INTERNSHIP REPORT

FOR

DATA ANALYSIS

04-03-2025

TO

04-04-2025

NullClass

Ed Tech Pvt Ltd

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Introduction:

Internships are a great way to apply what we learn in the classroom to real-world scenarios. During this internship, I worked on a Play Store Data Analysis Dashboard, where I explored large datasets, identified patterns, and created visual insights to better understand app performance.

The goal of this project was to analyze Play Store data—looking at app ratings, user reviews, and trends—to uncover meaningful insights. Throughout this experience, I got hands-on practice with Python, HTML which helped me improve my analytical and problem-solving skills.

This report covers my journey—what I worked on, the tools and techniques I used, and the key lessons I learned along the way. It was an exciting experience that strengthened my understanding of data analysis and how it's applied in real-world business decisions.

Background:

With the rapid growth of mobile applications, app marketplaces like the Google Play Store generate vast amounts of data. Understanding this data is crucial for developers, businesses, and analysts to make informed decisions about app performance, user engagement, and market trends.

As part of my internship at NullClass, I worked on developing a Play Store Data Analysis Dashboard to visualize key insights from app data. This project aimed to analyze app ratings, user reviews, and trends to help stakeholders understand the factors influencing app success.

To achieve this, the dashboard was designed using HTML, along with data visualization tools, to create an interactive and user-friendly interface. The project also involved data cleaning, processing, and analysis, ensuring that the information presented was accurate and meaningful.

Learning Objectives:

- **Data Cleaning:** Handling raw Play Store data by removing inconsistencies, missing values, and duplicates to ensure data accuracy and reliability.
- **Data Preparation:** Organizing and structuring the cleaned data for efficient analysis, including formatting, transformation, and feature selection.
- **Data Visualization:** Creating meaningful visual representations of the data using charts and graphs to highlight trends and insights.
- **Dashboard Development:** Designing an interactive and user-friendly dashboard using **HTML** to present the analyzed data in a clear and engaging format.

Activities and Tasks:

- Create a scatter plot to visualize the relationship between revenue and the number of installs for paid apps only. Add a trendline to show the correlation and color-code the points based on app categories.

- Create an interactive Choropleth map using Plotly to visualize global installs by Category. Apply filters to show data for only the top 5 app categories and highlight category where the number of installs exceeds 1 million. The app category should not start with the characters "A," "C," "G," or "S." This graph should work only between 6 PM IST and 8 PM IST; apart from that time, we should not show it in the dashboard itself.

- Plot a time series line chart to show the trend of total installs over time, segmented by app category. Highlight periods of significant growth by shading the areas under the curve where the increase in installs exceeds 20% month-over-month and app name should not starts with x, y ,z and app category should start with letter " E " or " C " or " B " and reviews should be more than 500 as well as this graph should work only between 6 PM IST to 9 PM IST apart from that time we should not show this graph in dashboard itself.

Feedback and Evidence:

- Performed the dataset cleaning process within the stipulated time
- Successfully performed the tasks that was assigned to me.
- Maintained a well-organized dashboard and generated accurate reports for the team.

Challenges and Solutions:

- Cleaned the dataset, processed and created the said visualisations.
- Integrated the visualisations in the existing dashboard.

Outcomes and Impact:

- Performed the tasks and gained more insights from the data about the playstore downloads
- Gained an real-world experience through this platform.

Conclusion:

This internship provided invaluable experience and provided me all the essential skills that are required in a real-world based job scenario for a career in Data Analyst.

I am confident in my ability to contribute to the NullClass team and am eager to continue learning and growing in the industry.

Thank You