**Mobile Apps Play-store Data Analysis**

Problem & background

The goal of this data analysis study is to learn more about potential business strategies and mobile app development. We strive to understand app availability, usefulness, and users' expectations by analyzing historical data from the Google Play store, offering useful information for business decision-making.

Solution

* The most of the People are using **above 4.1 Android Version** in their mobile phones.
* List of the Categories are as follows: -
* **Family, Game, Tools, Medical, Business, Productivity, Personalization, Communication, Sports, Lifestyle, Finance, Health\_and\_Fitness, Photography, social, News\_and\_magazines, Shopping, Travel\_and\_local, Dating, Books\_and\_reference, video\_playerseducation, entertainment, Maps\_and\_home, auto\_and\_vheicles, Libraries\_and\_demo, Weather, Art\_and\_design, Events, Parenting, Comics, Beauty**
* Most installed category mobile app is GAME.
* Total numbers of categories are **33**.
* It was discovered after data analysis that **274** apps in all had ratings of **5** stars.

Methodology & Project scope

* This project's main goal is to make the calculation and understanding of the results simpler. Data from different tables must be combined into one Excel spreadsheet and formatted appropriately.
* The dataset will next be analysed for flow patterns, correlations between variables, and further insights. In order to simplify additional data analysis, we will create new Excel worksheets within the same file utilising pivot tables and a variety of Excel functions.
* We will use pivot charts to produce an easily understood visual representation of the advised analysis. These graphs will provide information about the apps like daily basis used and the number of installations.
* In the end, we'll produce a dashboard that provides all the suggested analysis in a simple to understand manner. The dashboard will give users a thorough overview of the data and allow them to base their judgements on the analysis's key findings.

Goals & KPIs

* Which is the most used Android version?
* Which all categories of mob apps are existing from this dataset?
* Which is the most installed category of mob app from this dataset?
* How many total categories are there?
* Which apps have got 5-star ratings
* Which are the top 10 mob apps based on ratings

Concepts Used & Formula’s

* Count, Average, Pivot table, VLOOKUP, Max, Min, Charts, Graphs, filter etc.

Conclusion

The project aims to create a clear and accurate dataset by. Pivot tables are utilized to extract insights for informed mobile app business approaches. The goal is to provide valuable information for decision-making in the industry.

Project owner

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