Capstone Project Submission

Team Member's Name, Email and Contribution:
NAME – GAURAV BISHT (INDIVIDUAL PROJECT)   EMAIL – 09gauravbisht@gmail.com   I'VE DONE THIS PROJECT SOLO, AS IT WAS VERY CHALLENGING FOR ME, AS I HAD NO IDEA, IT WAS ALL NEW FOR ME BUT SOMEHOW I MANAGED TO DO IT NICELY & I'M QUIET HAPPY I DID IT.
Please paste the GitHub Repo link.
Github Link:- https://github.com/09gauravbisht/PlayStore-app-review-analysis-
drive link:- https://drive.google.com/drive/folders/18X-xIZWBGBFp5ewPrMVFmuNFSd8WeYjO?usp=sharing
Please write a short summary of your Capstone project and its components. Describe the problem statement, your approaches and your conclusions. (200-400 words)

Google play also branded as the google play store is a digital app which is run by google and is widely used by billions of people, downloading there favourite app according to their need, it's a app used for certified devices running over Andriod OS as well as Chrome OS, over 3+ million apps are there in play store, The total revenue of the platform is over $11.2 billion (82,000 crores) in 2019.

Here i've done a comprehensive analysis of the Android app market by comparing over ten thousand apps in Google Playstore all across different categories. We'll look for different insights in the data to conceive strategies to operate and grasp info. The data for this project was taken from the Google Play Store website.

INSPECTED THE DATASET - Play Store Data.csv & User Review.csv

PROBLEM STATEMENT - Play store is a digital marketplace app which is used to download a variety of apps for andriod smartphones, as smartphones are increasing day by day and peoples need and requirement over apps is also increasing accordingly, also it's a very profitable & money making market for app developers.

As peoples demand changes with time and trend according to their need and comfort so developers need to know this thing too, like social, entertainment and games categories also are in hype. So it's always important to find out what type of app is required in market and what's trending as what people are downloading and liking the most before developing the app, Also it's important to keep in mind that how size, rating, type, price & review affect the sentiment of apps and user.

I was given two different dataset play store dataset & user review of apps, so here i imported various python inbuild libraries as – numpy & pandas then i imported libraries such as Matplotlib, seaborn & plotly to work on the dataset.

After that i removed null values, find and remove identical or duplicate data, removed duplicate rows also filling the missing values with mode & numerical values with median, fixing prize, size and other attributes. Then i Analyzed the data and used different statical graphs and also data visualizations methods to make it more presentable

After that i did my EDA & after doing a comprehensive analysis i came to few inferences & conclusions which are as follows –

 CONCLUSION - After analyzing and exploring the data we got to know that this dataset gives us so many intresting insights and useful info about the play store app & thus it will deliver useful info to the customers as well as will direct the developers to get new apps in market and to popularize the product. Also while using the visualization libraries i got to know about them alot as each library has it's own strength & weaknesses as MATPLOTLIB great for distribution analysis but low - level interface, SEABORN has simple & short code but it dosen't have wide varities as matplotlib now comes PLOTLY as it's very interactive, has versatile graphics & high - level interface. Bascially much better and revised version of matplotlib & seaborn.

Hence, this data set contains a large amount of data that can be used for various purposes. Currently, the this data set can be used for future developers and Google plays store team to glance at the google play store market and what categories of the apps should be made to keep google play store popular in the future. It can be used to improve business values and google play store in general.

SOME POINTS TO TALK ABOUT – Family & games app have the highest share ratio in play store app.

From the above dataset we got to know that over 92.1% app in play store are free & 7.86% are paid.

Most of apps which are built as social media or communication apps have highest reviews follwed by 'game' & 'family'

Top 5 categories in Google play store are - family, games, tools, business, medical.

The average rating in playstore is 4.25 & there are over 265 apps in the play store whose rating is 5.0

Most of the apps are low to mid range in size as compared to games where apps are slightly higher in size.

There is high positive corelationship between reviews and install which is 0.625.

The most reviewed apps are likely to be better rated in play store app.