

The Apps Project

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Overview

Company A wants to build a major apps store into their user interface. They are intending to build the apps in just one platform, either Apple Store or Google Play.

Problem: Which is the best app store to build the app on?

Approach: find out if platform really impact on rating

Sourcing and loading

Two data sets are obtained from Kaggle:

- Google Store App Review
- Apple Store App Review

Data sets include data about: Category, Rating, Review and Price

Cleaning, transforming

Fix data type from two data sets

Join two sets and filter only the relevant data

Summarize the data visually and analytically by platform

Modelling

Assumption: platform does not impact on ratings

Permutation test: comparing the observed rating mean difference with the average mean difference of 10,000 permutations

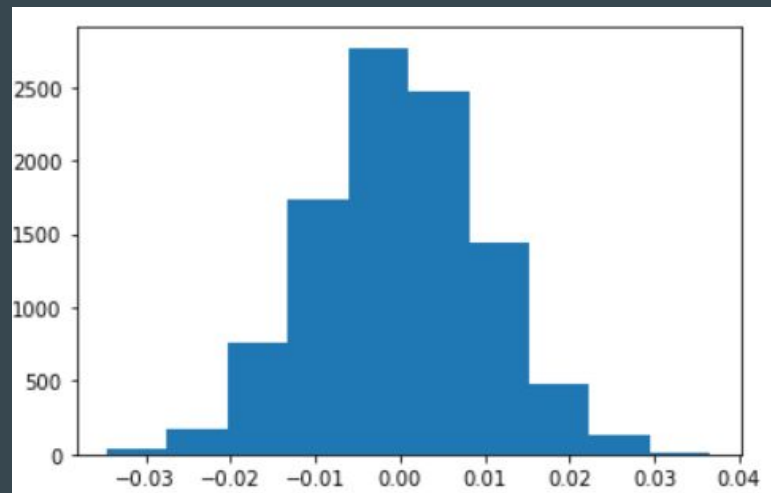
Data summary

	count	mean	std	min	25%	50%	75%	max
platform								
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

Observed data set statistics

	count	mean	std	min	25%	50%	75%	max
platform								
apple	6268.0	4.140124	0.612788	1.0	4.0	4.3	4.5	5.0
google	9366.0	4.131241	0.613070	1.0	4.0	4.3	4.5	5.0

Permutation data set statistics



Mean rating difference distribution of 10,000 permutation data sets

Findings

Platform really does impact on rating

There is no permutations' mean difference as extreme as our observed difference.

Company A should build their app on Google Play platform

Google Play apps have higher average app rating than Apple Store apps.