

Capstone Project Submission

Project Title: Play Store App Review Analysis

Instructions:

- i) Please fill in all the required information.
- ii) Avoid grammatical errors.

Team Member's Name, Email and Contribution:

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Contribution(individual) :

- **Defining Problem statement.**
- **Looking into the dataset.**
- **Performing Data cleaning.**
- **Removing Duplicates and Null Values.**
- **Performing Exploratory Data Analysis.**
- **Visualization.**
- **Summary and Conclusion**

Please paste the GitHub Repo link.

Github Link: <https://github.com/AZEEMAKHLAQ/Play-Store-App-Review-Data-Analysis-.git>

Please write a short summary of your Capstone project and its components. Describe the problem statement, your approaches and your conclusions. (200-400 words)

The Google Play Store Apps data analysis provides some useful insights regarding the trending of the apps in the play store. As per the graphs visualizations shown above, most of the trending apps (in terms of users' installs) are from the categories like Game, Communication, and Tool even though the amount of available apps from these categories are twice as much lesser than the category Family.

The demands of these apps are most probably due to their nature of being able to entertain or assist the user. Besides, it also shows a good trend where we can see that developers from these categories are focusing on the quality instead of the quantity of the apps as most of them are getting positive sentimental support from the users.

Major inferences of our analysis are as follows :

- The the top 5 apps installed by the user are: Facebook, Google Photos, Google+, Gmail, Google Street View.
- The top 5 apps most reviewed by the users are: Facebook, WhatsApp Messenger, Instagram, Messenger – Text and Video Chat for Free, Clash of Clans.
- The top 5 expensive apps available on the playstore are: I'm Rich - Trump Edition, I'm Rich/Eu sou Rico/أنا غني/我很有錢, I am Rich Plus, I am rich (Most expensive app), I Am Rich Premium.
- The 5 apps from the Finance category having the lowest rating are: CB Mobile Biz, Tech CU Card Manager, EY TaxChat, CB Mobile Access, Bitcoin BX Thailand PRO.
- The top 5 most installed apps in Game category are: Subway Surfers, Candy Crush Saga, My Talking Tom, Temple Run 2, Pou.

On the other hand, the charts shown above actually implies that most of the apps having good ratings of above 4.0 are mostly confirmed to have high amount of reviews and user installs. There are majority of apps which are available free around 92 % and only very few i.e. 8% are paid apps. Furthermore, most of the apps that are having high amount of reviews are from the categories of Social, Communication and Game like Facebook, WhatsApp Messenger, Instagram, Messenger – Text and Video Chat for Free, Clash of Clans etc.

Even though apps from the categories like Game, Social, Communication and Tool of having the highest amount of installs, rating and reviews are reflecting the current trend of Android users, they are not even appearing as category in the top 5 most expensive apps in the store (which are mostly from Finance and Lifestyle).

At the end, we can conclude that the current trend in the Android market are mostly from the categories which are either assisting, communicating or entertaining apps.