App Store Integration

Google Play vs. Apple Store

In order to determine which app store should be integrated into our user interface, we must determine whether the Google Play platform or Apple Store platform provides significant advantages for hosting our product. The primary qualities considered for each platform will be app category, user ratings, user reviews, and app price as reported in csv file data sets sourced from Kaggle.

Initial Analysis and Comparison

Data relating to app category, reviews, rating, and price was isolated from the initial Kaggle data sets.

The Apple Store data columns were renamed to match Google Play's data column names, and data entries were labeled by platform before joining the Google Play and Apple Store data subsets.

Any entry without a rating was removed, reducing our data field from 18,037 to 16,563 entries.

Filtering our isolated data by platform, we summarized the app reviews analytically, as well as visually in a box plot.

The observed difference in rating means was 0.14206

Boxplot grouped by Platform
Rating
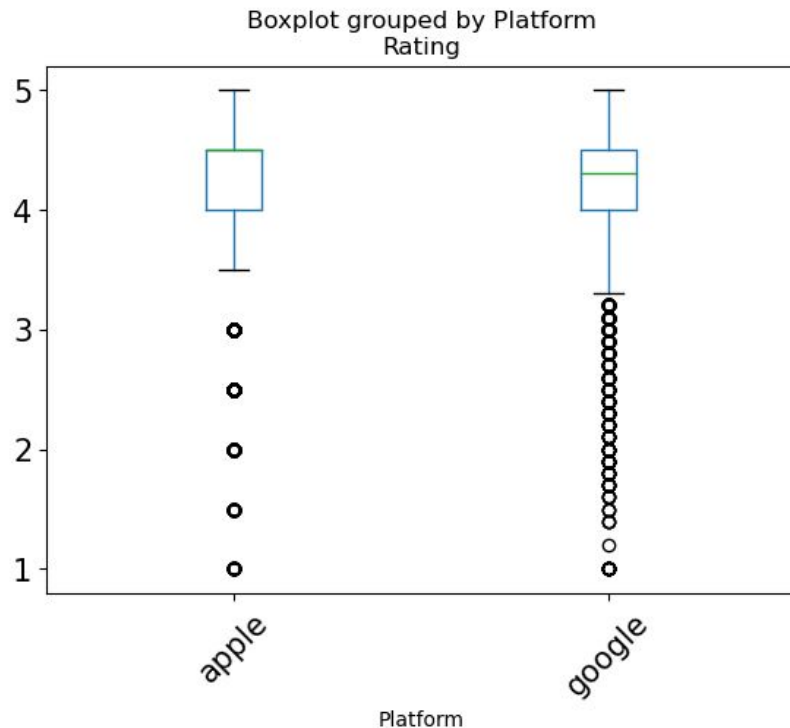
| Platform	count	mean	std	min	25%	50%	75%	max
apple	6268.0	4.049697	0.726943	1.0	4.0	4.5	4.5	5.0
google	9366.0	4.191757	0.515219	1.0	4.0	4.3	4.5	5.0

Visualization

The ratings for both platforms had a p-value of 0.
Histograms were created to view the data distribution of each platform's app ratings.
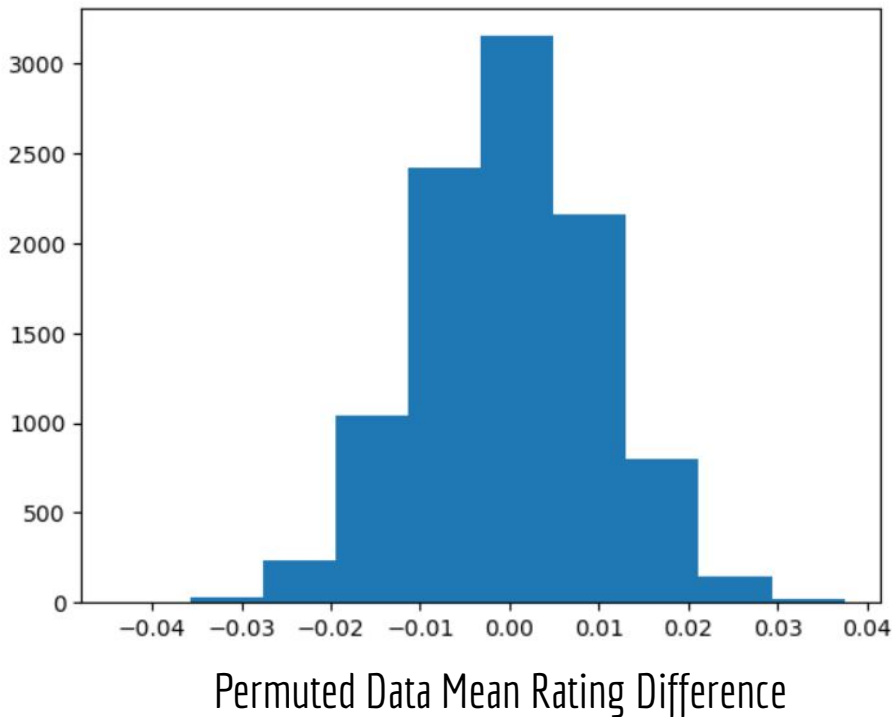
Apple Store's Rating Distribution
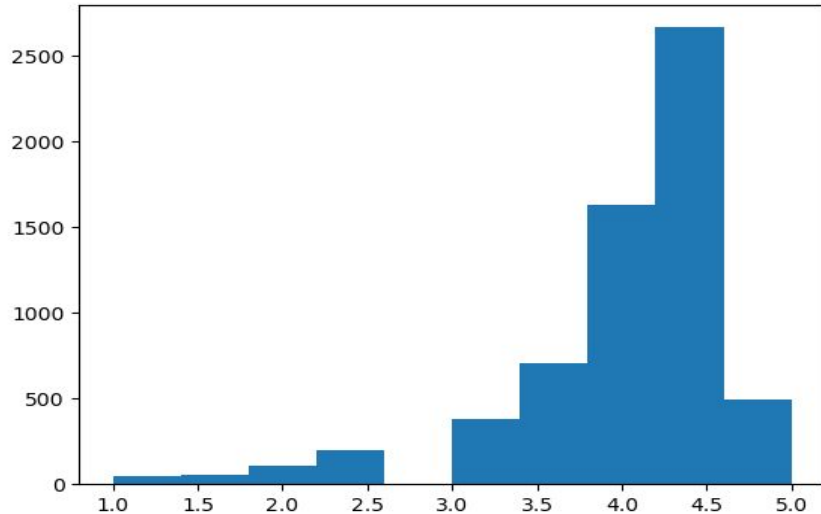
Google Play's Rating Distribution

Permutations

Permuted Data Mean Rating Difference
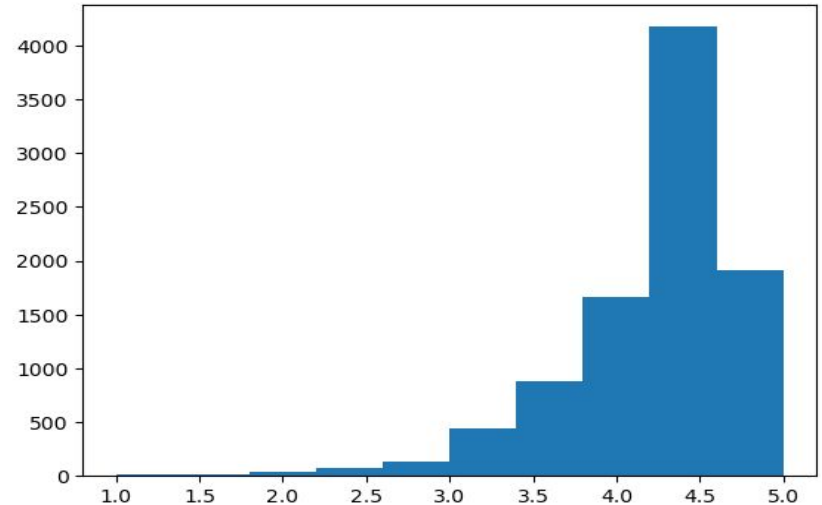
Since the observable difference in mean ratings was only 0.1420605, the data was permuted over 10,000 trials and analyzed again.

We found a permuted mean difference of 0.001103, indicated the platform does affect the app rating.

Google Play has a higher mean rating for their apps, indicating it is the optimal choice for our program's platform.

Recommendation:

Google Play