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## Analysis of Instagram Threads Reviews

### Introduction

The InstagramThreads\_Reviews-Data.csv dataset contains reviews gathered from two primary sources: Google Play and the App Store. Each entry in the dataset includes the platform source, review text, rating, and review date. This analysis aims to uncover trends, user sentiments, and potential areas for app improvement.

### Data Overview

The dataset includes 32,910 entries with the following columns:

* **source**: The platform where the review was posted (Google Play or App Store).
* **review\_description**: The text of the review.
* **rating**: The rating given by the reviewer, ranging from 1 to 5.
* **review\_date**: The date the review was posted.

The reviews span from July 6, 2023, to July 25, 2023. There are no missing values, allowing for a thorough analysis.

### Trends and Implications

#### 1. Platform Comparison:

* **Google Play**:
  + Mean rating: 3.45
  + Median rating: 4
  + Mode rating: 5
  + Number of reviews: 30,270
* **App Store**:
  + Mean rating: 2.81
  + Median rating: 3
  + Mode rating: 1
  + Number of reviews: 2,640

**Implications**: Reviews on Google Play are generally more favorable compared to those on the App Store. This difference could stem from varying user experiences or demographic differences between platforms. The higher ratings on Google Play suggest that users there are generally more satisfied with the app's performance and features.

#### 2. Rating Distribution:

* The overall rating distribution is bimodal, with many 5-star and 1-star ratings, indicating a polarized user experience.

**Implications**: The polarized ratings suggest that while many users find the app excellent, others encounter significant issues. These extreme ratings could be due to device compatibility, user expectations, or specific app functionalities. Addressing the negative feedback could help balance the user experience.

#### 3. Review Trends Over Time:

* Review activity peaked on certain dates, indicating periods of high user engagement, possibly due to app updates, promotions, or social media trends.

**Implications**: Identifying the reasons behind these spikes can help in understanding the impact of updates or marketing efforts. This knowledge is valuable for planning future updates and promotional strategies to maximize positive user engagement and address any issues promptly.

#### 4. Sentiment Analysis:

* A word cloud generated from a random sample of 50 reviews shows frequently mentioned terms like "good", "app", "need", "issue", and "feature". Positive words such as "good" and "feature" are prominent, but negative words like "issue" and "need" also appear significantly.

**Implications**: The sentiment analysis reveals that users appreciate certain features but also highlight issues that need addressing. By focusing on resolving these issues while enhancing valued features, developers can significantly improve user satisfaction and app ratings.

### Commentary

The data reveals a complex user experience with Instagram Threads. The average rating is slightly above average, indicating a generally positive reception. However, the high frequency of both 5-star and 1-star ratings shows that user experiences vary widely.

Google Play users generally give higher ratings than App Store users, suggesting platform-specific differences in user satisfaction. These differences could be due to various factors such as platform stability, user interface, or app performance on different devices.

The spikes in review activity on certain dates provide valuable insights into user engagement. These periods of high activity can be analyzed to understand the impact of specific updates or marketing campaigns. This information can guide future strategies to enhance user experience and engagement.

The sentiment analysis underscores the importance of addressing user-reported issues. By focusing on critical feedback and improving app features, developers can create a more balanced and satisfying user experience.

### Conclusion

The InstagramThreads\_Reviews-Data.csv dataset offers valuable insights into user experiences across two major platforms. While there are positive aspects appreciated by users, significant issues need to be addressed to balance the polarized ratings. By focusing on user feedback, analyzing trends over time, and improving app features, developers can enhance user satisfaction and app performance.

### Appendix

#### Figures and Tables:

1. **Mean Rating by Platform**:
   * Google Play: 3.45
   * App Store: 2.81
2. **Rating Distribution**:
   * Bimodal distribution with peaks at 1-star and 5-star ratings.
3. **Number of Reviews Over Time**:
   * Peaks in review activity on certain dates.
4. **Word Cloud of Review Descriptions**:
   * Highlights frequently mentioned terms such as "good", "app", "need", "issue", "feature".

These figures provide visual representations of the key trends and support the insights discussed in the analysis.

It provides clear insights into user satisfaction across different platforms, highlights areas needing improvement, and identifies periods of high user engagement. This information helps in making data-driven decisions to enhance app features, address user concerns, and optimize marketing strategies, ultimately leading to improved user experience and increased app adoption. it provides clear insights into user satisfaction across different platforms, highlights areas needing improvement, and identifies periods of high user engagement. This information helps in making data-driven decisions to enhance app features, address user concerns, and optimize marketing strategies, ultimately leading to improved user experience and increased app adoption.