The Goal of this Project

This dataset is used in Mobile Apps Analytics to understand the top trending iOS applications and the cause of the apps' popularity and it also gives insights about the app such as users ratings, number of supported languages, … etc. The aim of the project is to predict whether the application is free of not free based on all the features in the dataset, and to explore and investigate the data.

Decision Makers

1. Startup Studio

I specified a scenario where two potential customers reached a startup studio. The startup studio is an institute that helps startup projects reach their goals and launch their businesses.

The first potential customer was a startup project interested in developing a gaming application and they want to launch it using the Apple App Store, the second potential customer was also a startup project, but they specialize in the Health sector and they want to launch a health education application on the Apple App store.

Both startup project are great potential business ideas, and both are in the market research phase of their project, but the startup studio doesn't have enough time and resources to work with both customers and they are also interested in customers that will bring value to the startup studio and customers with a better market, hence I will provide the startup studio with a dashboard using the dataset I obtained to help them decide on which customer to work with.

To summarize our decision makers is the startup studio and they will choose which startup project to work with, either The "game development startup project" or the "health education startup project".

2. Software Company

Another scenario is a software company that has applications launched on another application store (Google Play), but they are interested in launching their products on the Apple App Store.

The company has 3 Applications in the field of Sports, Shopping and Music and they want to understand more about the applications on the Apple App Store and how the users behave in terms of rating the applications as Ill as the average size of the applications on the Apple store. This information is important to the company since they want to know how the users will rate their applications and they also want to know the predicted size of their applications before launching it.

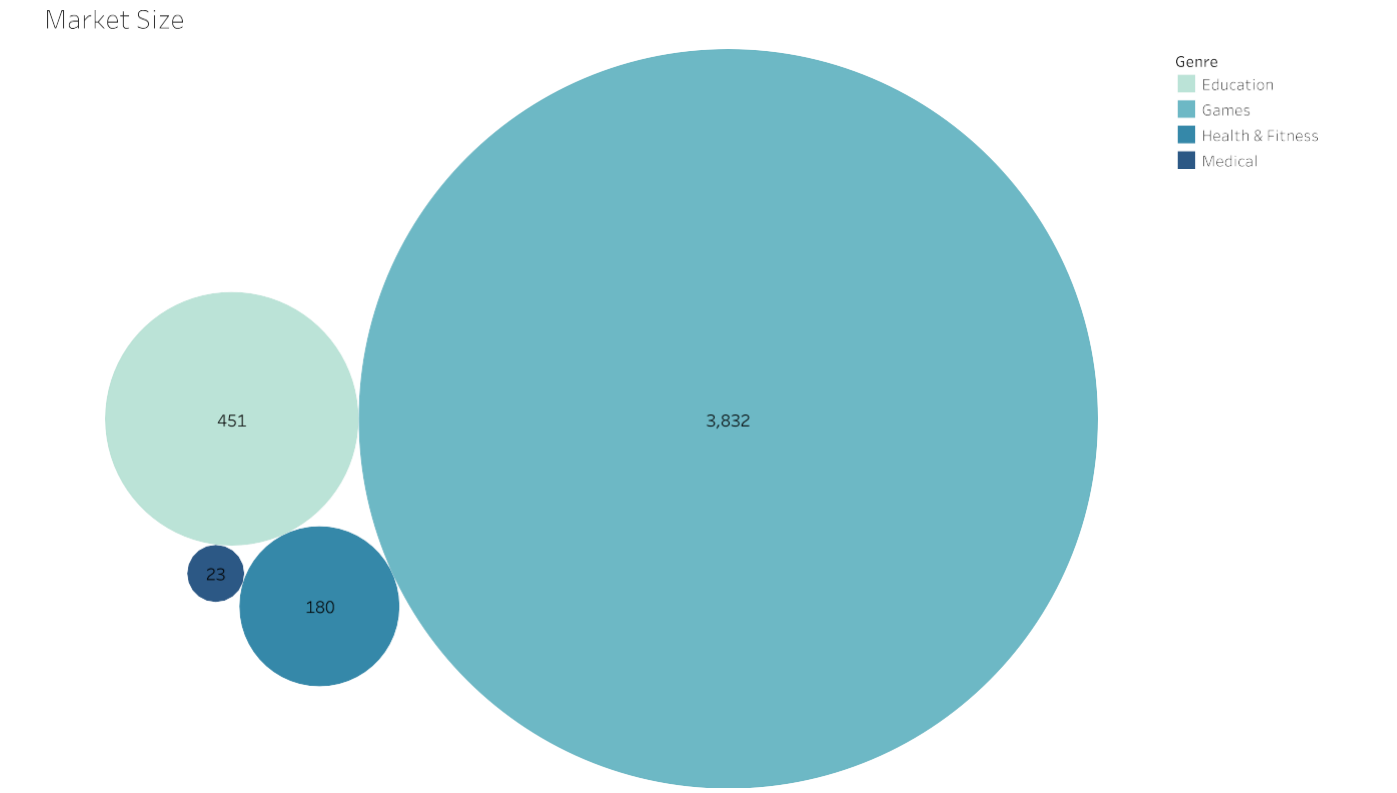
Other things the company is interested in:

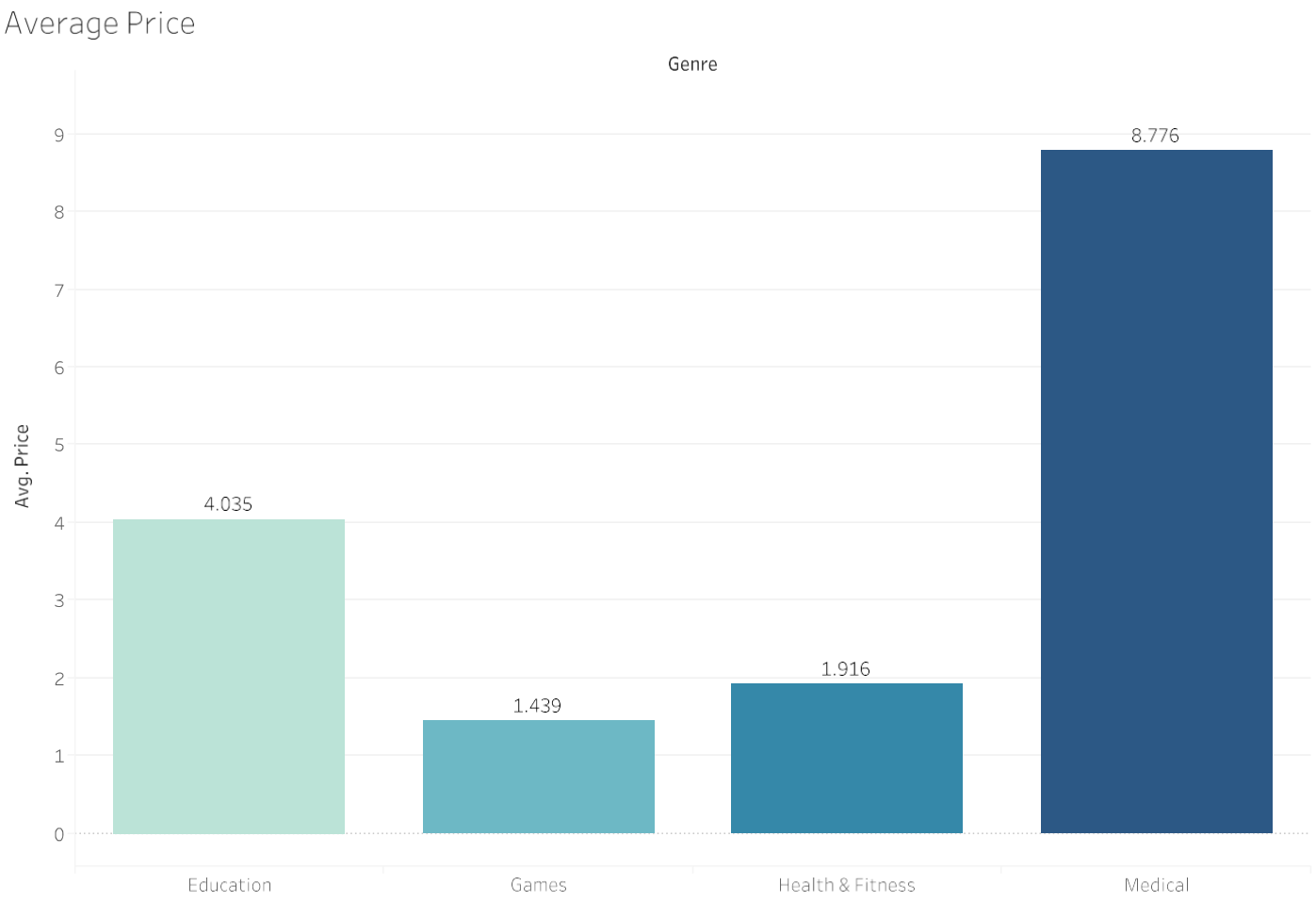
1. Specifying KPIs to indicate how successful would their launch on the apple app store be.
2. What application are they likely to launch first?

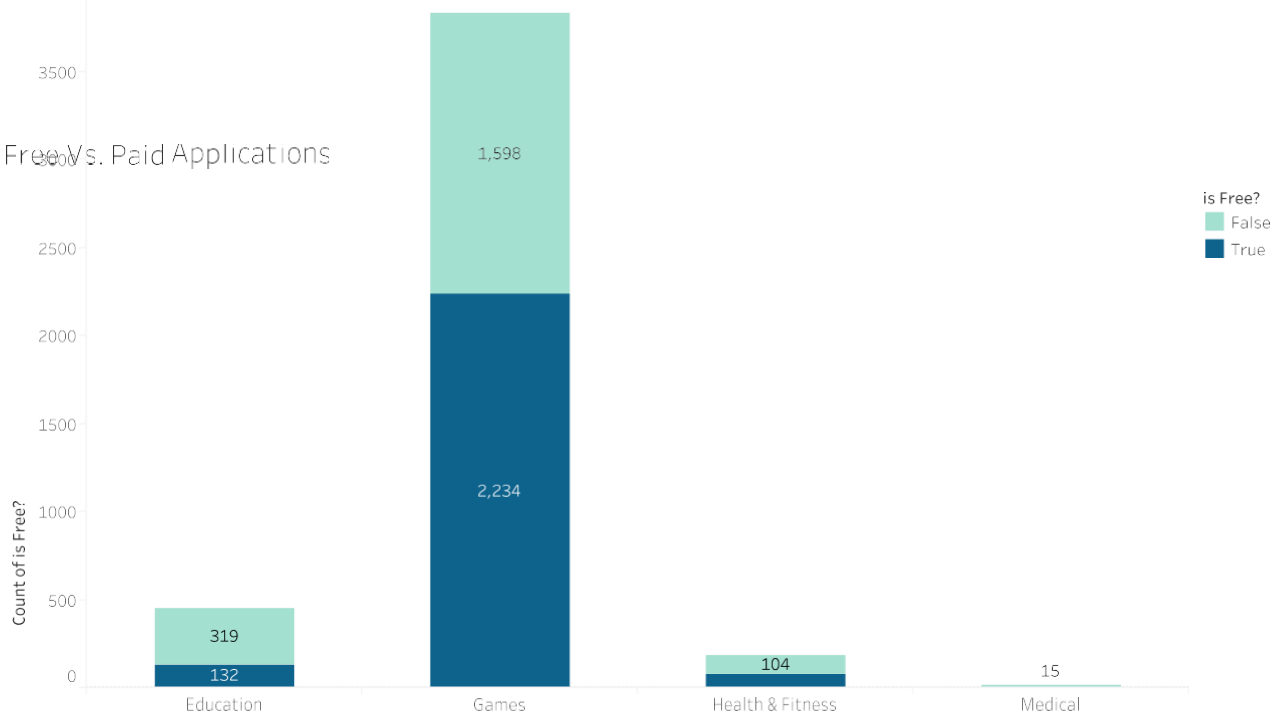
So, I will provide the software company with a dashboard that will help them decide on launching the applications on Apple App Store or remaining on their current application store (Google Play). The dashboard also gives the company an insight on the Applications' environment on the Apple App store.

Plots

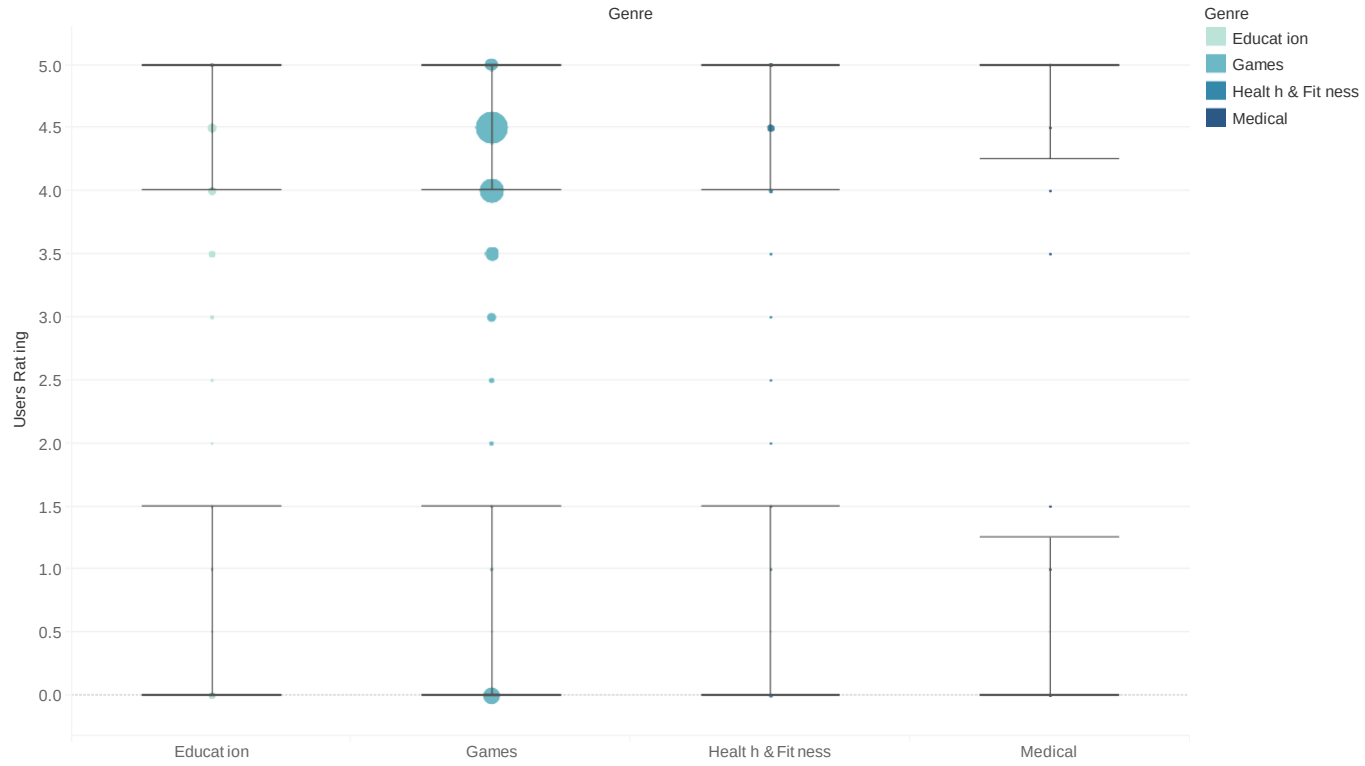
1. Startup Studio Dashboard



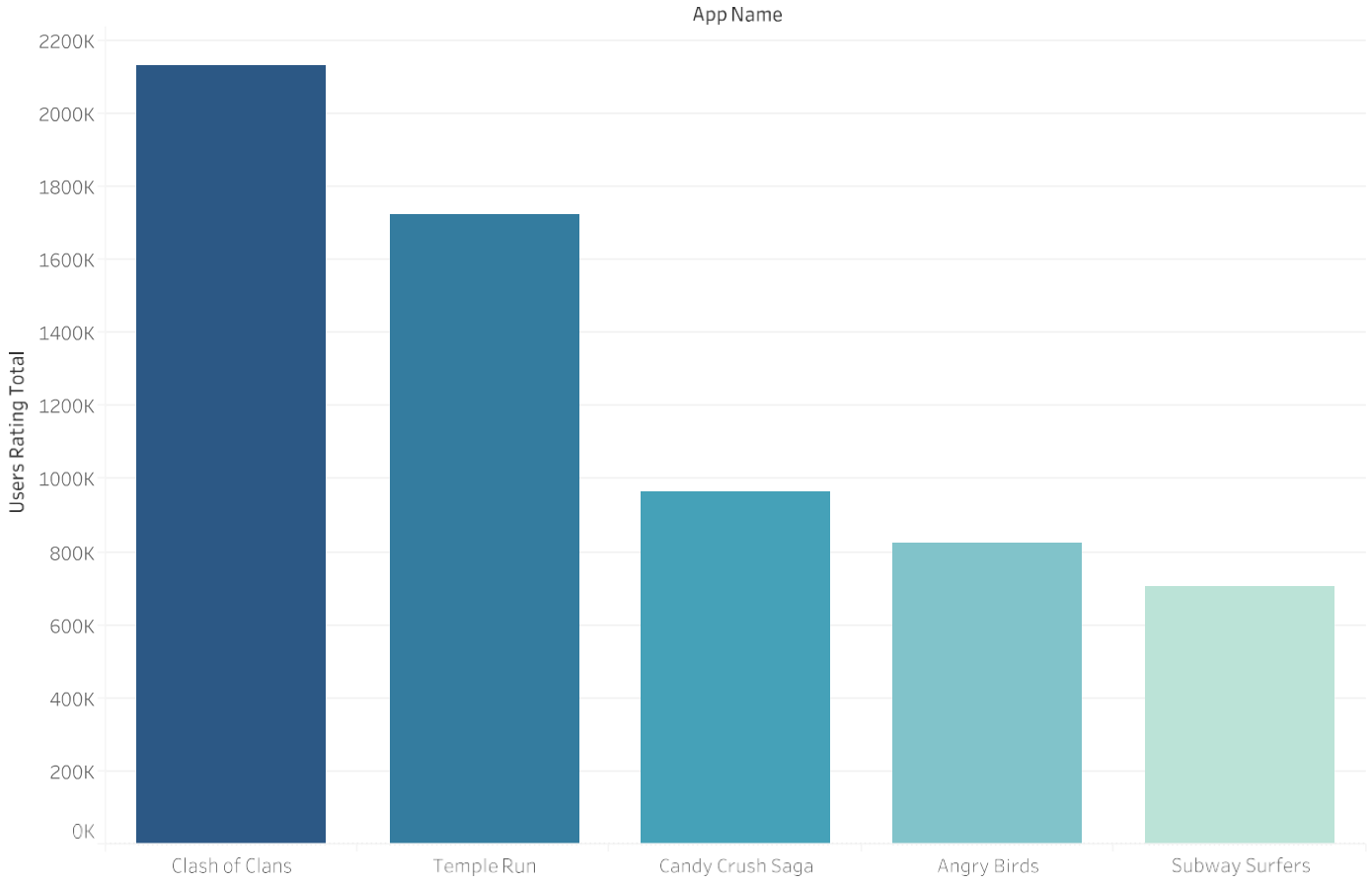




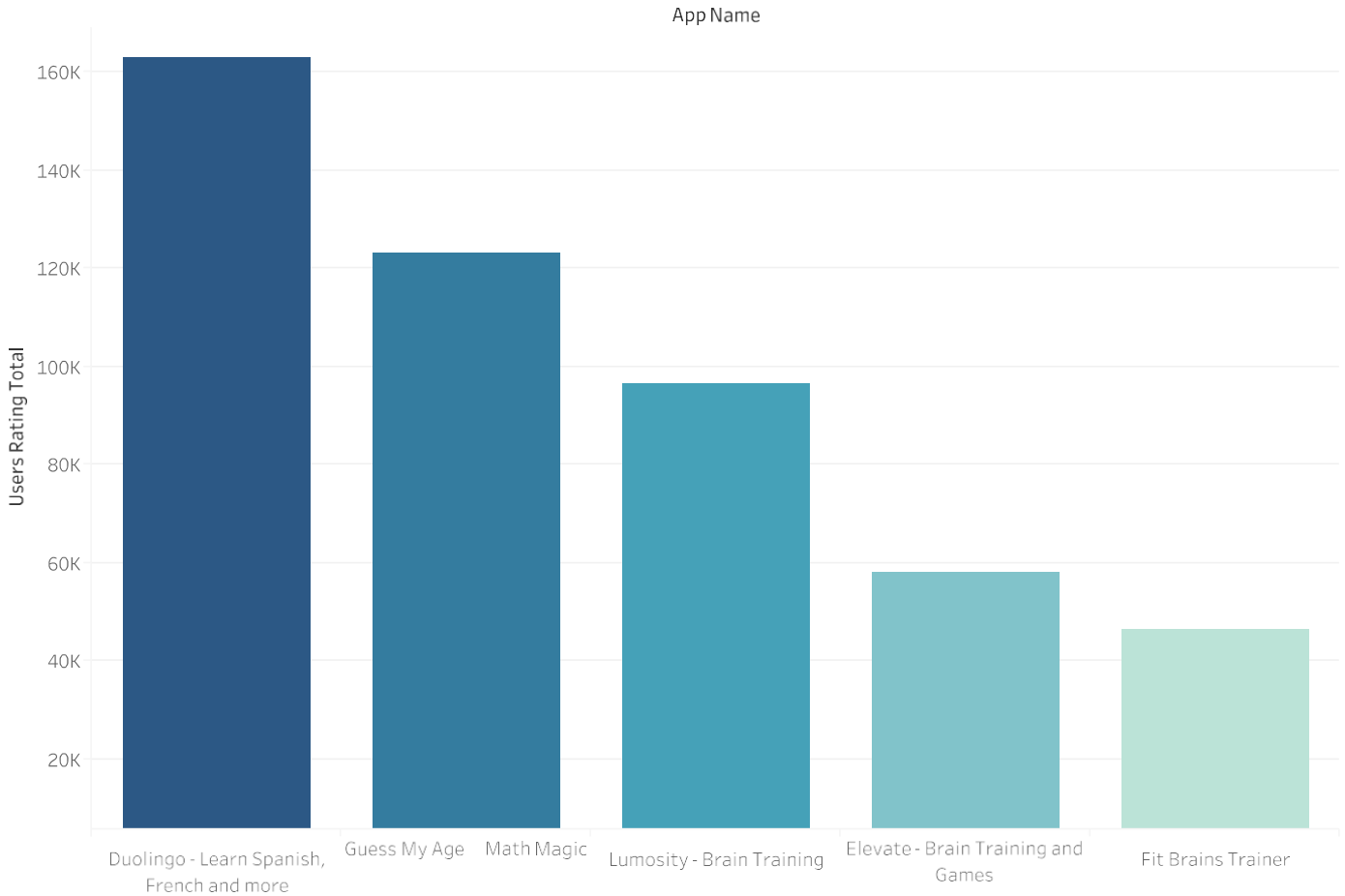
Applicat ions Rat ing Dist r ibut ion



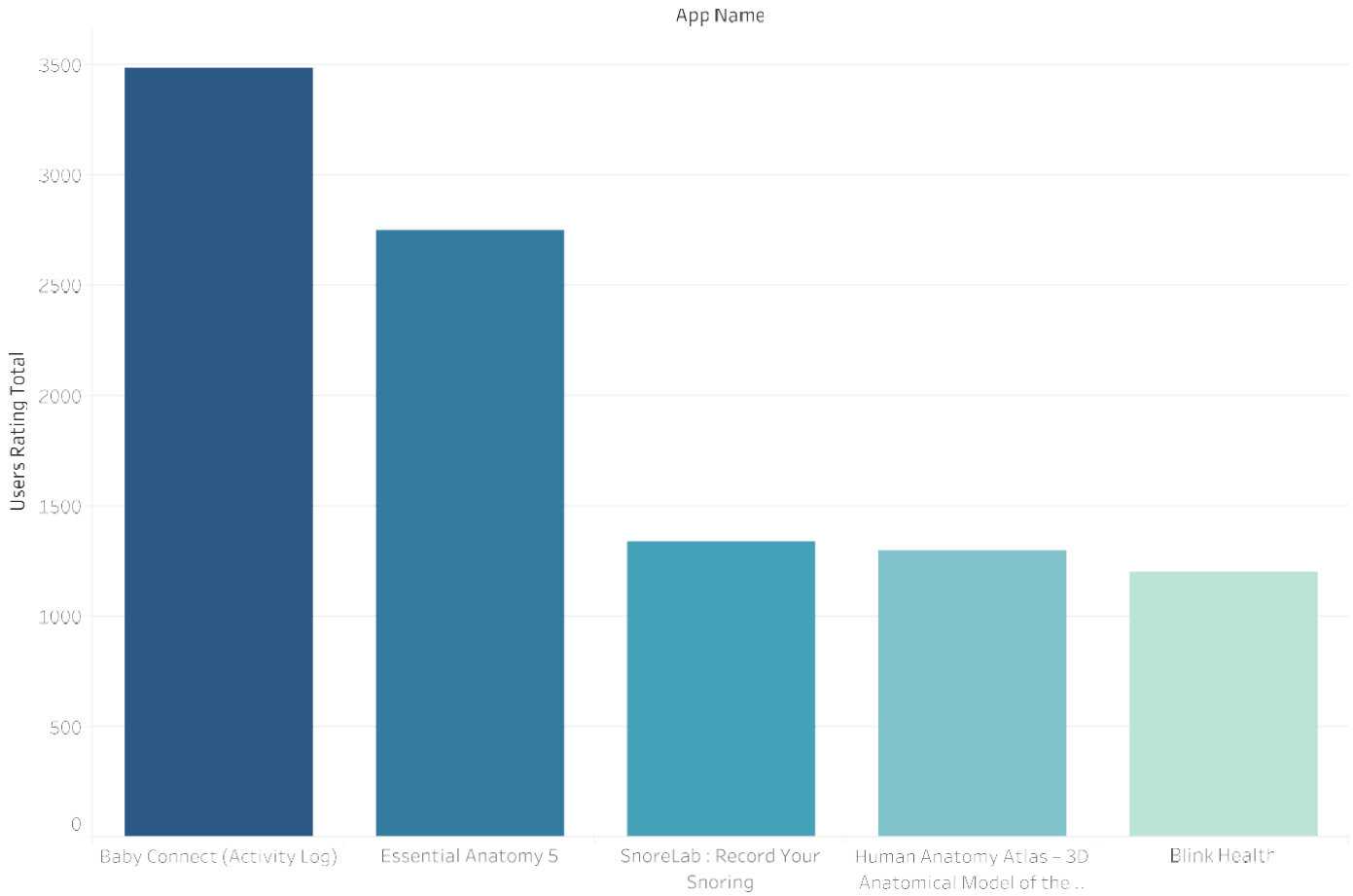
Top 5 Game Applications



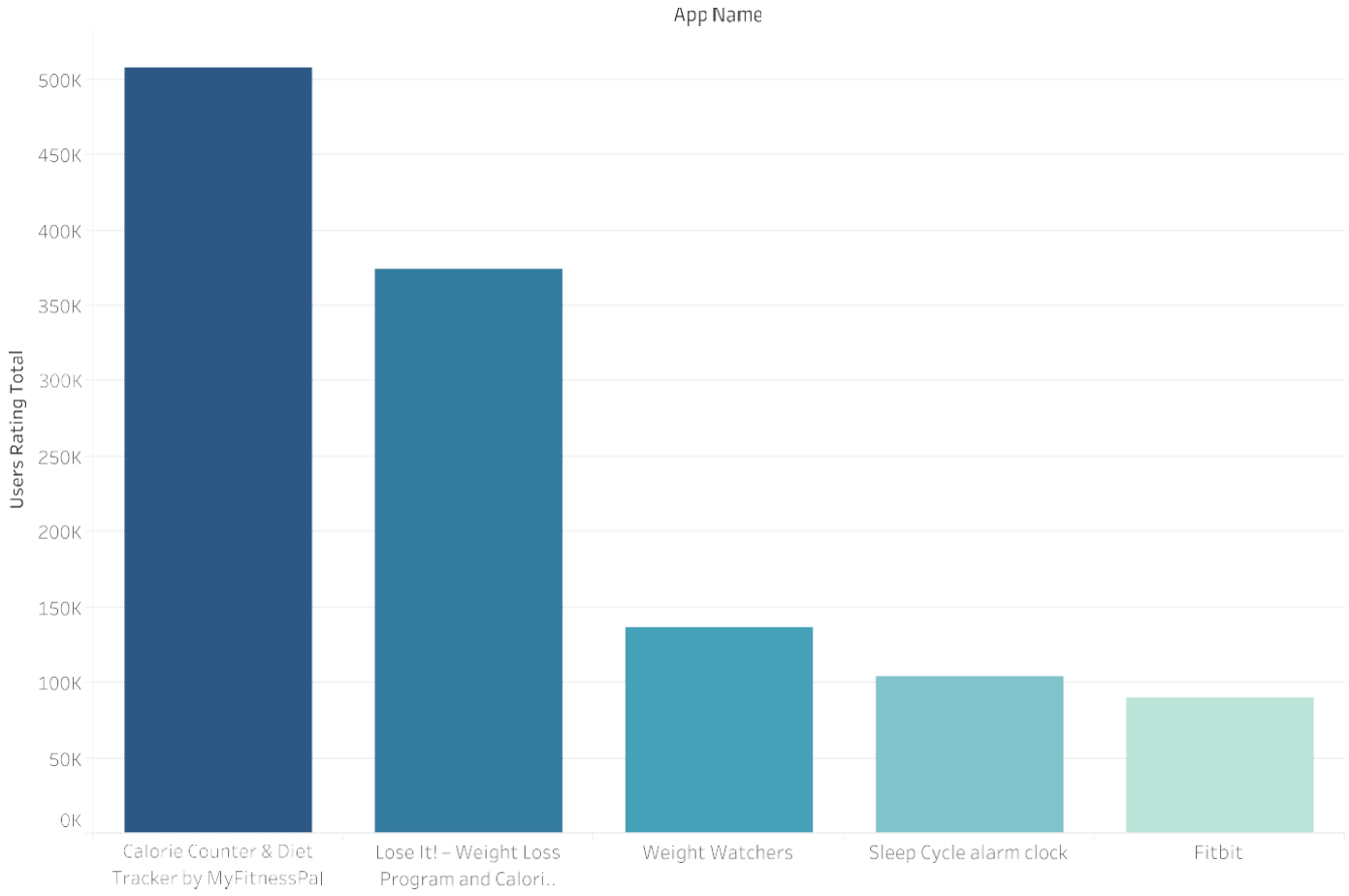
Top 5 Education Applications



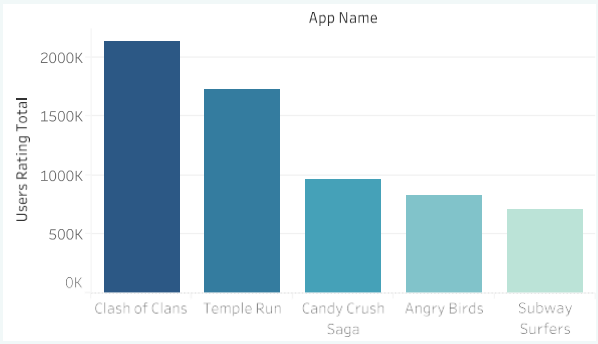
Top 5 Medical Applications



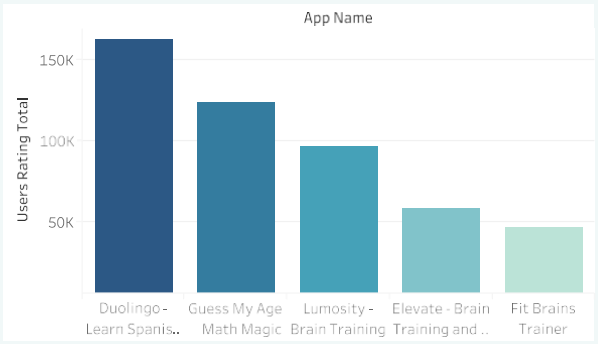
Top 5 Health & Fittnes Applications



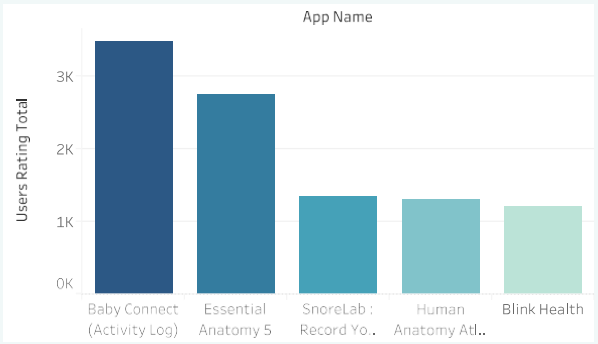
Top 5 Game Applications



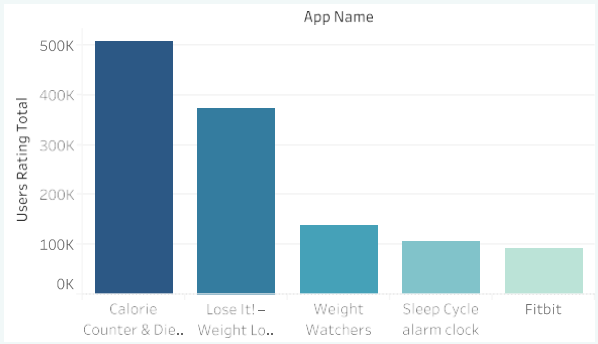
Top 5 Education Applications



Top 5 Medical Applications

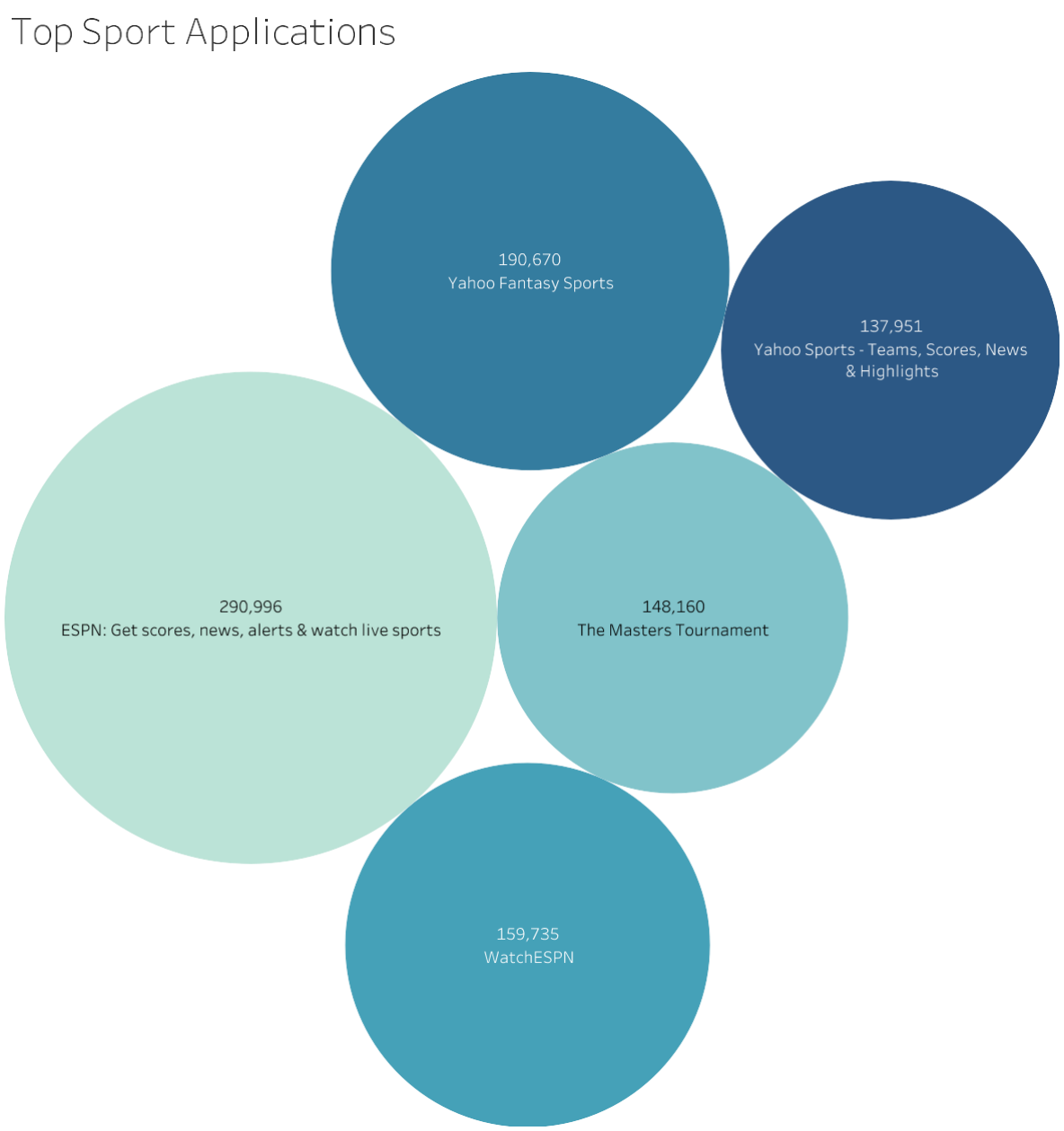


Top 5 Health & Fittnes Applications

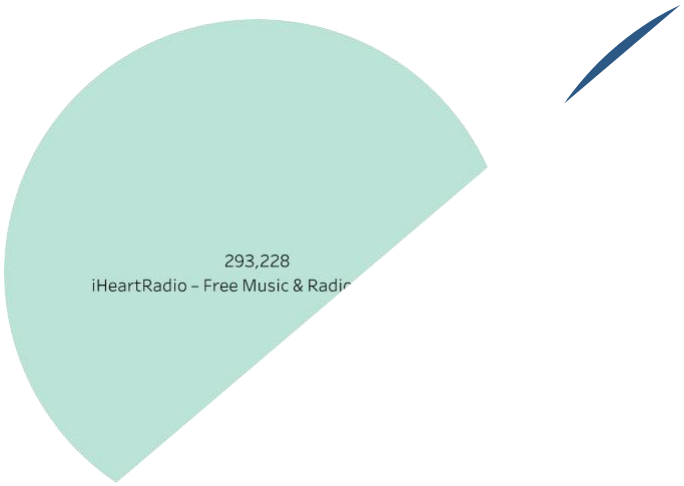


< Back

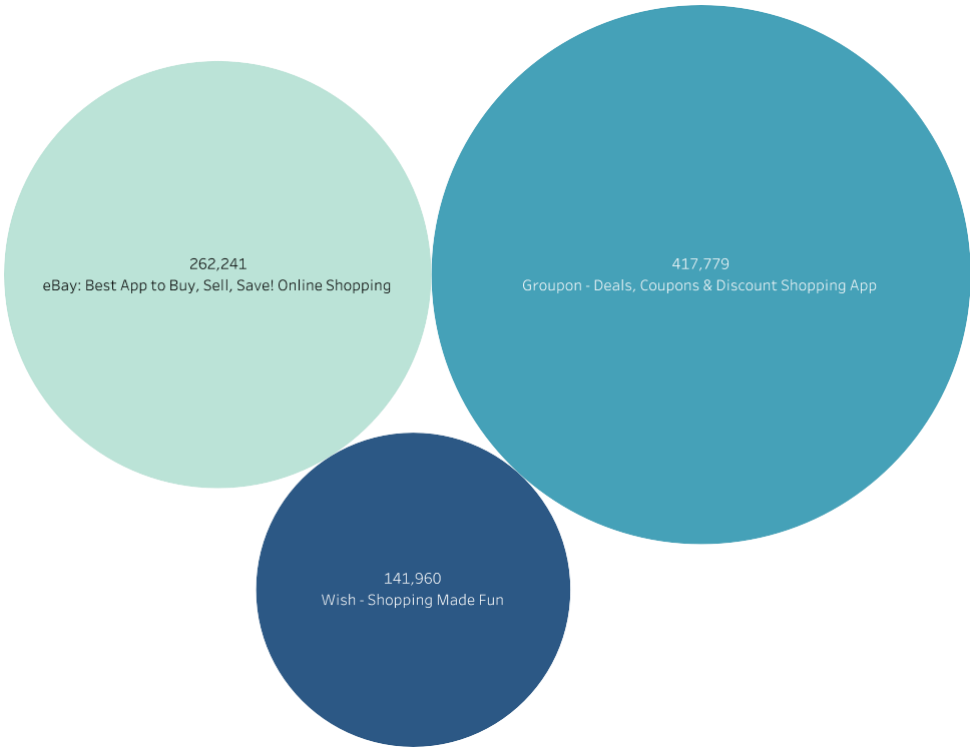
2. Software Company Dashboard



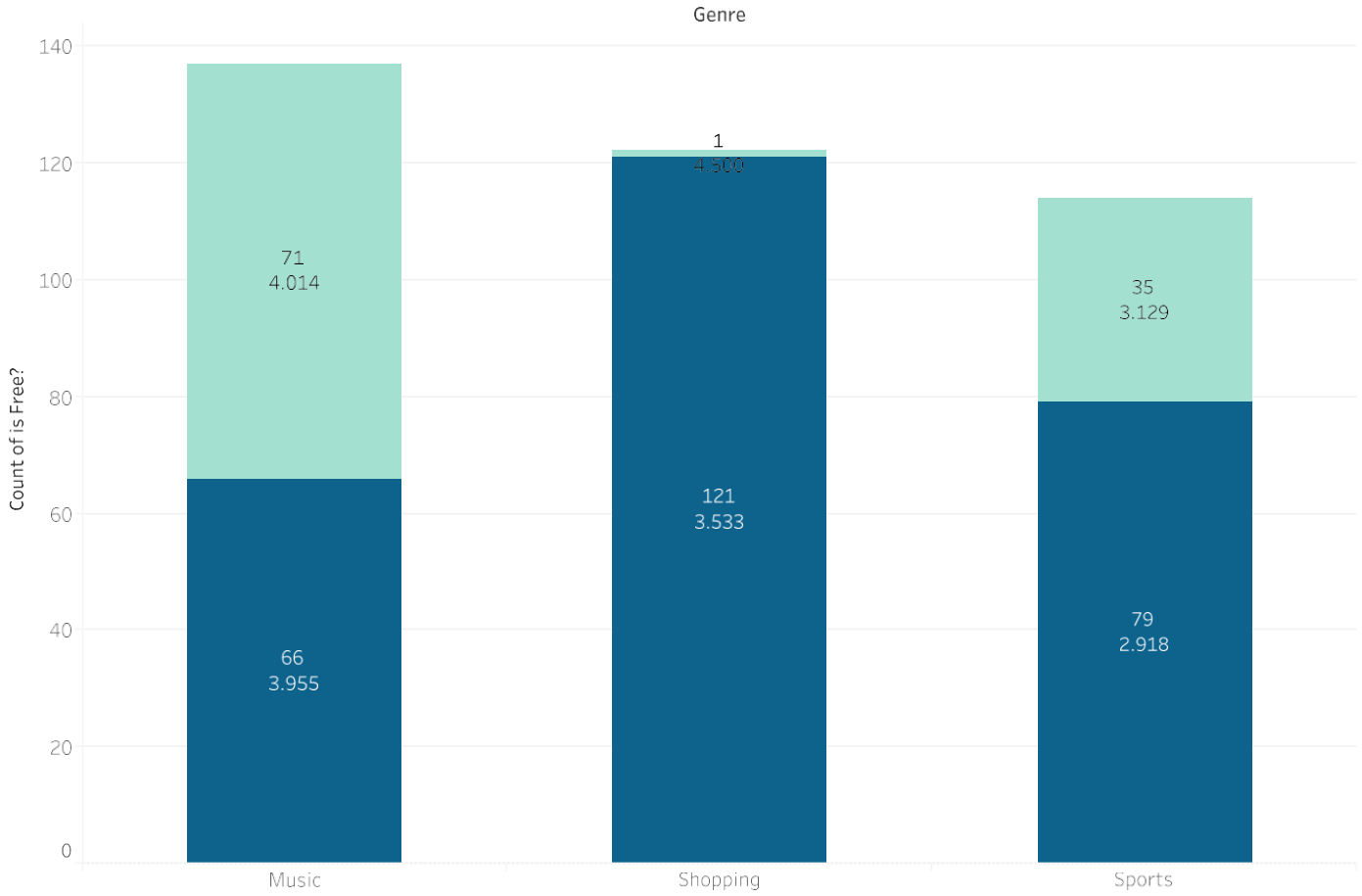
Top Music Applications



Top Shopping Applications



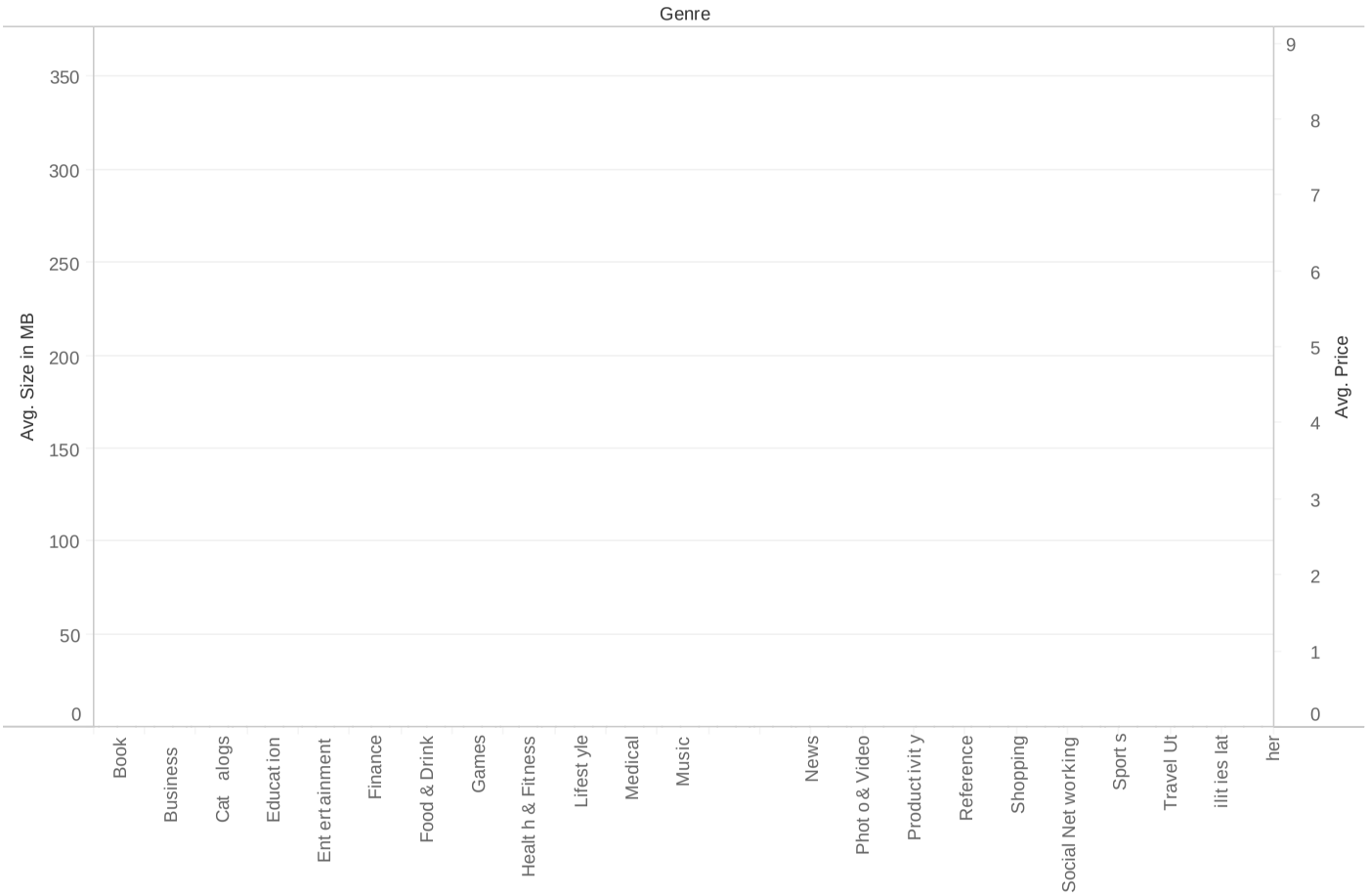
Free Vs. Paid Applications



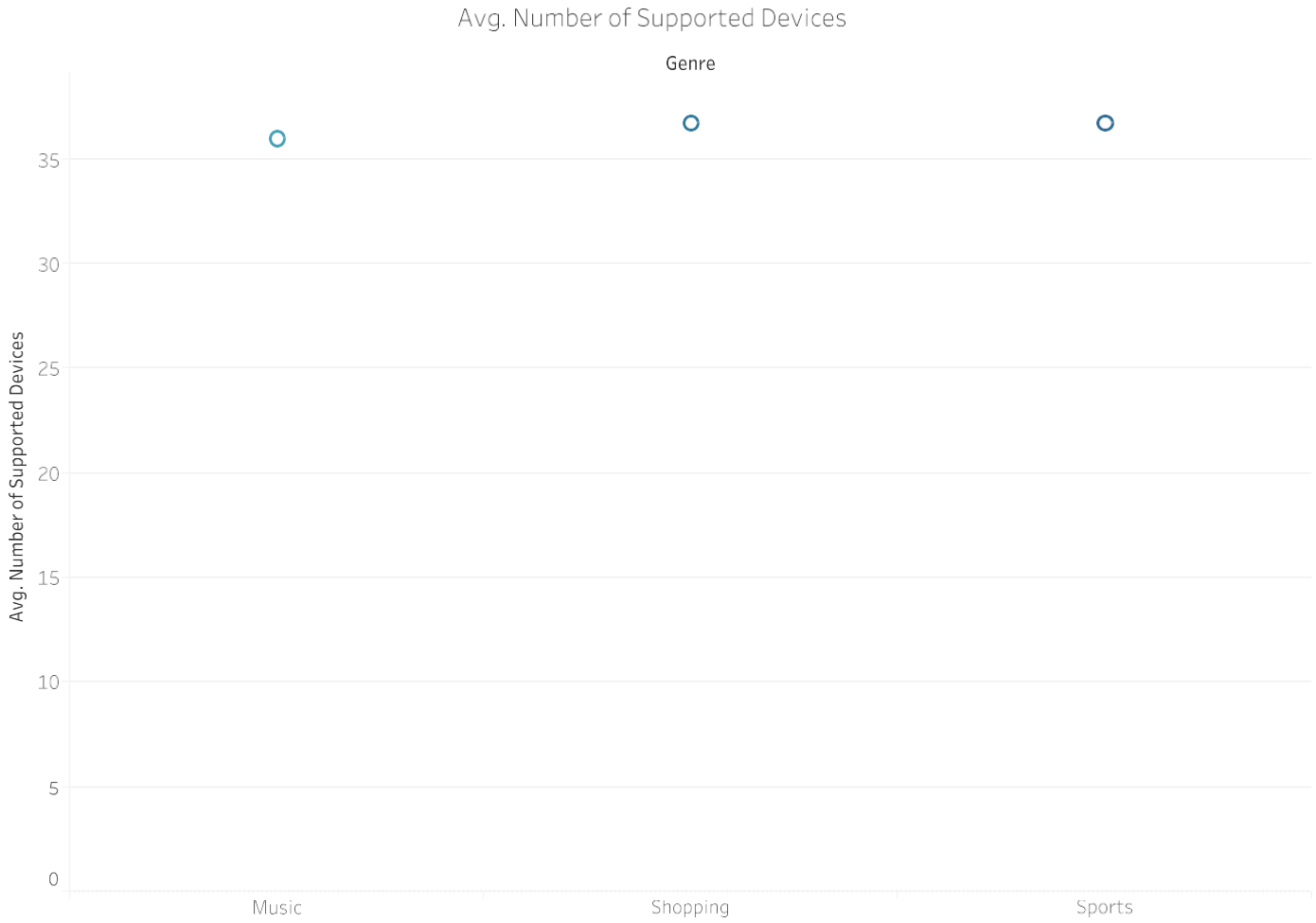
Average Application Size in MB

Genre	
Music	104.63
Shopping	89.02
Sports	75.22

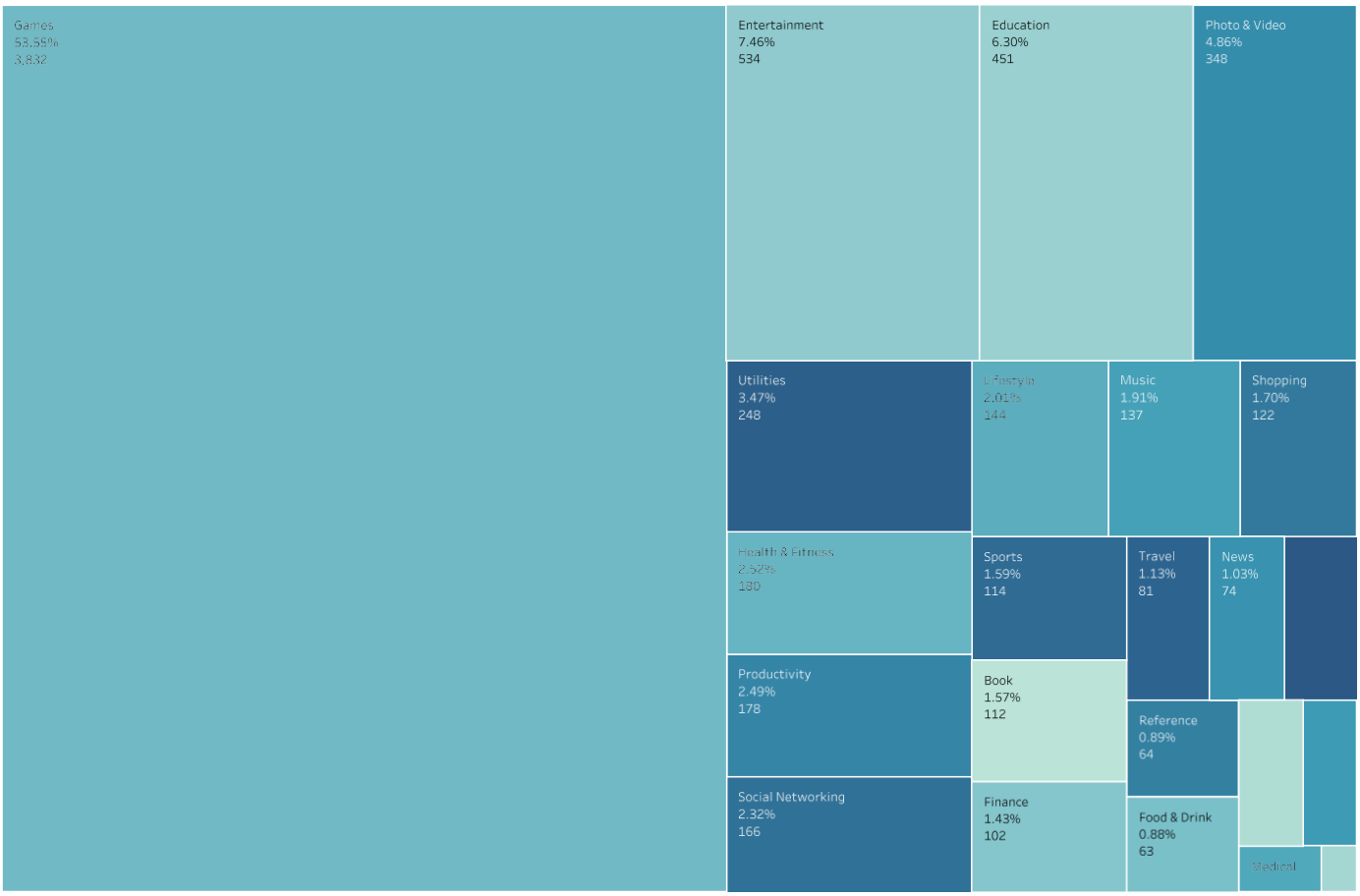
Comparison Between Application (Avg. Size) vs. (Avg. Price)



Avg. Number of Appliaction Screenshots

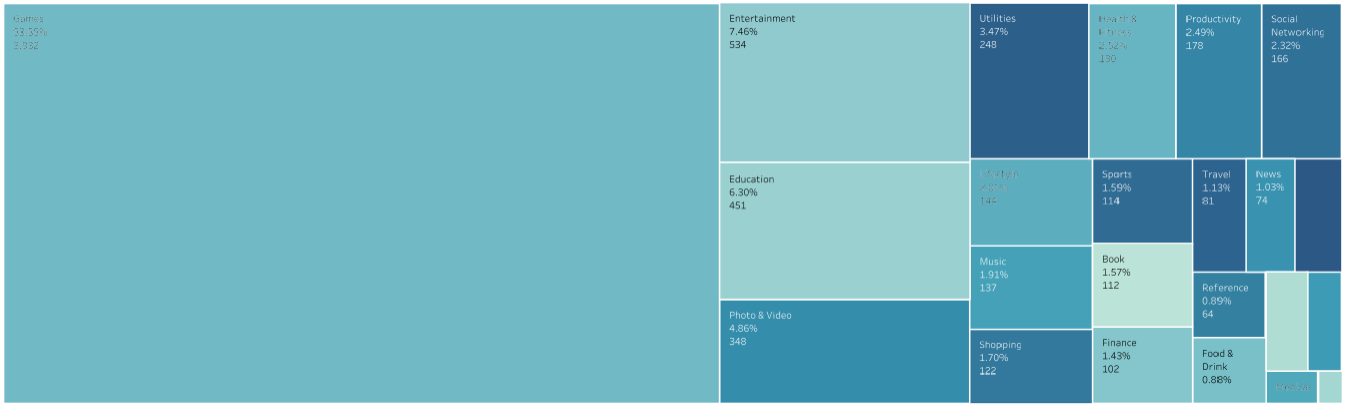

Avg. Number of Supported Devices
Genre
Avg. Number of Supported Devices
35
30
25
20
15
10
5
0
Music
Shopping
Sports

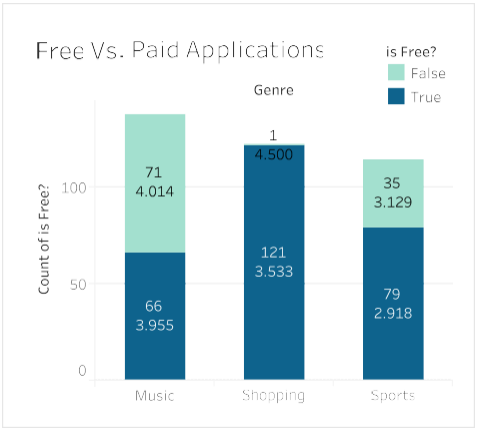
Market Size

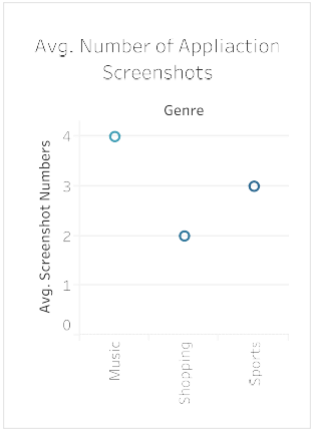

Games
53.55%
3,832
Entertainment
7.46%
534
Education
6.30%
451
Photo & Video
4.86%
348
Utilities
3.47%
248
Lifestyle
2.01%
144
Music
1.91%
137
Shopping
1.70%
122
Health & Fitness
2.52%
180
Sports
1.59%
114
Travel
1.13%
81
News
1.03%
74
Productivity
2.49%
178
Book
1.57%
112
Reference
0.89%
64
Social Networking
2.32%
166
Finance
1.43%
102
Food & Drink
0.88%
63
Medical

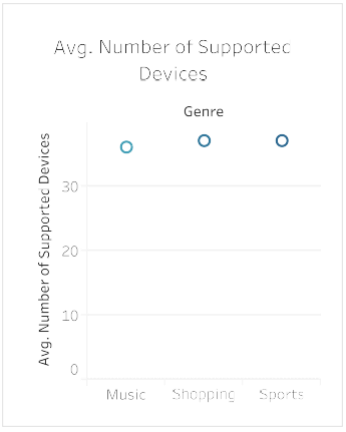
Software Company Dashboard

Market Size





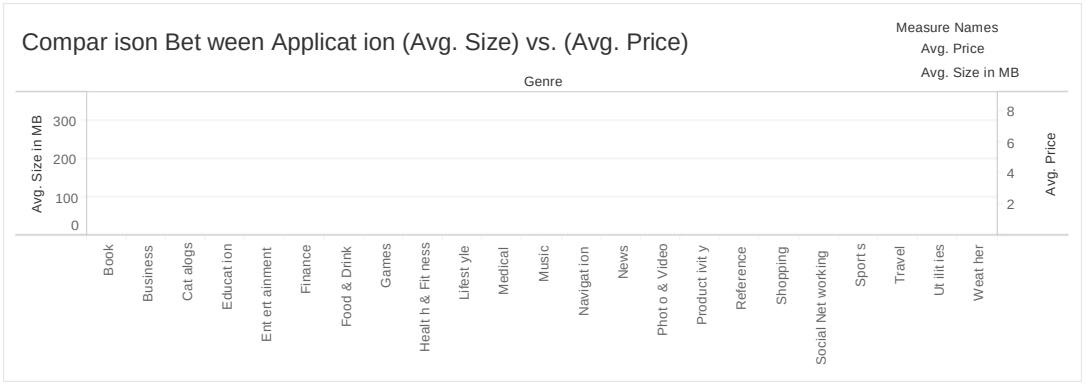




Genre
Music
Shopping
Sports

Next

Soft ware Company Dashboard Cont .

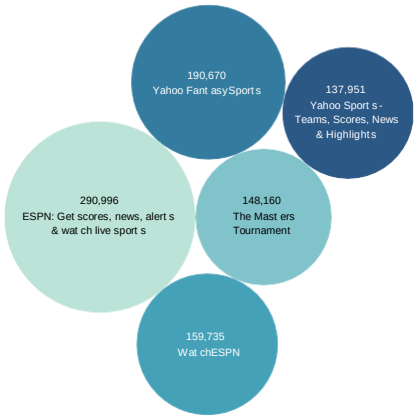


Navigation

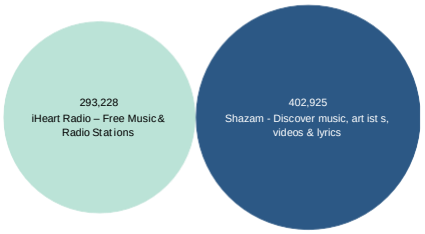
Average Applicat ion Size in MB

Genre	
Music	104.63
Shopping	89.02
Sport s	75.22

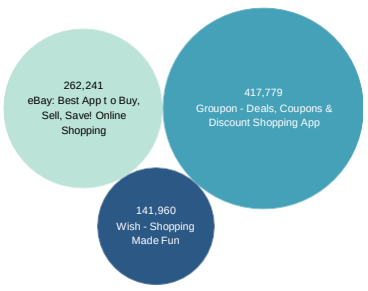
Top Sport Applicat ions



Top Music Applicat ions



Top Shopping Applicat ions



Summary

I presented two stories that visualize the plots for each decision maker to help them understand the data more and give them helpful insights to choose the suitable decision.

For the first story (Startup Studio Story), I started by presenting a graph that shows the market size of the applications in the Apple App Store dataset for the genres related to the decision makers interest which are (Educations, Games, Health & Fitness and Medical), then I presented a plot that shows the ratio of free and paid applications. After that I shoId a plot that highlights the average price for application in each category then I visualized the distribution for each genre of application based on the user rating, I hoped that this will help the decision maker understand more about what type of application the users engage with more. Lastly, I displayed four graphs that shoId the top 5 applications in the App Store data for each genre.

As for the second story (Software Company Story), I began by showing the market size of all genres of applications, then I displayed a dual bar graph that shows the number of paid or free applications as Ill as the total rating number for each genre. The Software Company decision makers are interested in three genres (Shopping, Music and Sport) so all the graphs presented take this into account. Next, I presented a point graph that shows the average number of screenshots following by a point graph that shows the average number of supported devices. After that I plotted a graph that illustrated the values of the average size of applications in MB as Ill as the average price of applications, I folloId that graph with a simple table that summarizes the average number of application size in MB for each category of interest. Lastly, I shoId the top applications in each category as Ill as their total rating numbers in circle graph.