# iOS and Android Ratings Reporting

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The app's rating is always an indicator for your customer if this app is worth downloading or purchasing. On the Alchemer Digital dashboard, you can glance at ratings from App Store and Google Play to see if your customers like your application, as the individual rating your app receives contributes to its overall store rating.

iOS Ratings

Good ratings indicate if your app provides value to your customers as well as signals to the new users if it's worth spending time using it. In Alchemer Digital, your app ratings are kept up to date and synced with the iOS store, so you can see the same numbers your prospects are viewing.
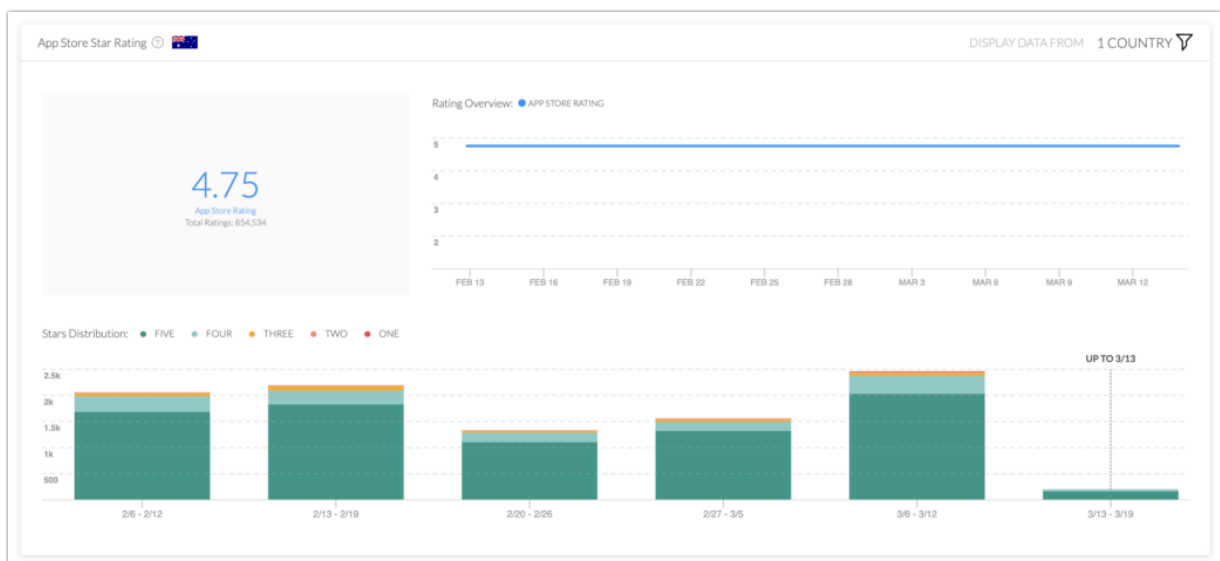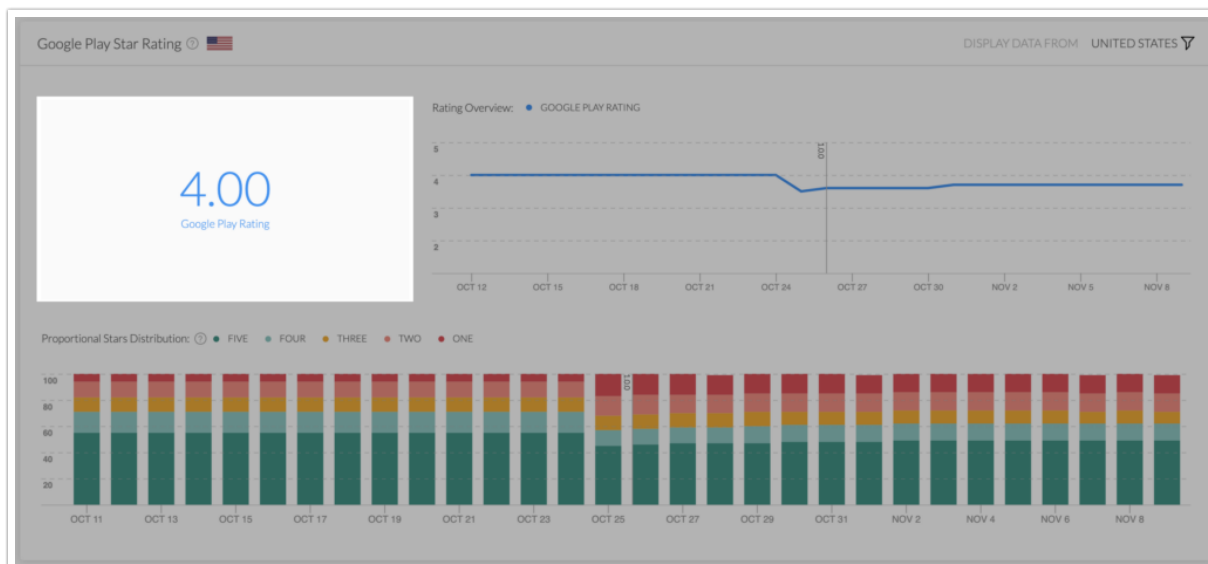

On Alchemer Digital dashboard in your iOS application you will find Star Rating section with:

- **App Store Rating** – the most recent score of the app for the country; it is shown to users on Apple Store.
- **Rating Overview** – app rating for time period. Select any other date on AppHealth page to see how you app rating changes over time.
- **Total Ratings** – number of ratings app received in its lifetime for a specific country.
- **Stars Distribution** – raw number of 1-5 stars given to your app for each week.

Note: The default view on the iOS dashboard shows the average data for all countries. All of your ratings are updated nightly. If the appropriate data is available, you can filter your results by country by selecting the filter icon in the top right corner of the overview.

Android Ratings

Ratings are significantly important as consumers consider star ratings to be an essential part of their evaluation of a new app: they check ratings and reviews before downloading, updating an app, or before making an in-app transaction.

On the Alchemer Digital dashboard in an Android application you will find Star Rating section with:

- **Google Play Rating** – the new rating introduced by Google; it is calculated based on most recent ratings and shown to users on Google Play Store.
- **Google Play Rating Overview** – app rating for time period. Select any other date on AppHealth page to see how you app rating changes over time.
- **Proportional Stars Distribution** – proportion of 1-5 stars based on most recent ratings; introduced by Google in Q4 2019. Note: we are showing proportional stars data starting from October 2022.

Note: The default view on the Android dashboard is based on language and can be segmented based on US English as the default filter. All of your ratings are updated nightly. If the appropriate data is available, you can see other international languages grouped in the other segment.

Google Play Rating Changes

In Q4 of 2019, Google Play began using a weighted algorithm to determine the overall rating for apps. As Google stated at the time, "instead of a lifetime cumulative value" for ratings, as was previously used, "your Google Play Store rating will be recalculated to give more weight to your most recent ratings". Since Q4 2019 current store rating on your Alchemer Digital dashboard are also updated and reflect this change.

Because Google is now weighing recent ratings more heavily than historical ratings, if an app receives more one-star reviews in the current week and Google drops the apps rating, they will send through the ratings data that supports that score instead of the actual count of reviews coming through. If an app's rating drops due to the algorithm, Google may need to over-represent the current number of low ratings in order to match the score they've given.
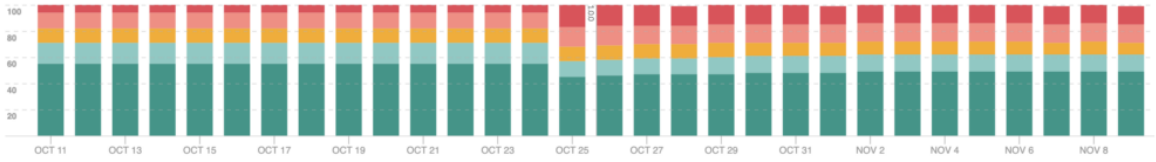
Proportional Stars Distribution Now Google star ratings are represented in proportional numbers that influence the way Alchemer Digital reports it on the Android dashboard. Google gives this brief explanation on the Play Store policy: "Play Store ratings for apps, and the corresponding bar graphs showing the *proportional* number of 1, 2, 3, 4 and 5 star reviews, are *calculated based on the app's current quality ratings* from user reviews, *rather than the lifetime average value* of user reviews, unless the app has very few ratings. This gives users more insight into the app, and a better understanding of its current state, since apps can change over time, and often add and remove features".

Stars reporting is showing the percent of the given stars per day which in sum will form 100%. You will see the trend of 1-5 stars on your dashboard, though the raw numbers will not be visible.

Google Play Star Rating ⓘ 🇺🇸

4.00
Google Play Rating

Rating Overview: ● GOOGLE PLAY RATING

Proportional Stars Distribution: ⓘ ● FIVE ● FOUR ● THREE ● TWO ● ONE

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