

Business Problem Statement:

The goal of this project is to analyze the Google Play Store Apps dataset to derive insights into the app market. We aim to understand the factors that contribute to an app's success, including user ratings, reviews, and category. Exploring user sentiments towards apps through the analysis of user reviews dataset will provide insights into the popularity of app categories based on total installs and the sentiment polarity of user reviews. The ultimate objective is to offer recommendations for app developers to enhance their app's performance and user satisfaction.

Overview of Dataset:

- Total unique apps and categories in the dataset.
- Retrieve the unique app categories and the count of apps in each category.
- Identify the top-rated free apps.
- Find the apps with the highest number of reviews.
- Calculate the average rating for each app category.
- Identify the app categories with the highest total number of installs.
- Analyze the average sentiment polarity of user reviews for each app category.
- Provide the distribution of sentiments across different app categories.

Column Names and Descriptions:

- **App:** Application name
- **Category:** The category the app belongs to
- **Rating:** Overall user rating of the app
- **Reviews:** Number of user reviews for the app
- **Size:** Size of the app
- **Installs:** Number of user downloads/installs for the app
- **Type:** Paid or Free
- **Price:** Price of the app
- **Content Rating:** The age group the app is targeted at - Children / Mature 21+ / Adult
- **Genres:** An app can belong to multiple genres
- **Last Updated:** Date when the app was last updated on Play Store
- **Current Ver:** Current version of the app available on Play Store
- **Android Ver:** Min required Android version ### googleplaystore_user_reviews Dataset
- **App:** Application name
- **Sentiment:** Sentiment of the review
- **Sentiment Polarity:** Polarity of the sentiment
- **Sentiment Subjectivity:** Subjectivity of the sentiment
- **Translated Review:** Translated review text

Tools Used in Project

- **Power BI** for visualization of business problems.
- **MS Word** for documentation.

Key Insights

I processed the data and removed the NAN values from the sentiment column and removed the incorrect values in the Category column and NAN from the Rating column.

These insights are based on a total of 8K apps in the Google Play Store:

- Family and Games are the top categories with the most apps.
- Events and Education are the top two categories with the highest average of ratings.
- Games and Communication emerge as the two leading categories with the highest number of installations.
- The app that got the most reviews was a game (Subway Surfers)
- The highest rating goes for ROBLOX game (40.5)
- The paid app that got the most reviews was a game (Minecraft)