



أكاديمية سدايا
SDAIA Academy

EDA PROJECT GOOGLE PLAY STORE APPS

By abdulamjeed alnfaie



T5 Bootcamp

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INTRODUCTION

With over two million available apps. too many huge challenges appear for app developers . Therefore, it is necessary for developers to differentiate themselves in this overstuffed market. So all what app developers need is to pinpoint important factors that play a role in customers' decisions in order to increase the number of installations and achieve their target.



QUESTIONS

Q1: what the most download years ?

Q2: What is the most downloaded version?

Q3 : What are the most downloaded categories?

Q4 The highest Content Rating is it Free or paid?

Q5 : What are the most rated categories?

Q6: What is the most paid category?



DATA EDA

Download data from kaggle

The dataset Contains 10837 rows and 10 columns



COLUMN

column	Describe
App	Apps name
Category	Category to which the app belongs
Rating	rate app
Size	Size apps
Installs	number of downloads
Type	Free or paid app
Price	Price apps
Content Rating	Content Rating apps
Last Updated	Last update date
Android Ver	Android Ver mobile

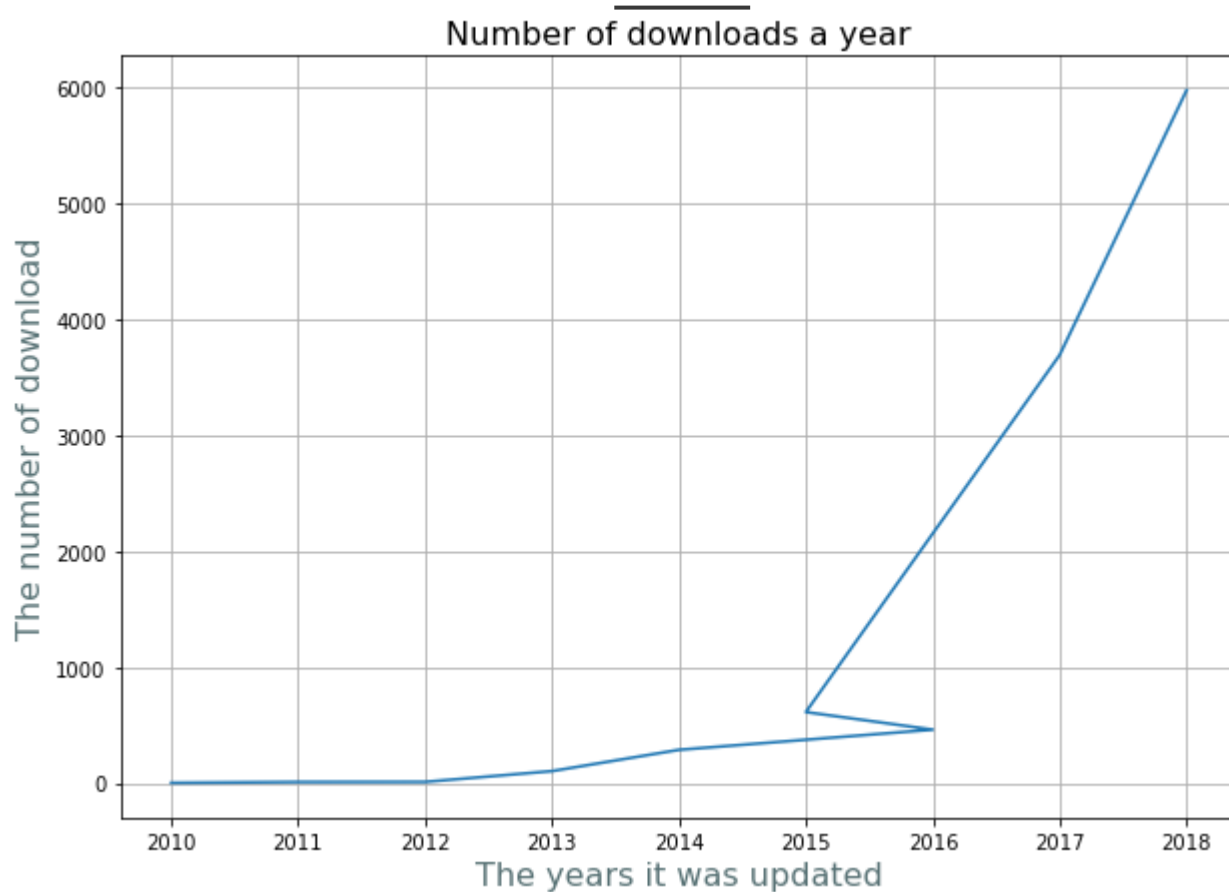


DATA PROBLEMS

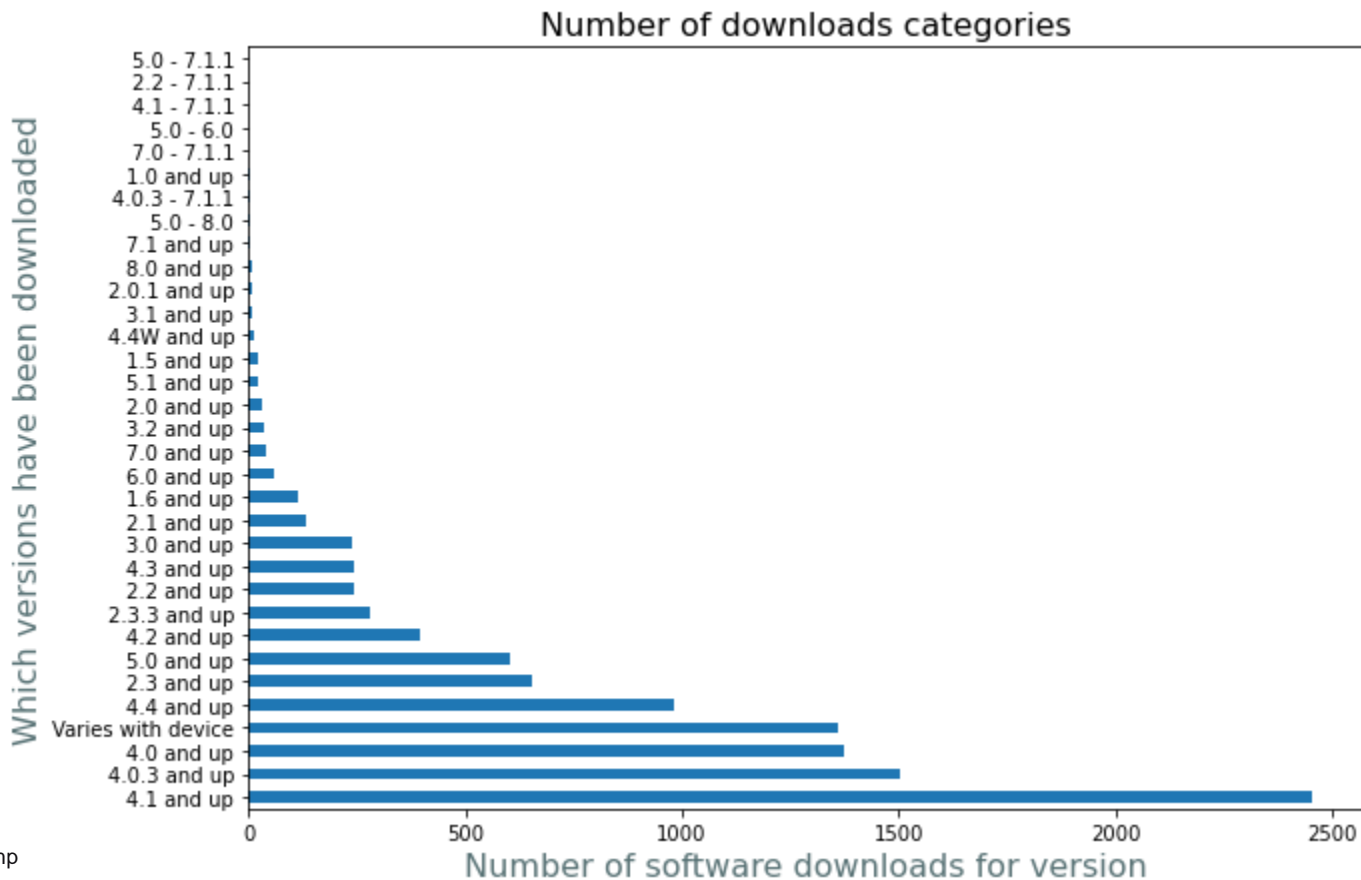
- We dropped all the observations with missing values that corresponded to less than 1% of the data.
- We converted the last updated date column into the number of years
- We dropped current version, and Reviews column because the data is messy and we find this information not so useful.
- We dropped the genres column because the category column is a subset of that
- We removed all the “+” symbols in the “installs” column and converted it into numeric . We converted price column similarly by removing their suffixes



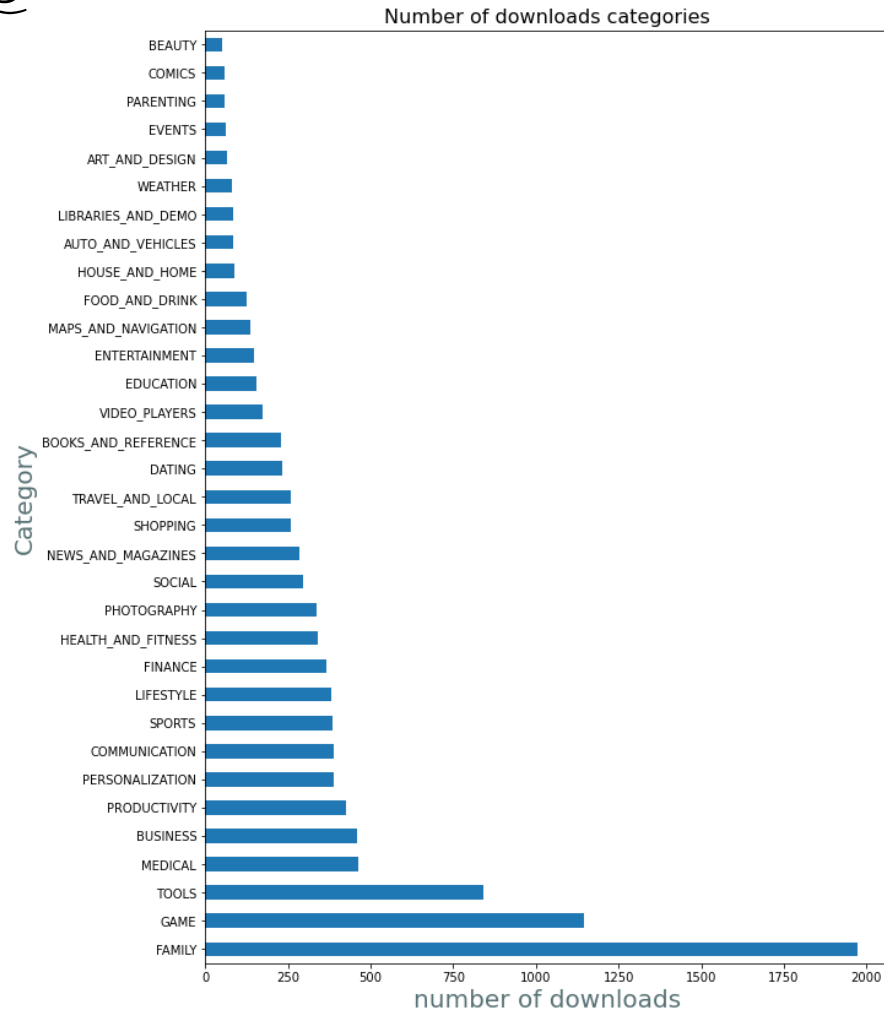
Q1 : what the most download years ?



Q2 : What is the most downloaded version?



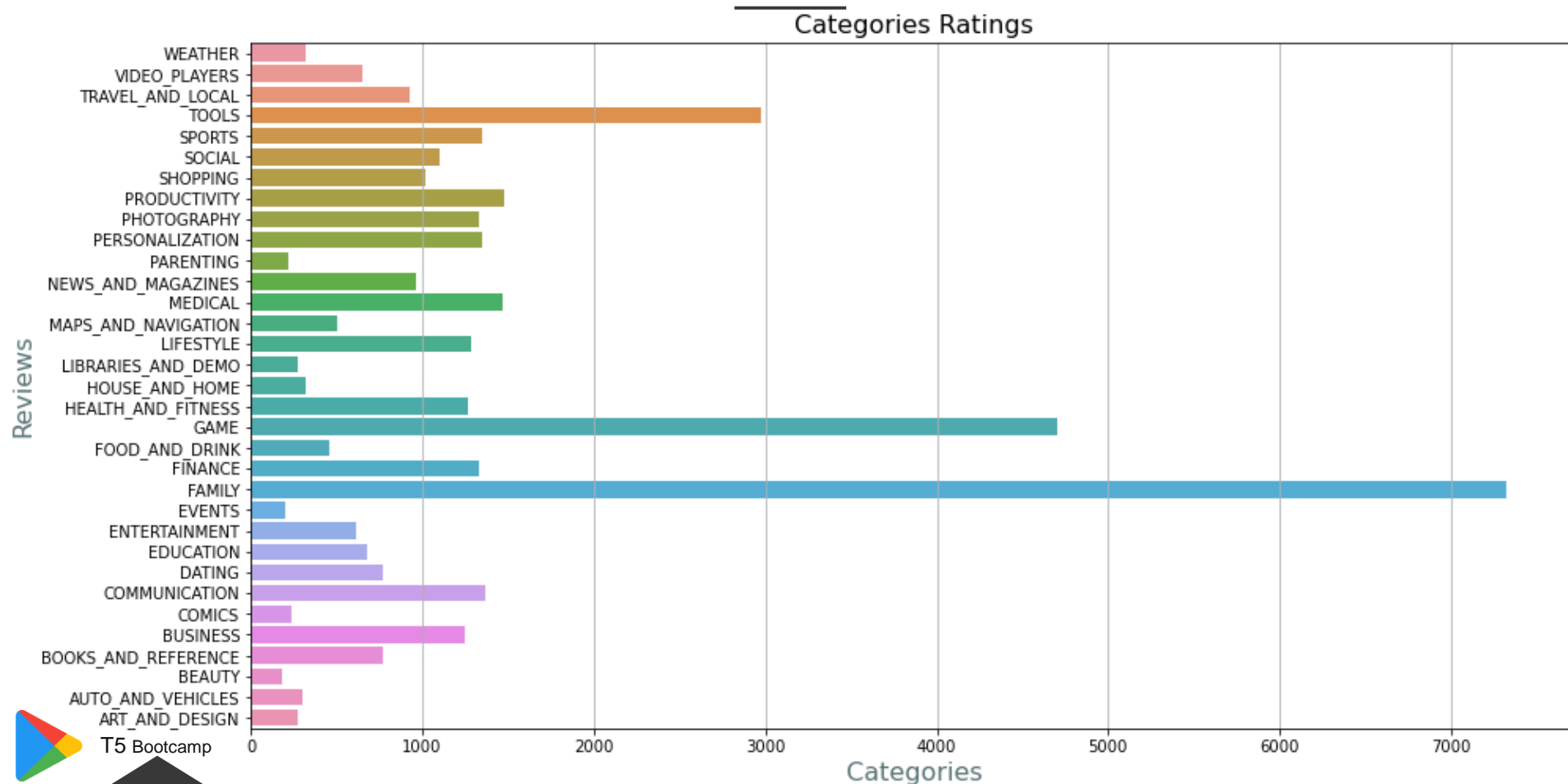
Q3 : What are the most downloaded categories?



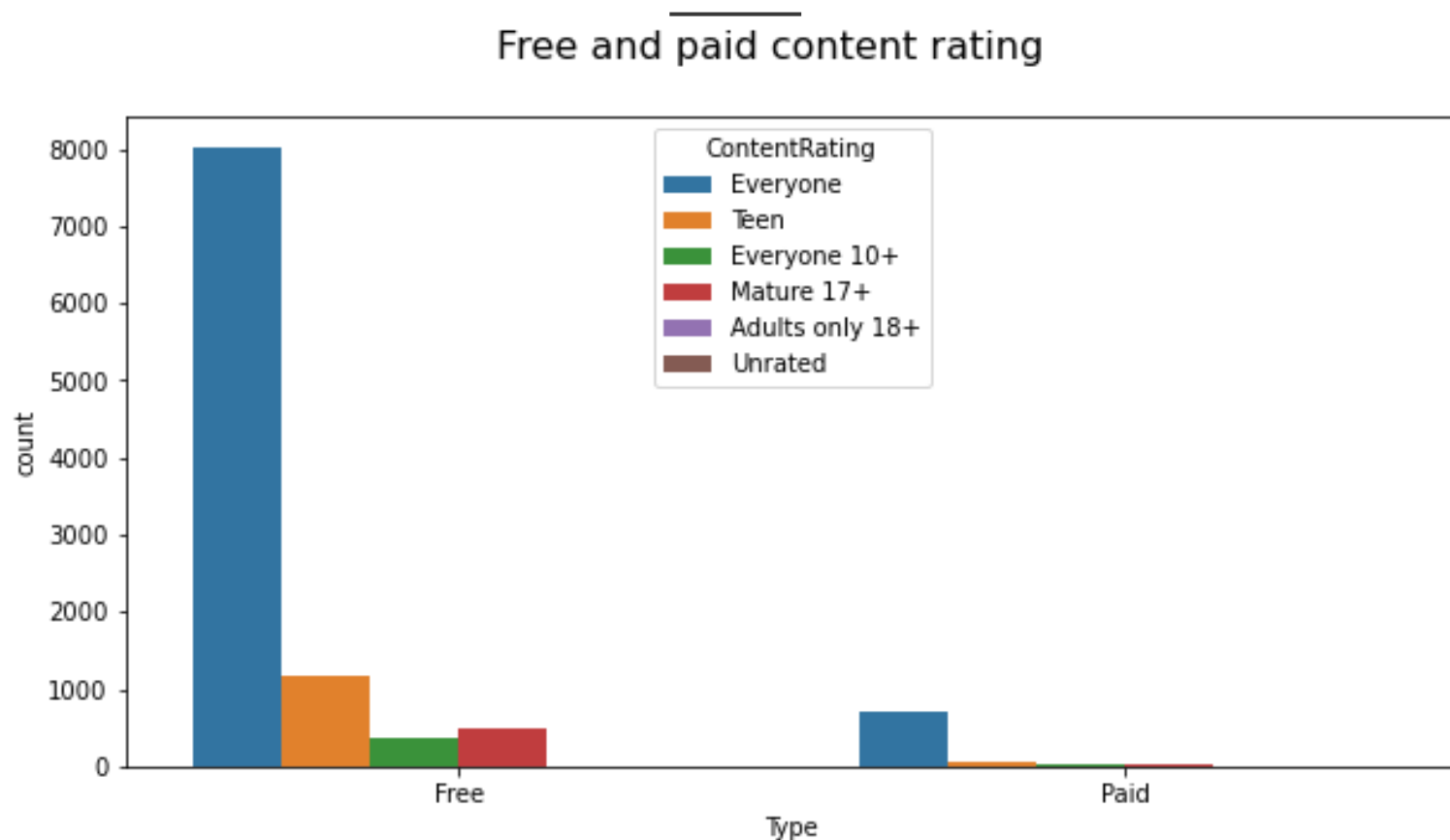
	Category	Installs
11	FAMILY	1971
14	GAME	1144
29	TOOLS	843
20	MEDICAL	463
4	BUSINESS	460



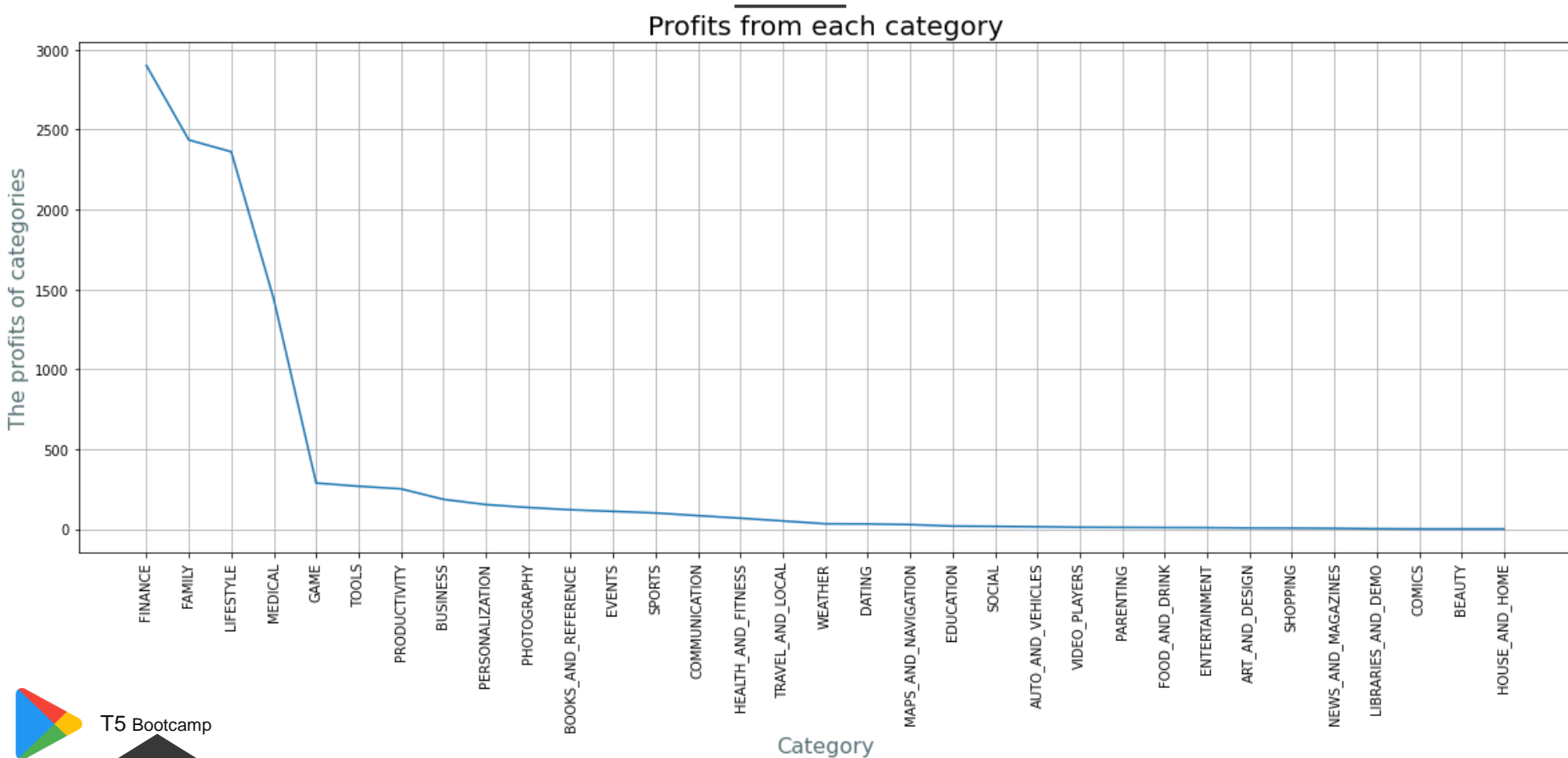
Q4 : What are the most rated categories?



Q5 : The highest Content Rating is it Free or paid?



Q6 : What is the most paid category?



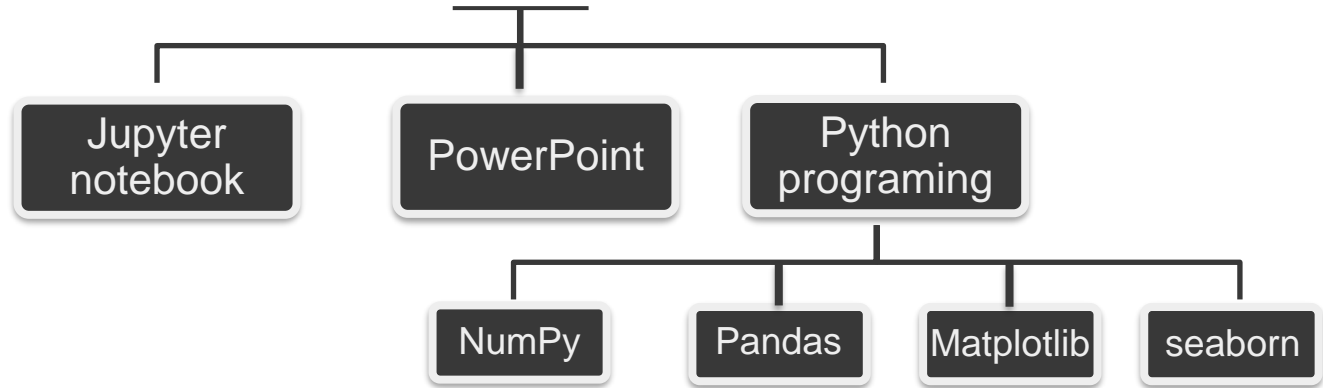


CONCLUSION

The application market has increased significantly over the past years for downloading applications, and most users of devices version 4.1 are the most downloaded applications, and we have noticed that the family category is the best category in terms of evaluation and download, and that the general classification is the most downloading of free and paid applications, and the best way for users of applications is to work an application From the family category with the addition of features within a paid app to earn money.



TOOLS



THANK YOU

