

# High Level Design (HLD)

## Analysing Google Apps Store



Google Play

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## Document Version Control

Date Issued	Version	Description	Author
10/11/2022	1.0	First Version of complete HLD	Sakshi Bhalothia

## Abstract

With the advancement of technology, people are shifted more towards mobile. Further, Google Play Store Apps are being used by android users and they are being used for entertainment, education, business, payment, etc. There are various apps which we can download for our entertainment like game apps, song apps, video players and a lot more. People are being shifted towards apps for educational purposes too as they can use apps while travelling easily. Many businesses are making money through apps. We download different payment apps for ease of payment. Some apps are free and some are paid. For some apps, we see advertisements which is source of income for businesses.

Our whole life is largely dependent on these apps and hence, their analysis is extremely important. We need to analyse which factors affect installation numbers.

# 1. Introduction

## 1.1 Why this High-Level Design Document?

The purpose of this HLD document is to add the necessary detail to the current project description to represent a suitable model for coding. This document is also intended to help detect contradictions prior to coding, and can be used as a reference manual for how the modules interact at a high level.

The HLD will:

- Present all of the design aspects and define them in detail
- Describe the user interface being implemented
- Describe the hardware and software interfaces
- Describe the performance requirements
- Include design features and the architecture of the project
- List and describe the non-functional attributes like:
  - Security
  - Reliability
  - Maintainability
  - Portability
  - Reusability
  - Application compatibility
  - Resource utilization
  - Serviceability

## 1.2 Scope

The HLD document presents the structure of the system, such as the database architecture, application architecture (layers), application flow (navigation) and technology architecture. The HLD uses non-technical to mildly-technical terms which should be understandable to the administrators of the system.

# 2. General Description

## 2.1 Product Perspective & Problem Statement

App installation numbers are an important reflection of digitalisation in the world. Apps are used frequently in our everyday lives and it is difficult to survive in this world without apps today. Hence, their analysis is of great significance for businesses.

The objective of the project is to perform data visualization techniques to understand insights of the data. This project aims to apply various Business Intelligence tools such as Tableau to get a visual understanding of the data.

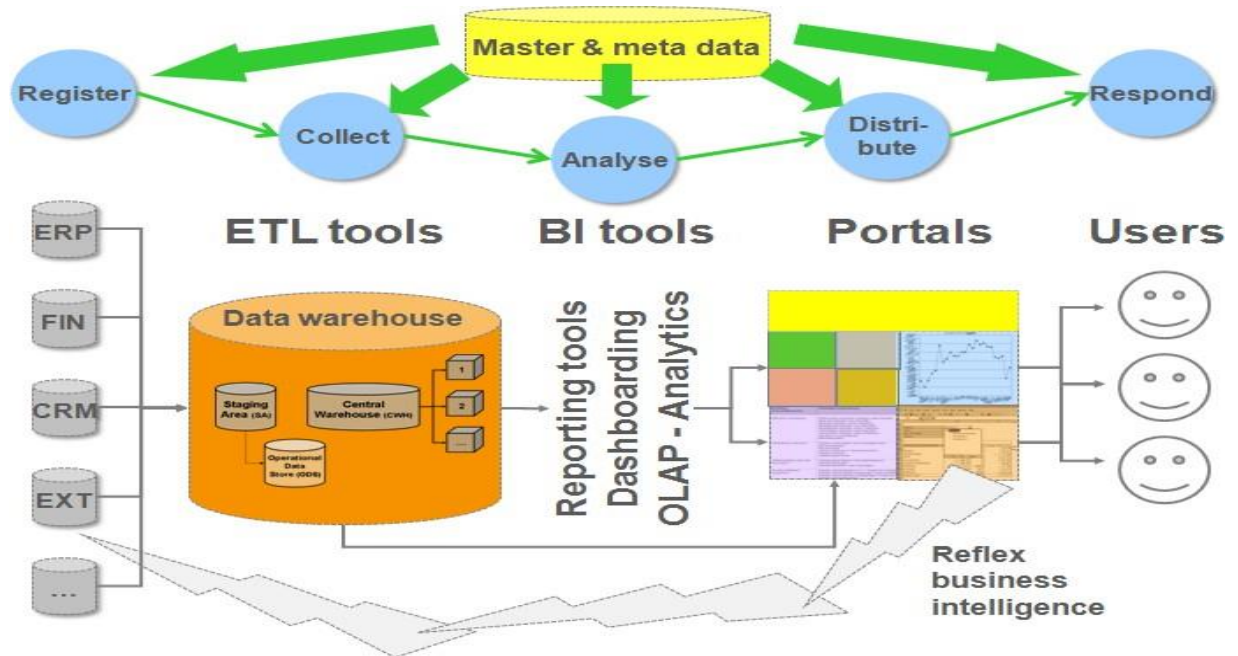
## 2.2 Tools Used

Business Intelligence tools and libraries used to build the whole framework are Python, Numpy , Pandas, Matplotlib, Seaborn, Jupyter Notebook, SQL, SQLite and Tableau.

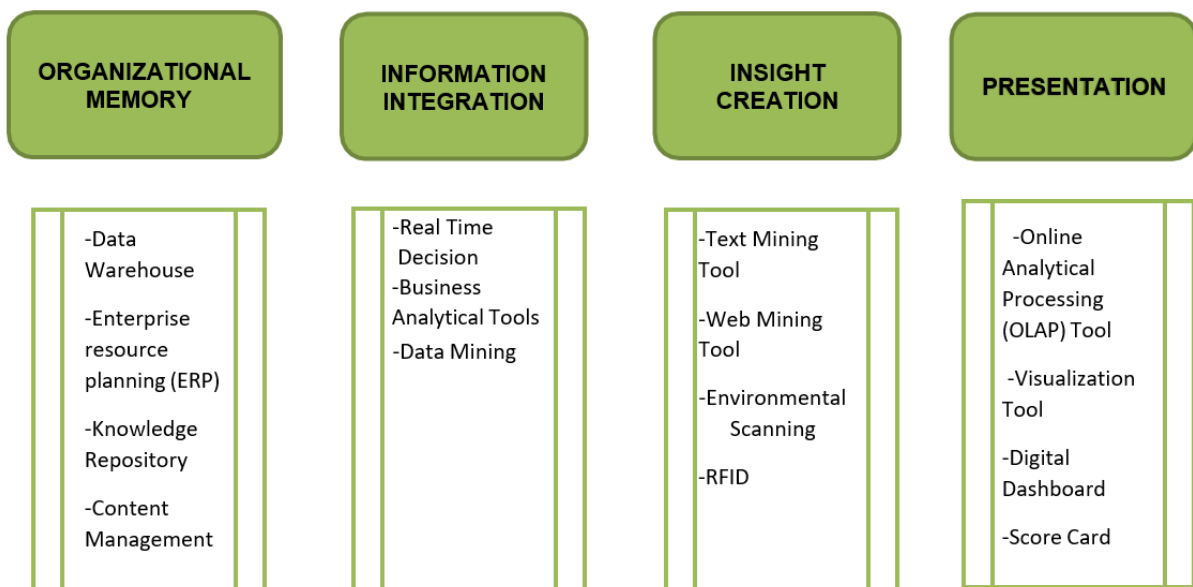


### 3. Design Details

#### Functional Architecture



#### How BI Works



## Optimization

### Your data strategy drives performance

- Minimize the number of fields
- Minimize the number of records
- Optimize extracts to speed up future queries by materializing calculations, removing columns and the use of accelerated views

### Reduce the marks ( data points ) in your view

- Practice guided analytics. There's no need to fit everything you plan to show in a single view. Compile related views and connect them with action filters to travel from overview to highly-granular views at the speed of thought.
- Remove unneeded dimensions from the detail shelf.
- Explore. Try displaying your data in different types of views.

### Limit your filters by type

- Reduce the number of filters in use. Excessive filters on a view will create a more complex query, which takes longer to return results. Double check your filters and remove any that aren't necessary.
- Use an include filter. Exclude filters load the entire domain of a dimension, while include filters do not. An include filter runs much faster than an exclude filter, especially for dimensions with many members.
- Use a continuous date filter. Continuous date filters (relative and range-of-date filters) can take advantage of the indexing properties in your database and are faster than discrete date filters.
- Use Boolean or numeric filters. Computers process integers and Booleans (t/f) much faster than strings.
- Use parameters and action filters. These reduce the query load (and work across data sources).

### Optimize and materialize your calculations

- Perform calculations in the database
- Reduce the number of nested calculations.
- Reduce the granularity of LOD or table calculations in the view. The more granular the calculation, the longer it takes.
  - LODs - Look at the number of unique dimension members in the calculation.
  - Table Calculations - the more marks in the view, the longer it will take to calculate.
- Where possible, use MIN or MAX instead of AVG. AVG requires more processing than MIN or MAX. Often rows will be duplicated and display the same result with MIN, MAX, or AVG.
- Make groups with calculations. Like include filters, calculated groups load only named members of the domain, whereas Tableau's group function loads the entire domain.
- Use Booleans or numeric calculations instead of string calculations. Computers can process integers and Booleans (t/f) much faster than

strings.  
Boolean>Int>Float>Date>DateTime>String

## 4. KPIs

Dashboards will be implemented to display and indicate certain KPIs and relevant indicators for the disease.



As and when, the system starts to capture the historical/periodic data for a user, the dashboards will be included to display charts over time with progress on various indicators or factors.

### KPIs (Key Performance Indicators)

Key indicators displaying a summary of Installs and its relationship with different metrics:

- Impact of Free and Paid Apps on number of installs.
- Impact of Free and Paid Apps on number of installs in specific size group.
- Impact of Android Version on number of installs.
- Impact of Sentiments of reviews on number of Installs
- Impact of Content Rating on number of installs
- Impact of Size on number of installs
- Impact of Category on number of installs
- Impact of Genres on number of installs

## 5. Deployment

Prioritizing data and analytics couldn't come at a better time. Your company, no matter what size, is already collecting data and most likely analyzing just a portion of it to solve business problems, gain competitive advantages, and drive enterprise transformation. With the explosive growth of enterprise data, database technologies, and the high demand for analytical skills, today's most effective IT organizations have shifted their focus to enabling self-service by deploying and operating Tableau at scale, as well as organizing, orchestrating, and unifying disparate sources of data for business users and experts alike to author and consume content.

Tableau prioritizes choice in flexibility to fit, rather than dictate, your enterprise architecture. Tableau Server and Tableau Online leverage your existing technology investments and integrate into your IT infrastructure to provide a self-service, modern analytics platform for your users. With on-premises, cloud, and hosted options, there is a version of Tableau to match your requirements. Below is a comparison of the three types:

TYPE    PROS    CONS

**Tableau Server - On Premises**



- Full control of hardware and software
- Infrastructure and data remain behind your firewall
- Need dedicated administrators to manage hardware and software
- Additional infrastructure needed to access off-network (mobile, external)

### Tableau Server - Public Cloud (IaaS)

- Full control of software on managed hardware
- Puts infrastructure in same place as data (for migration to cloud)
- Flexibility to spin up/down hardware as needed
- Need dedicated administrators to manage software
- Additional infrastructure needed to access off-network (mobile, external)

### Tableau Online (SaaS)

- Fully hosted solution (hardware, software upgrades)
- Fast to deploy
- Easy for external audience to access
- Single-site in multi-tenant environment
- Cubes are not supported
- No guest account access

Depending on your organizational roles and responsibilities, Tableau Server should be installed by a systems administrator and the designated Tableau Server Administrator in coordination with the appropriate IT roles. For Tableau Online, you will integrate with your existing technology and configure the site settings. The Data & Analytics Survey, completed by business teams, identifies and prioritizes data use cases, audience size, and users. You will use the information collected in both surveys to plan your deployment strategy, including sizing, installation, and configuration of your Tableau Server or integration and configuration of Tableau Online. In addition to installing Tableau Server or configuring Tableau Online, administrators will also need to plan for the client software installation of Tableau Prep Builder, Tableau Desktop, Tableau Mobile, and Tableau Bridge for Tableau Online where applicable.

