Capstone Project Submission

Instructions:

i) Please fill in all the required information.

ii) Avoid grammatical errors.

Team Member's Name, Email and Contribution:
Member 1: Name: Aanchal Kankrecha Email: kankrechaaanchal11@gmail.com Contribution: • Contributed in data connectivity with google drive. • Framing problem statements and goals. • Data cleaning and manipulation. • Exploratory data analysis. • Technical document and ppt Member 2: Name: Sonika Baheti Email: bahetisonika50@gmail.com Contribution: • Contributed in handling null values. • Data cleaning and manipulation. • Exploratory data analysis • Technical document and ppt • Merging tables and Deriving conclusions.
Please paste the GitHub Repo link.
Aanchal Kankrecha: https://github.com/AanchalKankrecha/Playstore-Data-Analysis Sonika Baheti: https://github.com/sonika-07/Play_Store_App_Review_Analysis
Please write a short summary of your Capstone project and its components. Describe the problem statement, your approaches and your conclusions. (200-400 words)

In the majority of cases, a Data Science project will have to go through five key stages: **defining a problem, data processing, modelling, evaluation and deployment**. The analysis of Google Play Store application aided to build most reliable and more interactive applications. In this project we tried **to let our data tell the story.** We unfolded the story of play store with the help of visualization like graphs, charts and tables and extracted useful insights to understand users' interest and pattern to figure out app installation behavior of various users.
Firstly, we tried to frame the problem statement and then worked accordingly in order to get the answers.

Initially, play_store dataframe has 10841 rows and 13 columns and user_reviews dataframe has 64295 rows and 5 columns. We cleaned and preprocessed the data by handling null values in best possible way and removed all the fake and duplicate records. Later on, we had changed the data types of various column to make them useful for processing. In this way finally our data is ready for moving one step ahead towards **EDA.**
As per the graphical visualizations most of the trending apps (in terms of users' installs) are from the categories like GAME, COMMUNICATION, and TOOL even though the number of available apps from these categories are twice as much lesser than the category FAMILY. The trending 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.
Most of the apps are Free, so focusing on free app is more important. Focusing more on content available for Everyone will increase the chances of getting the highest installs. They need to focus on updating their apps regularly, so that it will attract more users. They need to keep in mind that the sentiments of the user keep varying as they keep using the app, so they should focus more on users' needs and demands.