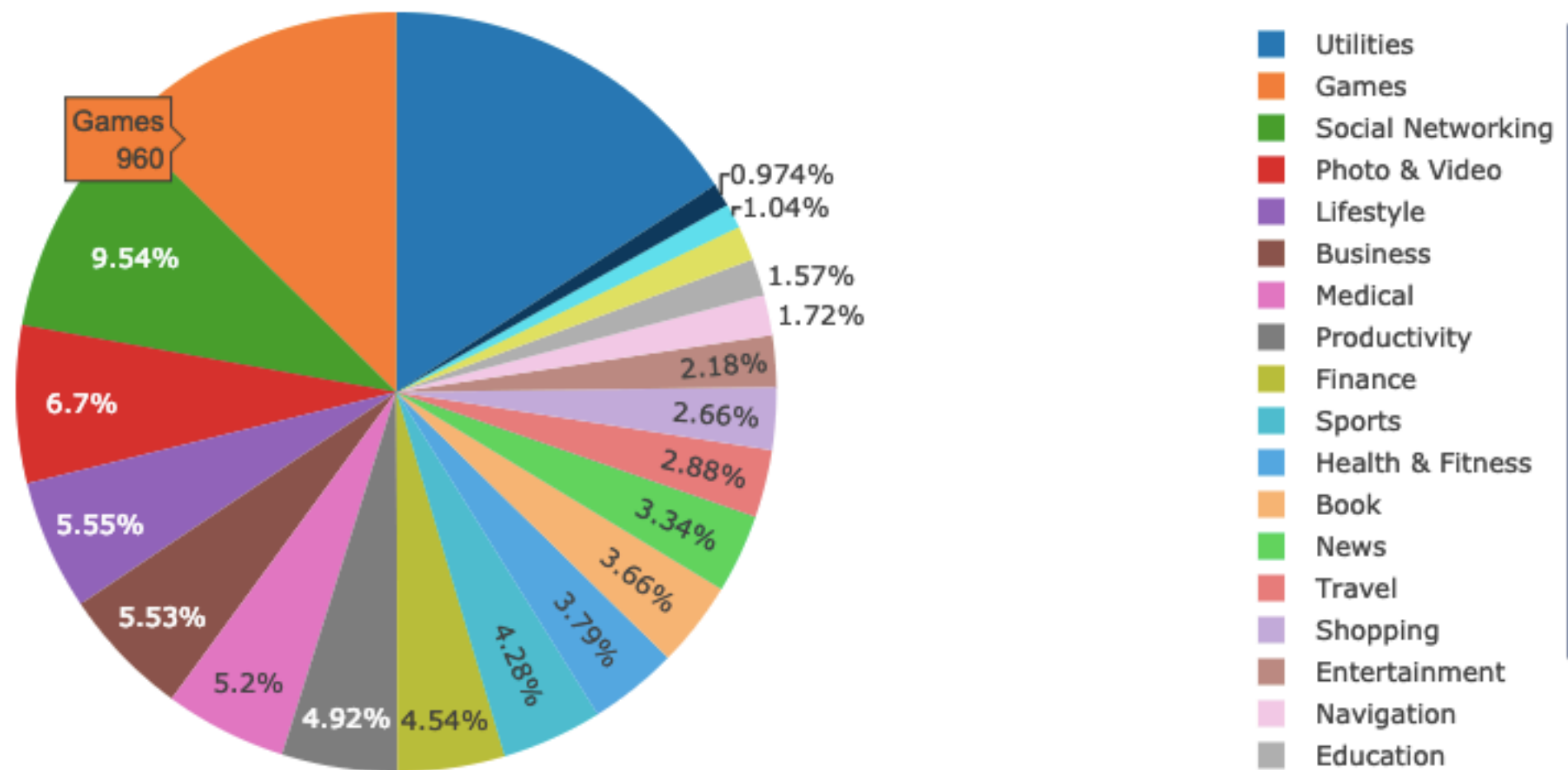# Apple Store & Google Play

- Google Play dataset from kaggle

- Apple Store dataset from kaggle

- Newly scraped Apple Store dataset
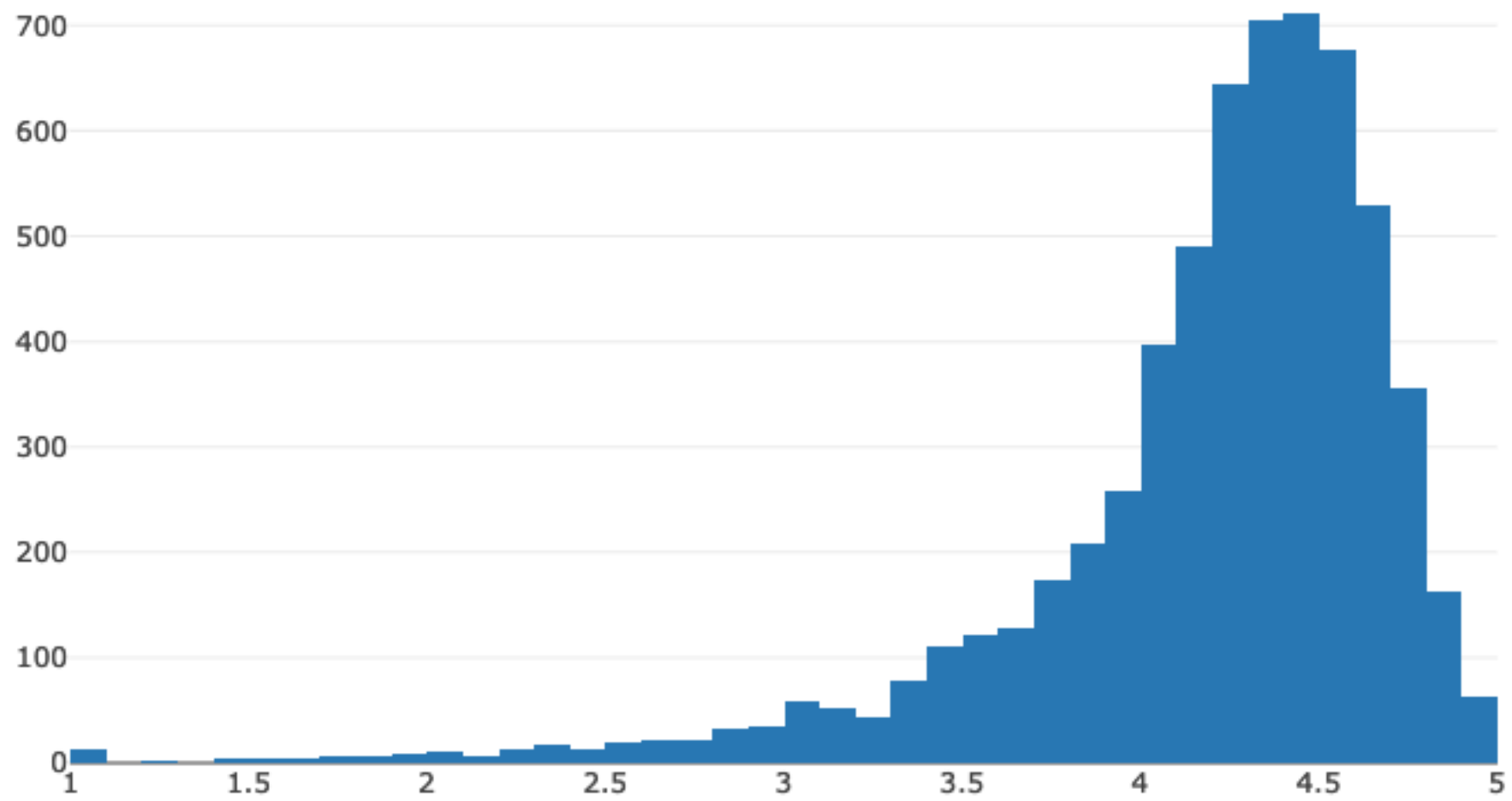
Single Dataset Analysis

- Statistical analysis of each dataset was performed

- Some Google Play graphs are given below

# Which category has the highest share of (active) apps in the market?

Pie chart data labels:

- Games 960
- 9.54%
- 6.7%
- 5.55%
- 5.53%
- 5.2%
- 4.92%
- 4.54%
- 4.28%
- 3.79%
- 3.66%
- 3.34%
- 2.88%
- 2.66%
- 2.18%
- 1.72%
- 1.57%
- 1.04%
- 0.974%

Legend:
- Utilities
- Games
- Social Networking
- Photo & Video
- Lifestyle
- Business
- Medical
- Productivity
- Finance
- Sports
- Health & Fitness
- Book
- News
- Travel
- Shopping
- Entertainment
- Navigation
- Education

Average rating of apps

Average app rating = 4.170435733250039

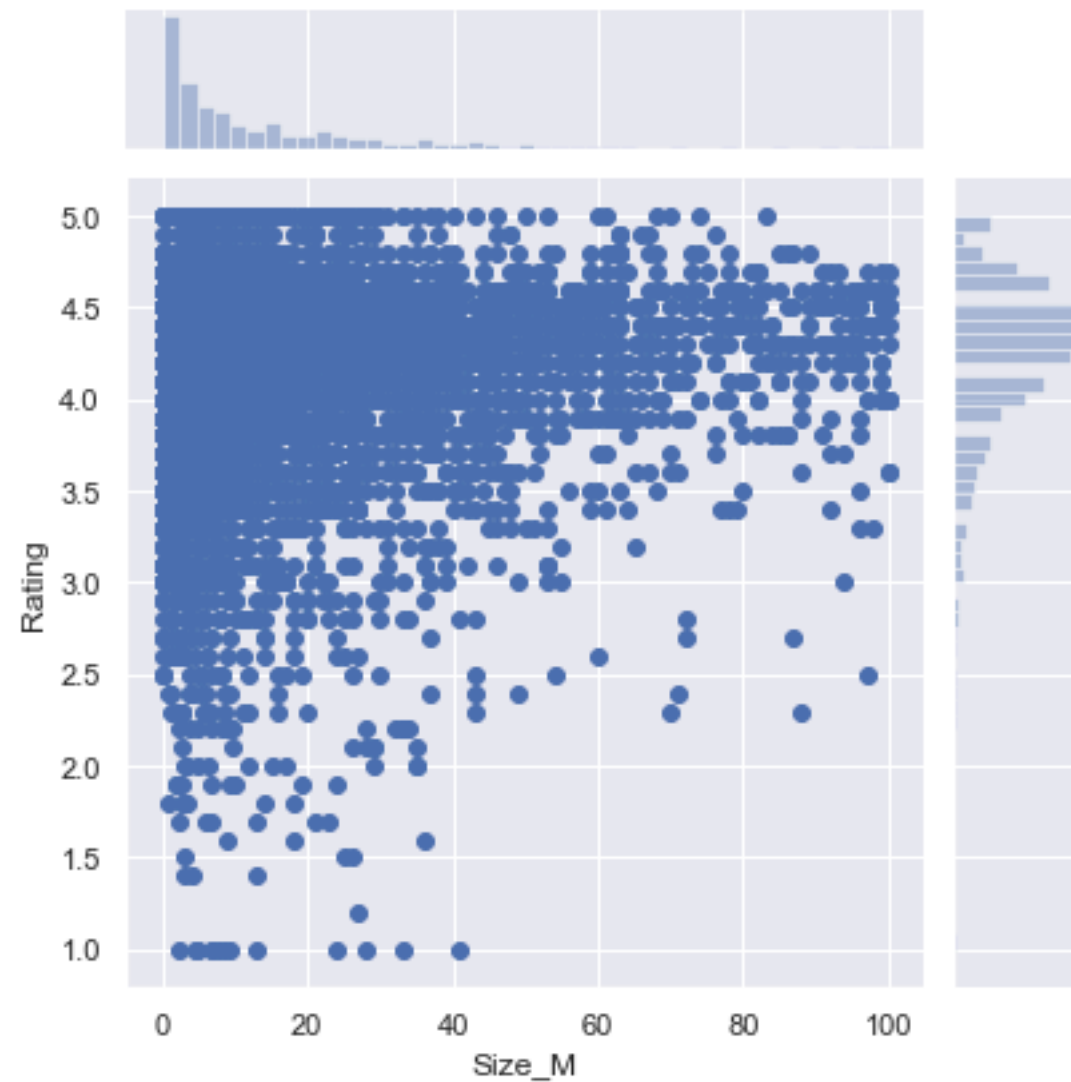# App ratings across categories

App ratings across major categories
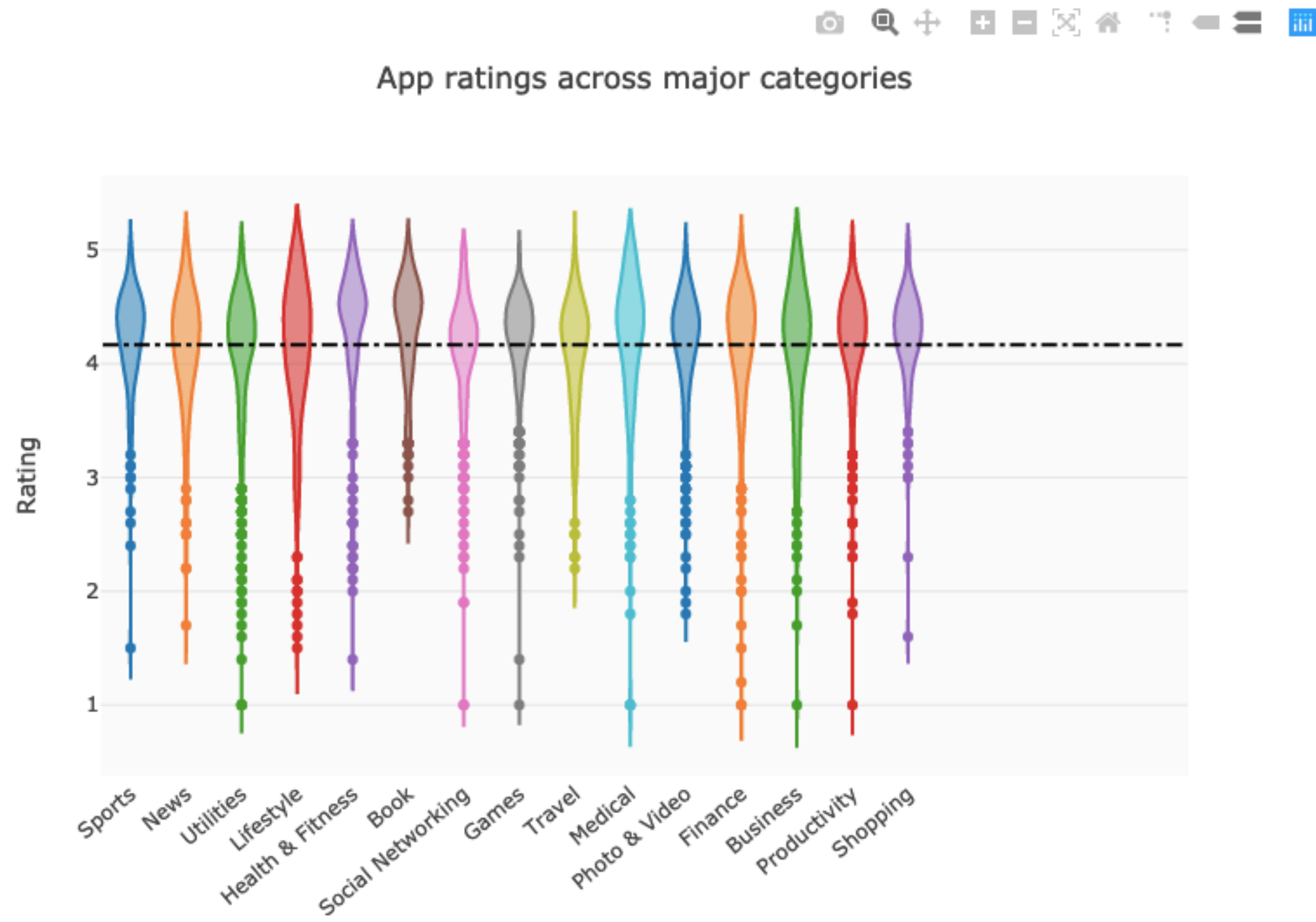
Sizing Strategy - Light Vs Bulky? How do app sizes impact the app rating?

———-> Most top rated apps are optimally sized between ~2MB to ~40MB - neither too light nor too heavy.

Most bulky apps (>50MB) belong to the Games and Business category. Despite this, these bulky apps are fairly highly rated indicating that they are bulky for a purpose.
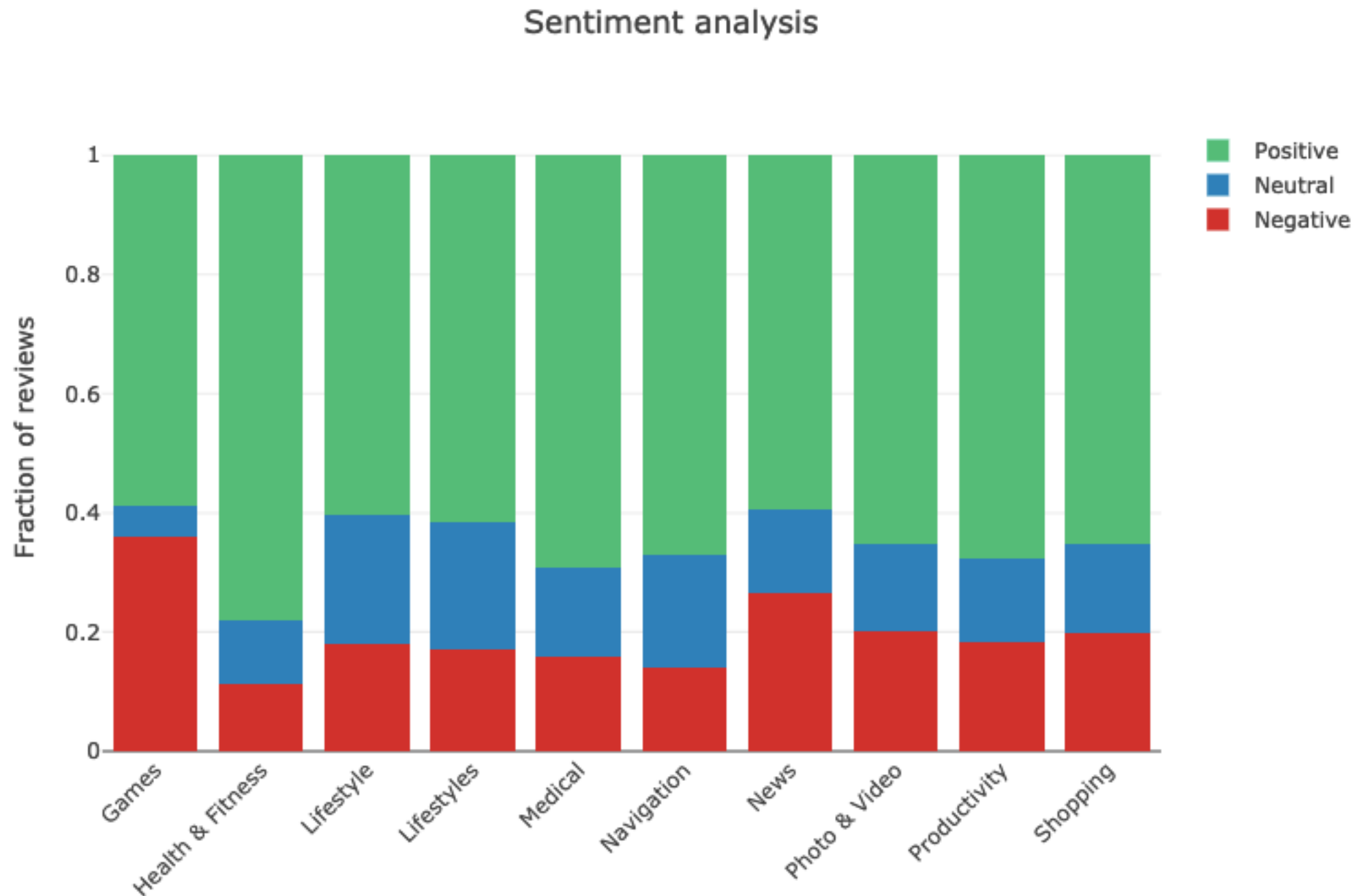

Rating vs Size
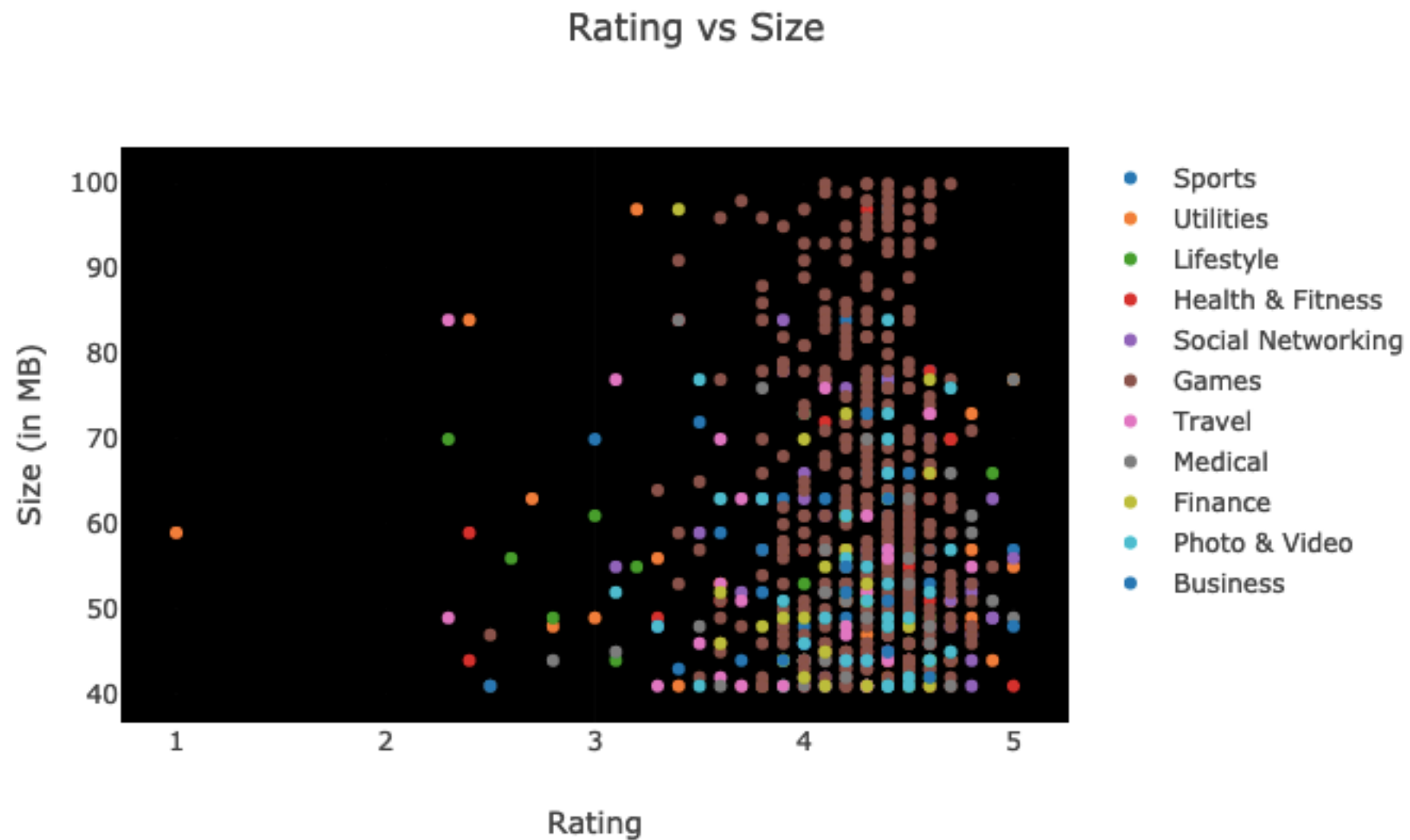
Are paid apps downloaded as much as free apps?

Number of downloads of paid apps Vs free apps

Correlations
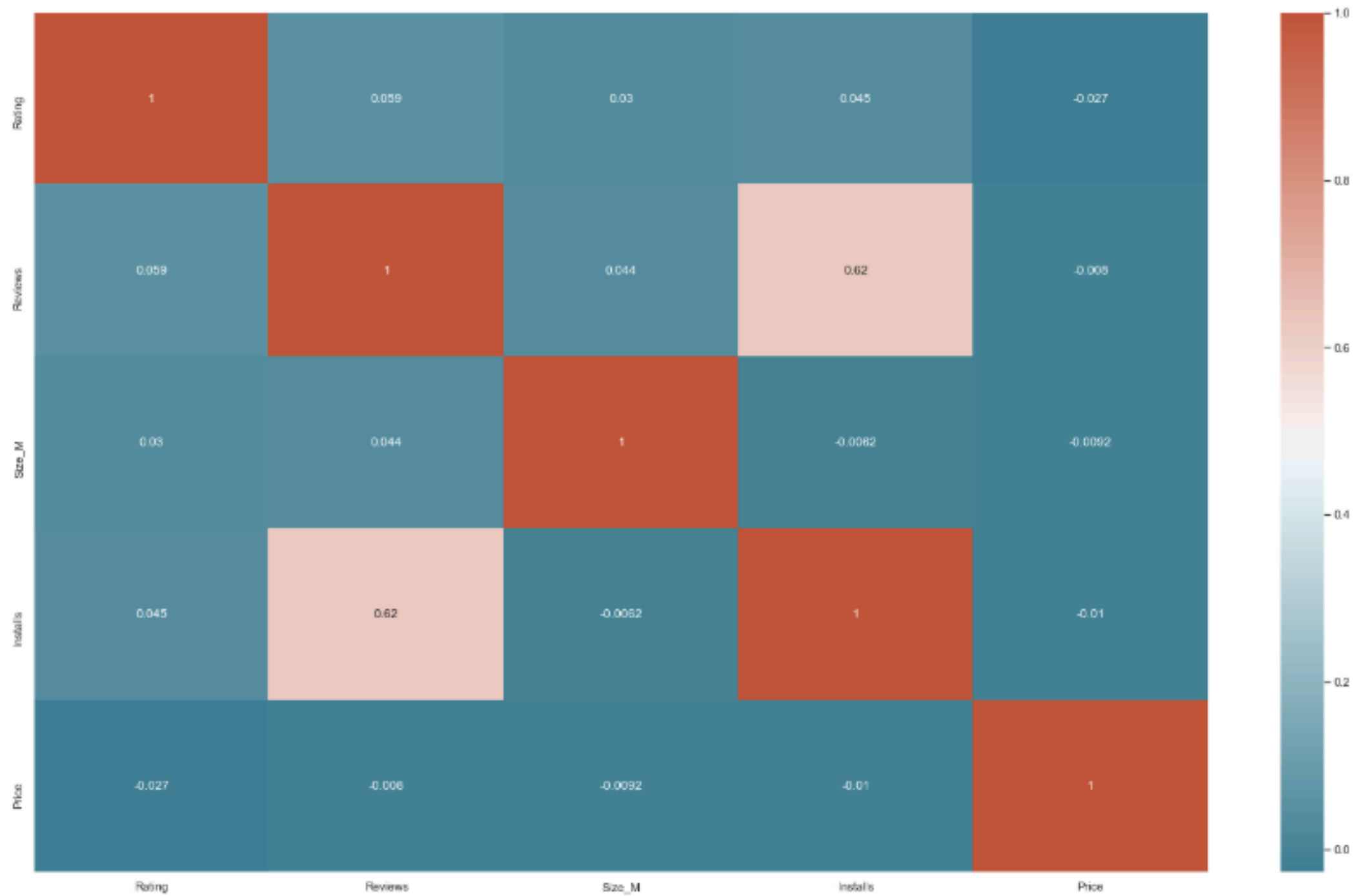
Basic sentiment analysis - User reviews

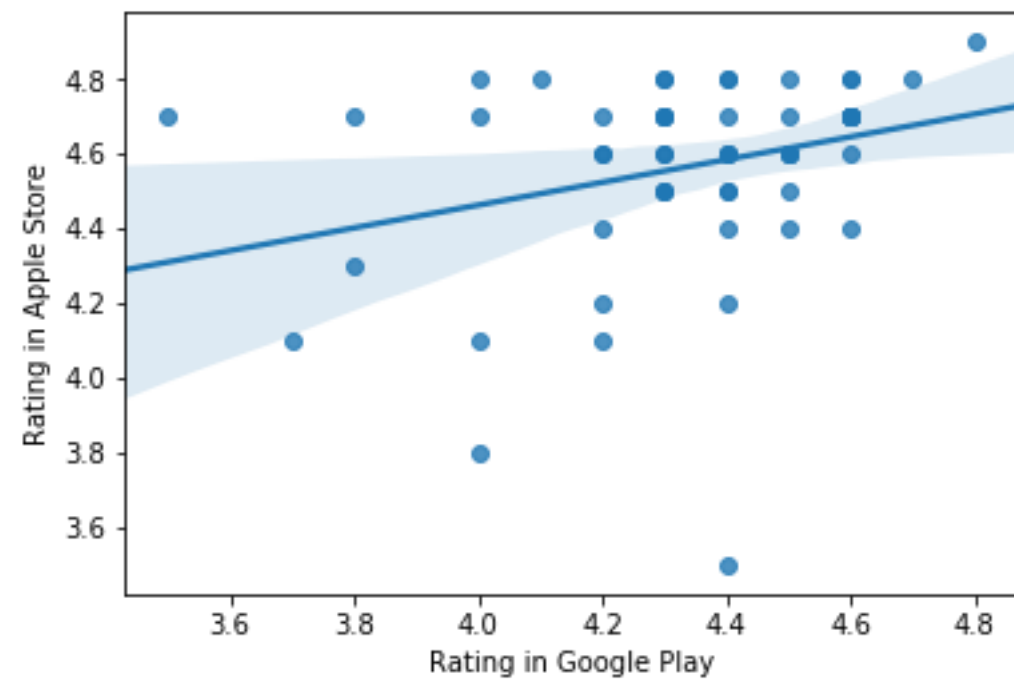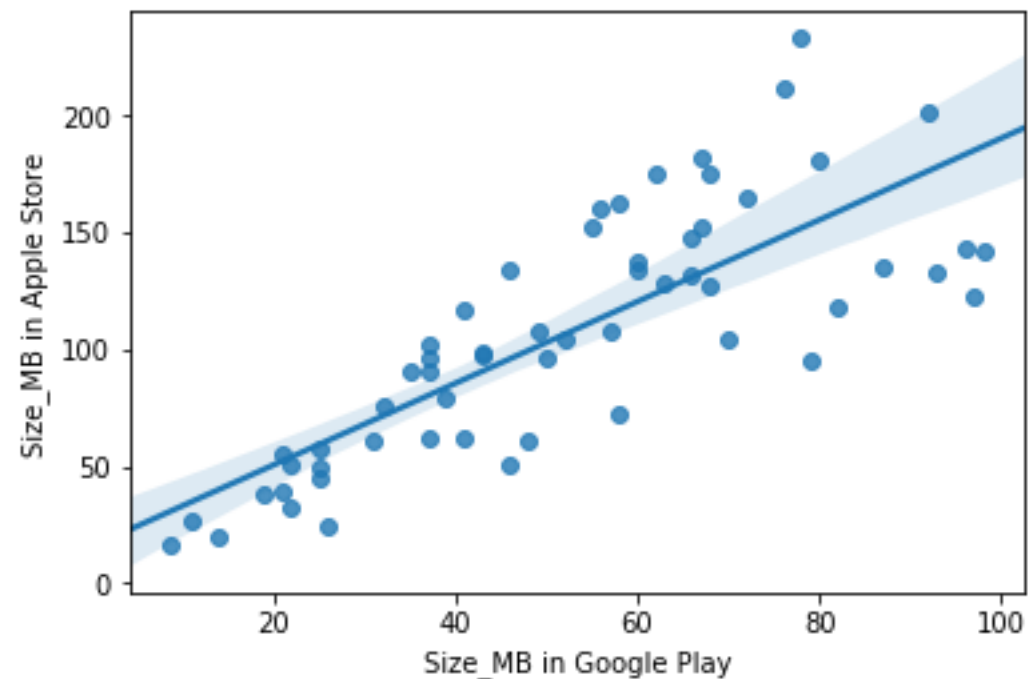Sentiment analysis

A quick look on reviews

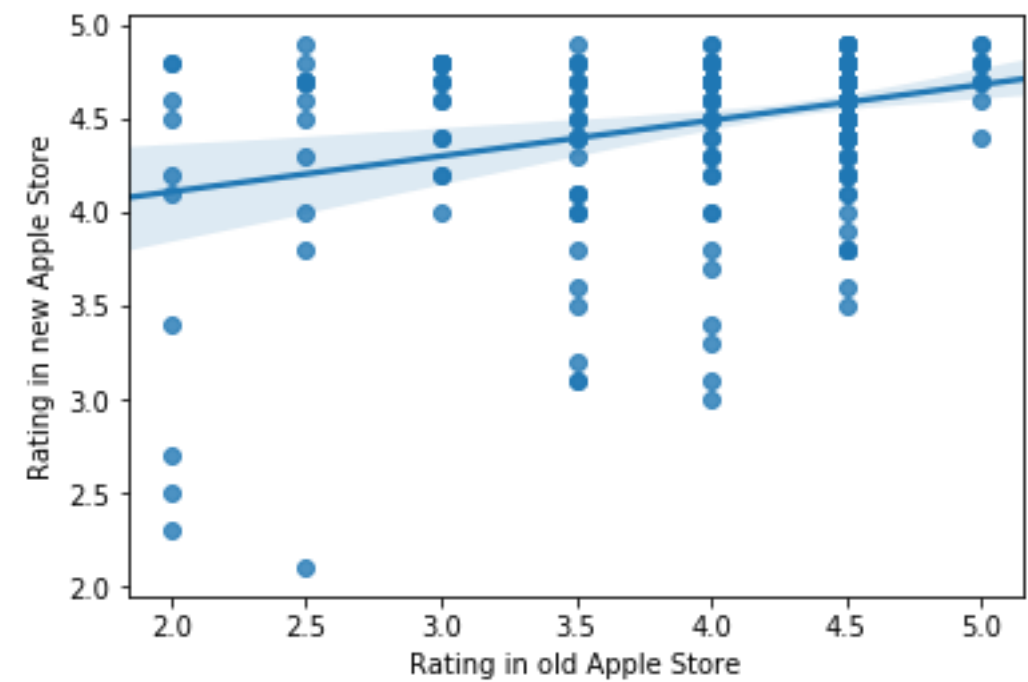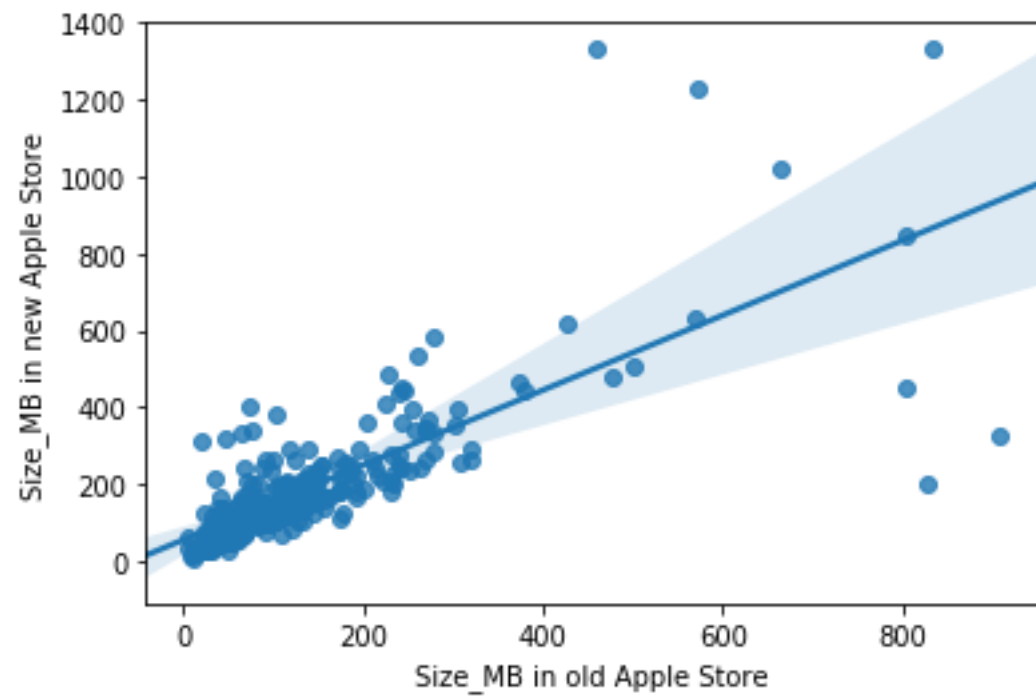FREE APPS

PAID APPS

Comparison Analysis

- Compared apps that both stores have

- Compared in statistical way
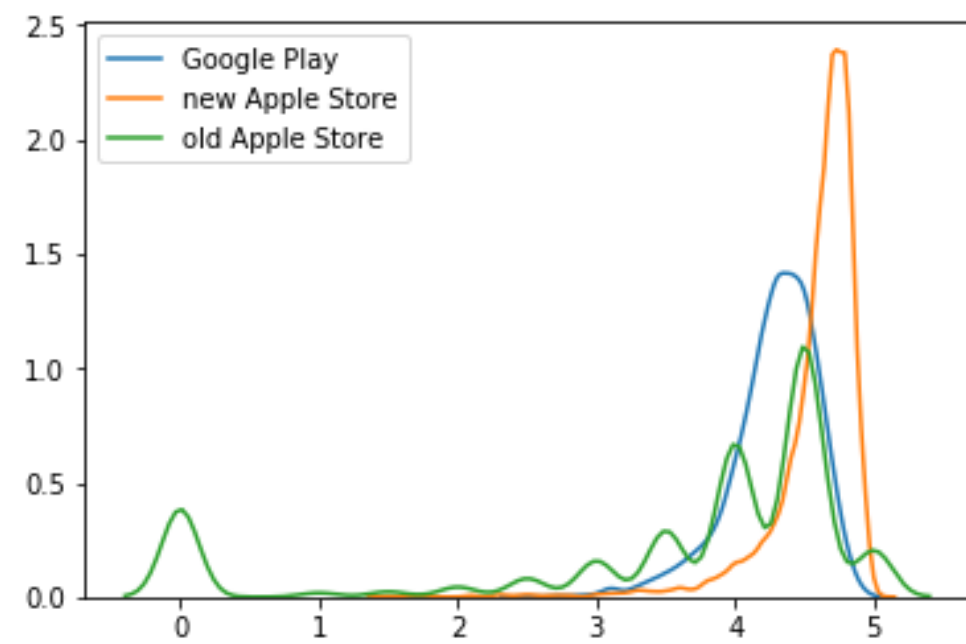
Google Play vs new Apple Store

- GP uses download size but AS uses install size; Hard to compare, probably tell how much it gets compressed
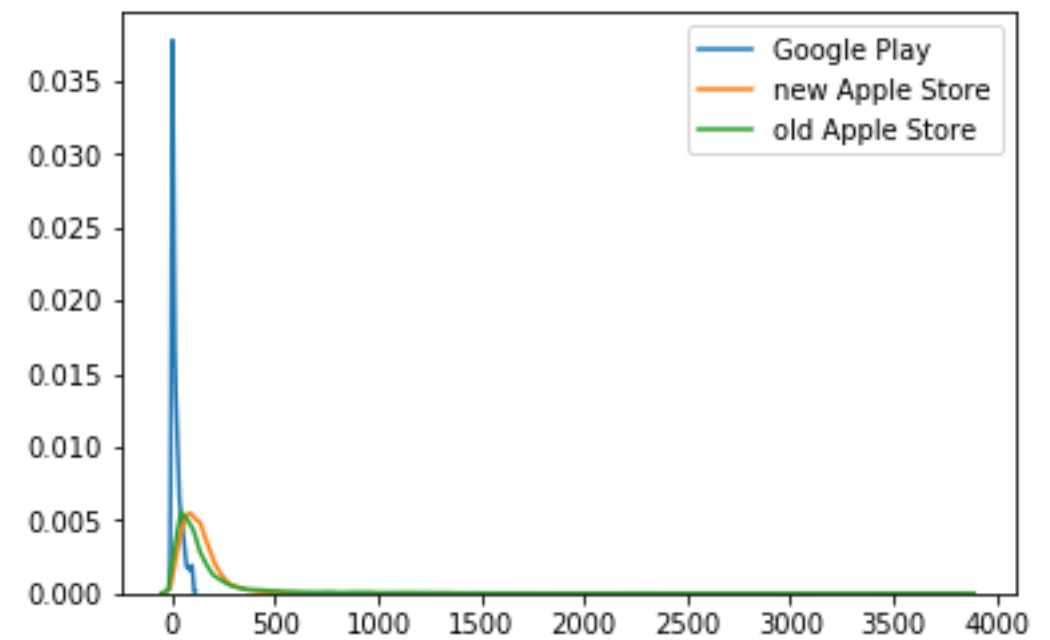
- Higher rating in new Apple store

Old vs New Apple Store

- Size almost unchanged

- Rating increased and has consecutive value now

Distribution of Ratings of three datasets

Distribution of Sizes of three datasets