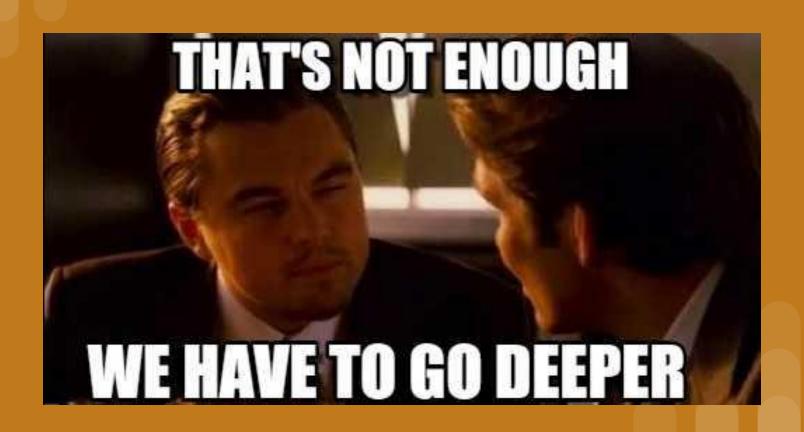
## Social App-mosphere

Payson Chadrow Leighanna Jo Hooper Kaila Kay



Correleation Between Average Ratings vs. Average Reviews [COMMUNICATION] [SOCH1] TOAMET. (VIOEO\_PLANERS') [THICTOCAMPINT] 500000 [SHOMMG] (ENTERTANMENT) [700L5] [MODUCTIVITY] [WAPS\_AND\_BAVIDATION] [PERSONALIZATION] THEWS AND MIGAZINES? PRINCIPAL PRINCI [HEALTH AND PITNESST] [BOOKS AND REFERENCE] (CONTINU) (TOTATS) 41 Mean Ratings



## Missing Data

 We removed instances of app downloads that were lacking reviews.

 We cleaned the data to showcase the amount of downloads



## **Interesting Finds**

Standard Deviation of Ratings for Social:

0.414.

We were curious about the comparison of the mean rating of a category compared to its' standard deviation, and if that had any affect on our view for a category with the "highest ratings." We also found that this was a moderately conservative number considering that only 10 of the Categories fell below Social.

- Split on the 0.5 mark:
  - 16 instances below
  - 17 instances above

```
In [178]: social = google_play_df.loc[google_play_df['Category'] == 'SOCIAL']
social['Reviews'].mean()
Out[178]: 2105903.125423729
In [185]: social['Rating'].mean()
Out[185]: 4.255598455598457
```

Correleation Between the Standard Deviation of Ratings vs. the Mean Average Reviews [PHGTOGRAPHIT] EVIDED PLAYERS T Lawcount. (ENTERTAINMENT) L100/2.1 PEDUCATION'S [YERRONALIZATION]

(900KS, AND REFERENCE)

[HEALTH\_AND\_FITNESST]

0.6

THE WARD VOICES

Standard Deviation of Ratings

(WEATHER)

63

Social Category

0.5 Mark



