**PROJECT PROPOSAL**

Li Yuyang

**Personal Statement**

My career goal is to enter the Internet industry, as data analyst, so I chose the datasets in the project of the app in the app store, in this datasets it contains a large number of technology products, during the process of the analysis of the data, I can learn more about different companies and their products, which will be benefit for future my career. If I work in a related tech company in the future, I will be more familiar with the app market and understand the impact of various factors on an app, so that I can help the company.

**Question**

What is the relationship between the rating of one app and its factors, such as price, genre and version, etc. Also, is there any correlation in each variables? Whether different variables will have different influence in the rating? How large of the specific effect?

**The data source**

<https://www.kaggle.com/ramamet4/app-store-apple-data-set-10k-apps>

Including 16 variables and Containing 7198 pieces of data.

**Proposed Timeline of work**

EDA: 11/11/2021

Data Processing: 11/18/2021

Modeling and Validation: 11/25/2021

Write up:12/02/2021