SQL Project - Apple Store Data

Stakeholder: App developer who needs data to understand what type of app to build.

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

Questions:

- 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 to 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.
- Does the app description impact user rating?
    - Yes, longer descriptions have better ratings.
- What user rating should my app aim for?
    - A new app with about a 3.5 user score would do well in the market.
- What are the top-rated apps within book and finance, and how do their ratings compare to the average rating within the same genre?
    - The top-rated app for Books is Color Therapy for Adults, with an average 5-star rating from 84000+ total ratings.
    - The top-rated app for Finance is Credit Karma, with an average 5-star rating from 100,000+ total ratings.
- What is the most competitive genre for apps?
    - Games and Entertainment are highly competitive.

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 of 1000 characters+ could thrive in the current market. However, it is important to avoid either a color therapy book or a Credit Karma clone to stand out. To gain deeper insights, a closer examination of customer preferences, app subcategories, and preferred languages is necessary for a more comprehensive strategy.