



GOOGLE PLAY STORE APPS

Breaking into the App Market

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PROBLEM STATEMENT

- Jogendra M. O'Sparrow, a recent graduate of Syracuse University has a small start-up company. She wants to break into the Apps market. She has been looking at both successes and failures and wants to be sure her app is successful.
- Prior to spending time and money building and marketing an app, Jogendra needs to see an analysis of data that will help her focus her efforts on the "right" app to pilot.



ESSENTIAL RESEARCH QUESTIONS



LINEAR REGRESSION OF THE DATA

Residuals:

Min	1Q	Median	3Q	Max
-3458.2	-1101.3	-498.7	235.2	30598.0

All coefficients significant

Coefficients:

	Estimate	Std. Error	t value	Pr(> t)	
(Intercept)	-3520.17257	406.95798	-8.650	< 0.0000000000000002	***
Price	-178.31409	28.07949	-6.350	0.000000000227	***
Size	0.32769	0.01284	25.518	< 0.0000000000000002	***
Rating	1703.14811	199.29497	8.546	< 0.0000000000000002	***

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 2496 on 7467 degrees of freedom
(3369 observations deleted due to missingness)

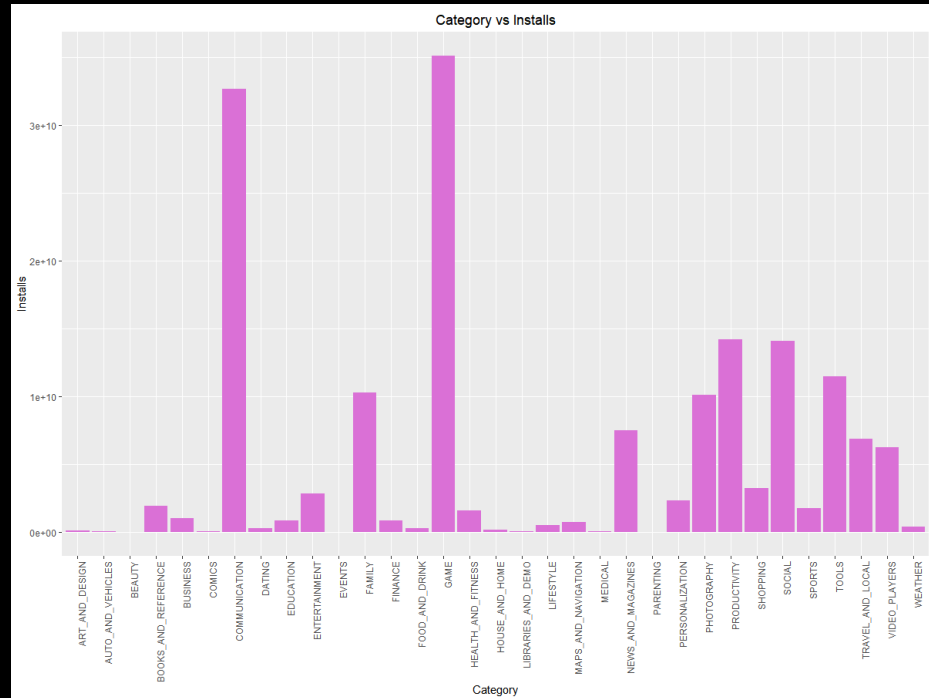
Multiple R-squared: 0.09818, Adjusted R-squared: 0.09782

F-statistic: 271 on 3 and 7467 DF, p-value: < 0.0000000000000002

Overall low P-Value

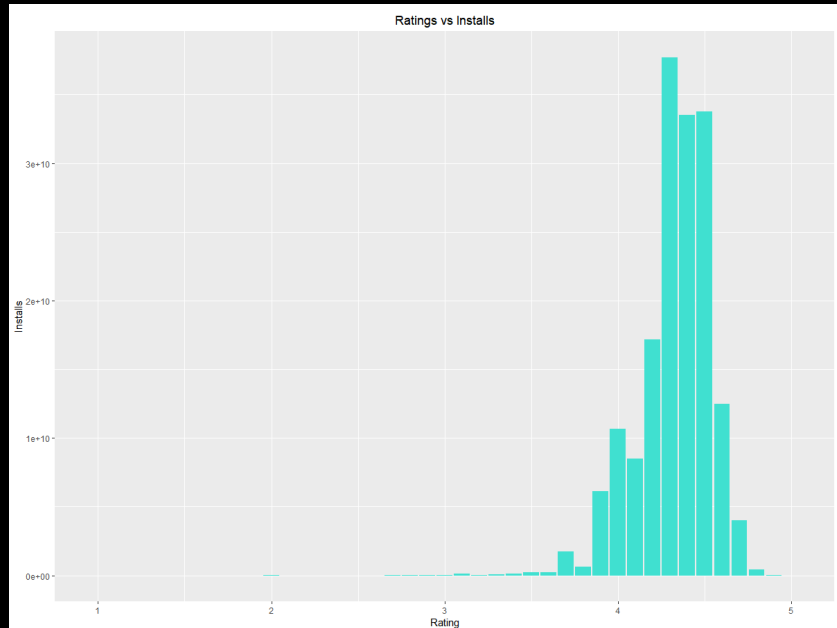
ARE SOME CATEGORIES MORE SUCCESSFUL THAN OTHERS?

Communication
& Game genres
are the most
successful



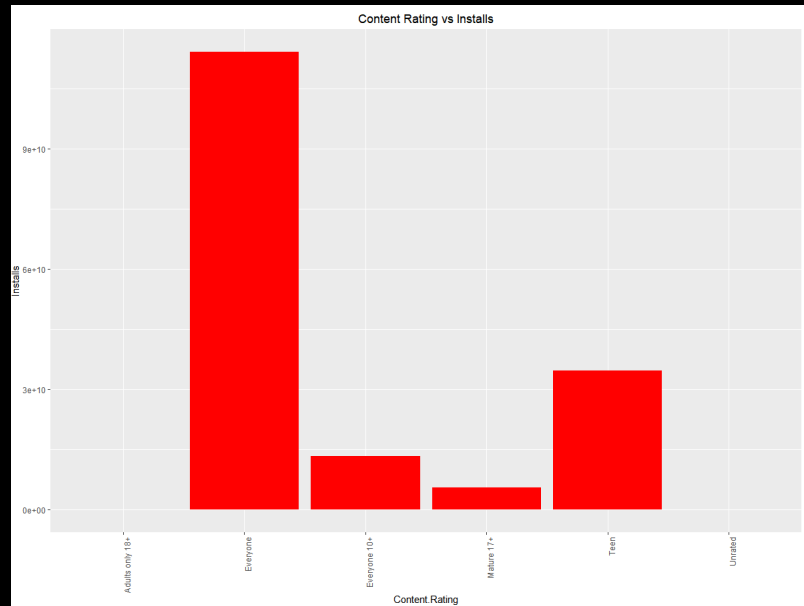
ARE THE NUMBER OF INSTALLS RELATED TO THE RATINGS?

As ratings increase, so does the number of installs.



HOW ARE INSTALLS AFFECTED BY CONTENT RATING?

Apps rated for Everyone has the most installs.



DOES THE NUMBER OF REVIEWS EFFECT THE NUMBER OF INSTALLS?

With a correlation coefficient of 0.64, the relationship was determined to be fairly strong.

Pearson's product-moment correlation

```
data: google.play$Reviews and google.play$Installs
```

```
t = 87.428, df = 10837, p-value <
```

```
0.000000000000000022
```

```
alternative hypothesis: true correlation is not equal to 0
```

```
95 percent confidence interval:
```

```
0.6319466 0.6540290
```

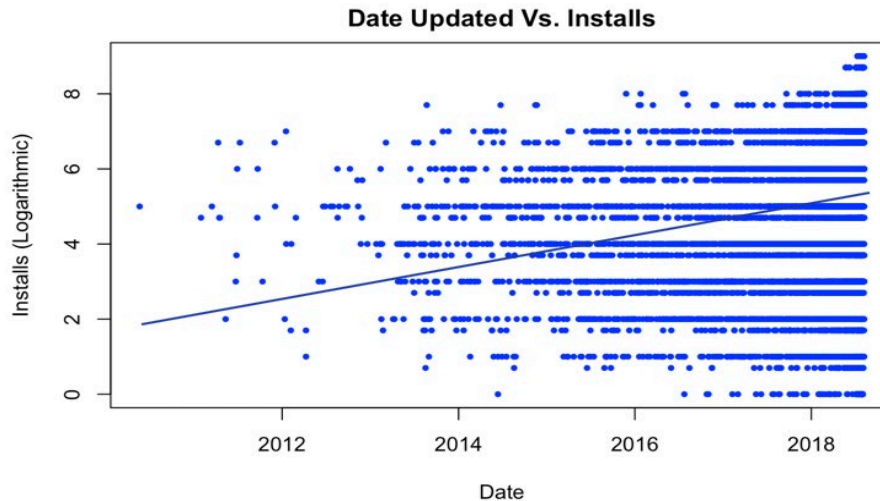
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sample estimates:
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cor
```

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0.6431214
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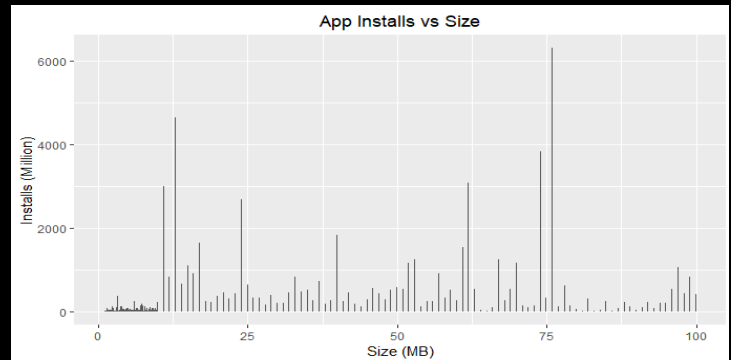
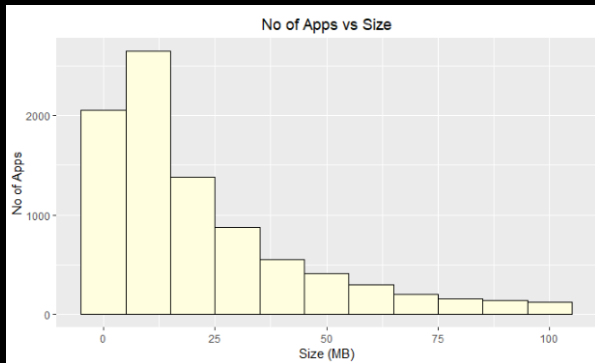

IS NUMBER OF INSTALLS EFFECTED BY HOW RECENTLY AN APP WAS UPDATED?

Apps with a more recent update were more likely to be installed compared to out-of-date apps.



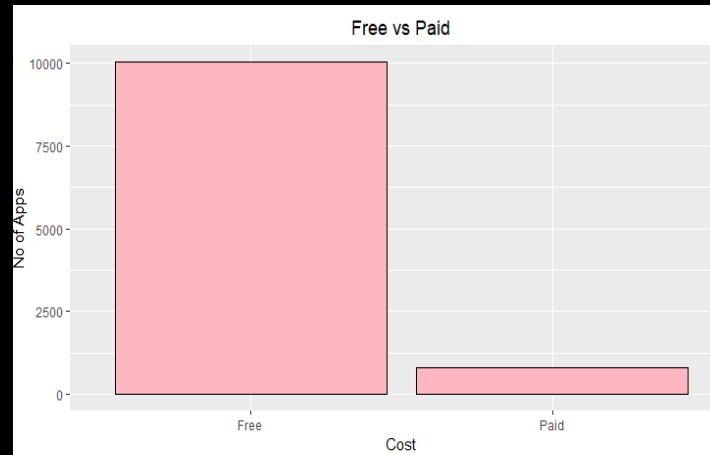
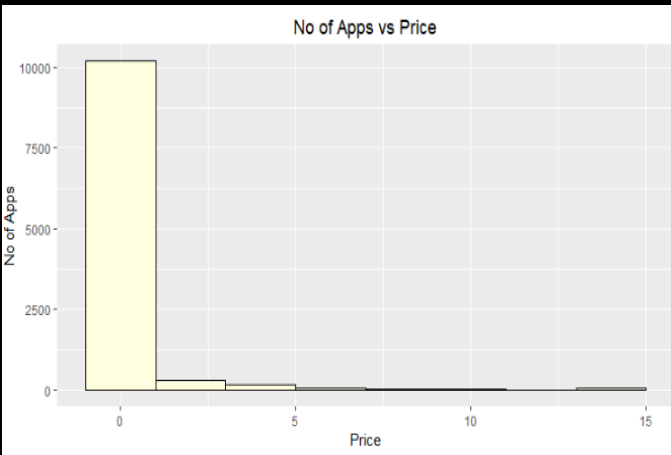
DOES THE SIZE OF THE APP AFFECT THE NUMBER OF INSTALLS?

Most of the available apps are small to mid size. There is no direct relationship between Installs and size.



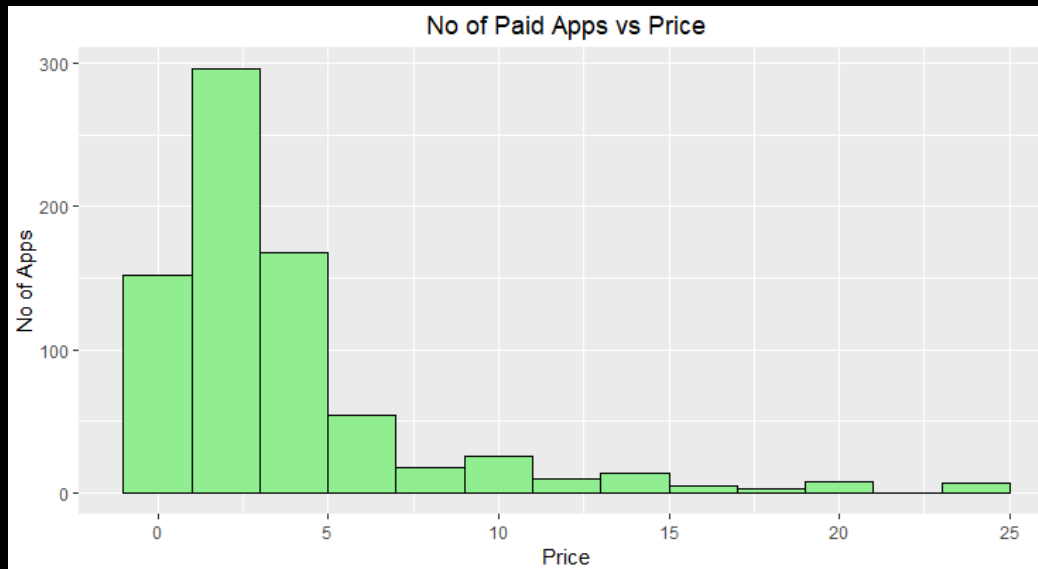
DISTRIBUTION OF FREE AND PAID APPS?

Most of the available Apps are free.



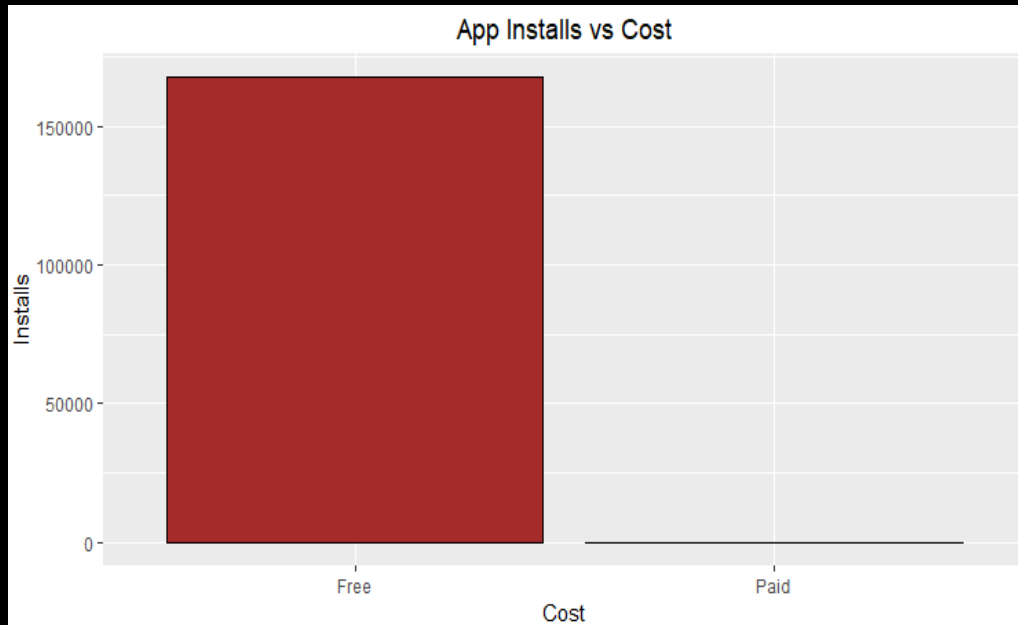
WHAT IS THE DISTRIBUTION OF FREE AND PAID APPS? CONT..

Paid applications are more in the lower price range



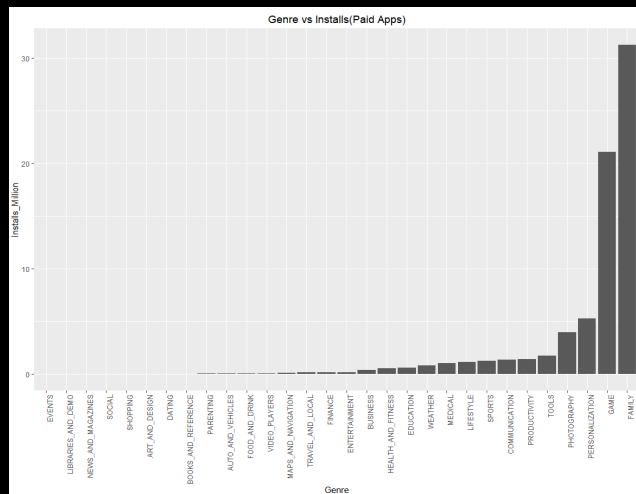
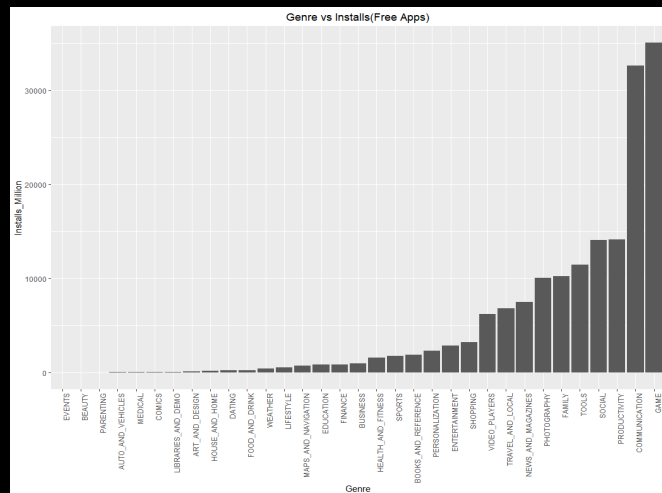
DOES THE COST OF THE APP IMPACT THE NUMBER OF INSTALLS?

Free Apps are the most installed Apps



ARE SOME GENRES ASSOCIATED WITH A HIGHER PRICE POINT THAN OTHERS?

The top 3 Free Installed Apps are Game, Communications and Productivity.
The top 3 Paid Installed Apps are Game, Family and Personalization.



CONCLUSION

And the winner is.....

Do you want to play a
Game?



CONCLUSION CONTINUED



1. The perfect starter app...A simple free game--The Jigsaw Puzzle.



2. Games are the most popular Google Play Store App regardless of price!

3. Simple. Fun. For all ages. Likely to get good ratings, which should lead to a lot of installs.



4. FREE with option to buy clues/answers.

