

Market Segment:

We also see from the below graph that the target crowd people is cluster 1. Our target customer is people who have children and their have already reach or exceed 18 years old. And also we can tell from our analysis that the cluster2 people focus more on the individual preference on the mobile apps .These customers is our important clients which we need to achieve and obtain.

Recommendations:

1. Develop an app but don't use too many functions on the app. The target customer focus more about their preferences.
2. Main function for this app can be searching information's about children and some news about the "citizen new".