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DSC540 Mid-Term Project

Appstore Games Data – Collected on 8/3/19 from Apple App Store (iTunes API)

What Mobile Games are Successful on Apple and What Makes Popular?

I chose this dataset since it interested me, as I am a gamer, and even play a couple mobile games from time to time. Some games seem to be widely popular, while others, not so much. Is it because of the title, the actual game, the game icon, the genre, or maybe just advertising? Hopefully this dataset clears up some of the questions.

I couldn’t do any header replacement, since the column headers are already clear and concise. I was able to format the output to be readable by humans. I removed records with null values for user ratings, since that is what we are measuring the success of the app from, and the data returns a null for anything under 5 reviews. I also removed duplicate records, since there was no reason to keep them, and I am not sure how duplicate records even exist in this dataset. Lastly, I printed out the fuzzy matches, since I don’t think I can actually remove any from the list that get matched this way. If I leave the ratio too small, some apps might get grouped that have a similar word like ‘Lite’ , but the main game is different, like ‘chess’ and ‘checkers’. But, if I leave the match ratio too high, only one or two percent may get matched, leaving ‘free’ and ‘premium’ types of the same game to chance of being matched. But, this scenario is better than matching apps that have no business being together.