

Capstone Project Submission

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Video Presentation	Individual
GitHub Repository link	
Github Link :- https://github.com/123-VARSHA/EDA-Capstone-Project	

Summary

Over a million apps for every category in the play store and still some apps somehow make their way to the top of downloads and reviews. Every android developer whether beginner or advanced, dreams of launching their apps on play store and getting shined. But beyond creating a good app there are many aspects one ignores when it comes to launching applications on play store because of which they lose a good amount of users. Even when you think of monetizing your application, the initial downloads and traffic play a major role for which you need to master the Search Engine Optimization(SEO).

Conclusion

As per our EDA, an ideal application on the google play store should obey the following properties/characteristics:

Reviews vs install: We have experienced from the seaborn heatmap that reviews on the google play store are highly correlated with the rate of installation. Reviews are given by users as per their experience with the application. So reviews on the application should be examined properly to get to know the performance of the application, whether it is catering to the need of users, From review, we will get an idea on which aspect to work on.

Family Category has the most number of applications available on the google play store, and very few apps are available for the category beauty and parenting. We can see the people does not relay on apps for parenting and beauty. And for the comics the category is very saturated.

Game category has the highest percentage of installs that is 20.93% around 21% and second highest is communication have 19.48% percentage installs. So people's are more likely to connect with the people by using apps. And for entertainment purpose they are relaying on game as well.

Most space consuming category bar plot gives us the idea that which category has the most variety of applications available, and which has low. The category which consumes high space inside the google play store, it means it has more number of applications than other categories. So we have to take a significant decision to decide category for our future applications.

Thank You!!