**GOOGLE PLAY STORE DATA ANALYSIS**

Participants

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**OUTCOMES**

Visualize User Interest Patterns: Use interactive charts like scatter plots or heatmaps to show how user interests vary across different categories and how this affects app performance and reviews.

Understand Market Trends: Create line plots or bar charts that display the changes in app performance and user engagement over time, allowing you to identify emerging trends and make informed market predictions.

Develop an Effective GUI: Design a clean and user-friendly graphical user interface (GUI) using Streamlit's components, such as sliders, buttons, and dropdown menus, to present data visualizations and enable easy data exploration for users.

Analyze App Performance: Use interactive tools to filter and sort data based on different parameters, allowing you to analyze app performance, user feedback, and market trends more effectively. Use line plots or area charts to represent app performance over specific time periods.

DATASET USED

Name: googleplaystore.csv

Link:

<https://www.kaggle.com/datasets/lava18/google-play-store-apps>

**TECHNOLOGIES/LIBRARIES/ML algorithm used**

NumPy: A fundamental package for scientific computing in Python, facilitating array operations and advanced mathematical functions, ideal for handling complex numerical data and calculations efficiently.

pandas: A powerful data analysis and manipulation library in Python, used for data preprocessing, cleaning, and analysis tasks, enabling easy and effective management of structured data.

Matplotlib: A popular plotting library in Python, essential for creating high-quality static and interactive visualizations, allowing users to represent data in the form of various charts, graphs, and plots.

Streamlit: An open-source app framework in Python, simplifying the creation of interactive web applications for data science projects, facilitating the easy deployment of data visualizations and models for effective communication and presentation of insights to stakeholders and end-users.

VIEW ON WEB

<https://app-play-store-analysis-tpd-project.streamlit.app/>