Chart, histogram

Description automatically generated

The above histogram chart shows the distribution of the review scores across all Google applications pulled. It shows that the overwhelming majority of the reviews were scored 5, with 605,966 at 5. The second largest group was for score 4, with 171,696. The third largest group was for 1 score at 99,158 votes. The fourth largest group was a score of 3 at 56,636 votes. The fifth largest group was a score of 2 at 44,644 votes. The smallest group was those who left a review but did not score the app at 40. This data comes from 978,141 reviews across 144 google applications.

Chart, histogram

Description automatically generated

This histogram shows the distribution of review scores when looking at the content of reviews that are 50 words or greater long. There are a total of 4,346 reviews that are 50 words or longer.

There were no reviews that were over 50 words that had no score. A score of 1 is the largest group for those who left a review over 50 words long at 1,527 reviews. A score of 5 is the second largest group for those who left a review over 50 words long at 1,107 reviews. The third largest group is those who scored 2 at 633 reviews. The fourth largest group is those who scored 3 at 596 reviews. Finally, the least selected score out of the reviews longer than 50 words was 4 at 483 reviews.

Histogram

Description automatically generated

This histogram shows the number of likes also known as upvotes or thumbs up count reviews have received by score. The largest group is score 5 with 55,511 likes, the second largest is score 1 with 37,301 likes, score 4 is 16,803 likes, score 2 is next with 14,232 likes and then score 3 with 11,952 likes. The total number of likes is 135,799.

Conclusion:

Preliminary analysis of the first chart shows that people who leave a review are more likely to leave a high score, as score 5 and 4 received the largest number of scores. People are also likely to leave a 1 score review as it was the third largest group. This chart shows extreme scores are more likely to garner engagement than middle scores.

The second histogram shows the distribution of review scores based on longer review content, 50 words or more. Preliminary analysis shows that those who leave a score of 1 are more likely to leave a longer review (50 words or more), as score 1 had the highest number of reviews. People are also likely to leave a longer review if they leave a score of 5 but less so than 1.

The third histogram shows the distribution of thumbs ups across review scores. This shows that people are likely to upvote or thumbs up reviews that scored 5, and also for score 1 but more thumbs ups were in score 5 indicating more engagement on the favorable side.