PLATFORM ANALYSIS

TING SIT

1/4/2020

OBJECTIVE

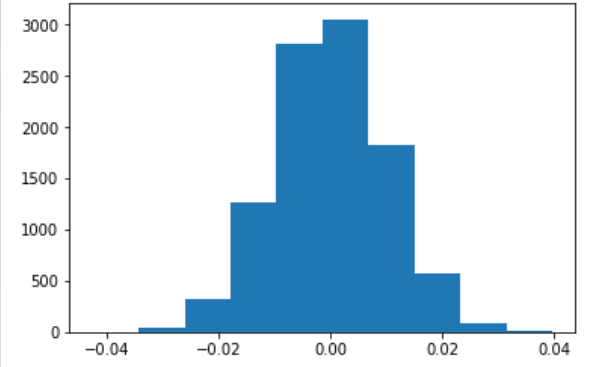
- Provide recommendations to our operating system client on whether they should choose to build apps within Google Play or Apple Store
- Client would favor platform that has higher review ratings

MODEL CONSIDERATIONS

- Descriptive analysis, using historical reviews data as found on Kaggle for Google and Apple
- Apply hypothesis testing combine with permutation, access the significance of difference on average review ratings among the two platforms

RESULTS

- Null Hypothesis – no difference in mean reviews among the two platforms
- Observed mean difference in the dataset : 0.142
- Permutation mean difference : 0.02
  - Range of difference with 10,000 time permutation: [-0.03 : +0.03]



CONCLUSION

- The observed difference in mean reviews fall outside the range of permutation
  - The observed difference is significant
  - The platform rating is different among platforms, with Google Play having a 0.142 higher average review rating than Apply Store

NEXT STEP

- Repeat the analysis by narrowing down ‘category’ or ‘genre’ to capture user ratings that relate closer to client’s apps
- Rebalance Google and Apple dataset to have similar number of records
  - Google dataset has more rows than Apple.
  - Ratings tend to skew toward 4 stars or above, more rows could naturally drive up average ratings
- Analysis only cover US data. If client decide to launch apps in different countries, the analysis will need to be re-run with bigger dataset