

SQL Project- Apple Store Data

Define:

Stakeholder: App developer who needs data to understand what type of app to build. They are building the app to make money for their firm.

Database: AppleStore data from Kaggle. After analysis, the data is clean with no missing values and matching unique id's between the databases.

Questions:

Holy Grail Question: What type of app should I build?

What app categories are most popular?

Games and Entertainment are the most popular apps

What type of app, paid or free, has better ratings? Paid Apps

How many languages should be supported have a higher user score?

Apps that support 10- 30 languages have higher ratings

What type of app has the lowest ratings?

Finance and Book Apps have the lowest ratings and therefore the highest potential for market penetration. A great app that meets users needs could gather market share quickly.

Does the app description impact user rating?

Yes, longer descriptions have better ratings. When posting the app, the developer should add a detailed description

What user rating should my app aim for?

A new app with about 3.5 user score would do well in the market

What is the most competitive genre for apps?

Games and Entertainment are highly competitive and I would stay away from creating one.

Conclusion:

After thorough analysis, it appears that a paid Finance or Book app supporting 10-30 languages, maintaining an average rating of 3.5 or higher, and offering a detailed product description could thrive in the current market. To gain deeper insights, a closer examination of customer preferences, app subcategories, and preferred languages is necessary for a more comprehensive strategy.

