

Capstone Project

Play Store App Review Analysis

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Introduction

In today's scenario we can see that mobile apps playing an important role in any individual's life. With enormous challenge from everywhere throughout the globe, it is important for a designer to realize that he/she is continuing in the right way or not. To hold this income and their place in the market the application designers may need to figure out how to stick into their present position. The dataset with 10k Play Store applications is available to analyze the market of android. It can be examined to analysis the different category such as family, Our goal is to filter and make plots accordingly for a better EDA with respect to the final data. We need to explore and analyze the data to discover key factors responsible for app engagement and success.

Contents of Play Store Data

1. App: It contains the name of the app with a short description.
2. Category: This section gives the category to which an app belongs. In this dataset, the apps are divided among 33 categories.
3. Size: The disk space required to install the respective app.
4. Rating: The average rating given by the users for the respective app. It can be in between 1 and 5.
5. Reviews: The number of users that have dropped a review for the respective app.
6. Installs: The approximate number of times the respective app was installed.
7. Type: It states whether an app is free to use or paid.
8. Price: It gives the price payable to install the app. For free type apps, the price is zero.

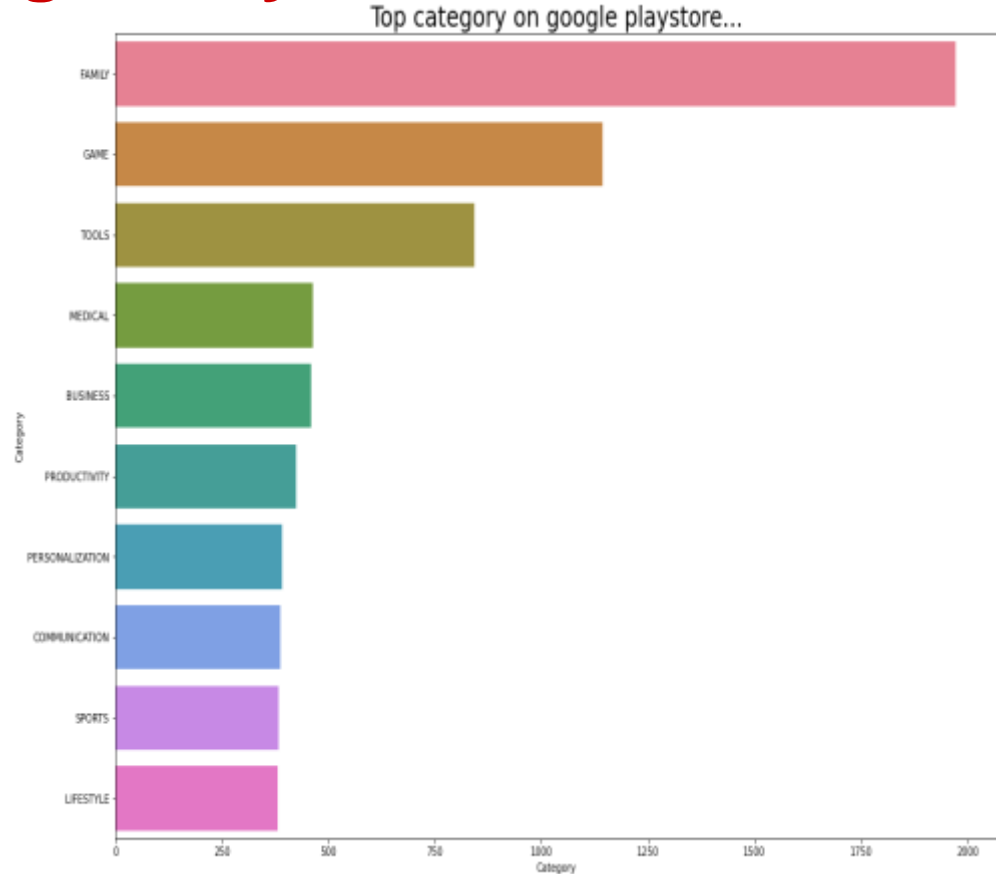
Contents of Play Store Data

9. Content rating: It states which age group is suitable to consume the content of the respective app.
10. Genres: It gives the genre(s) to which the respective app belongs.
11. Last updated: It gives the day in which the latest update for the respective app was released.
12. Current Ver: It gives the current version of the respective app.
13. Android Ver: It gives the android version of the respective app

Top categories on Google Playstore?

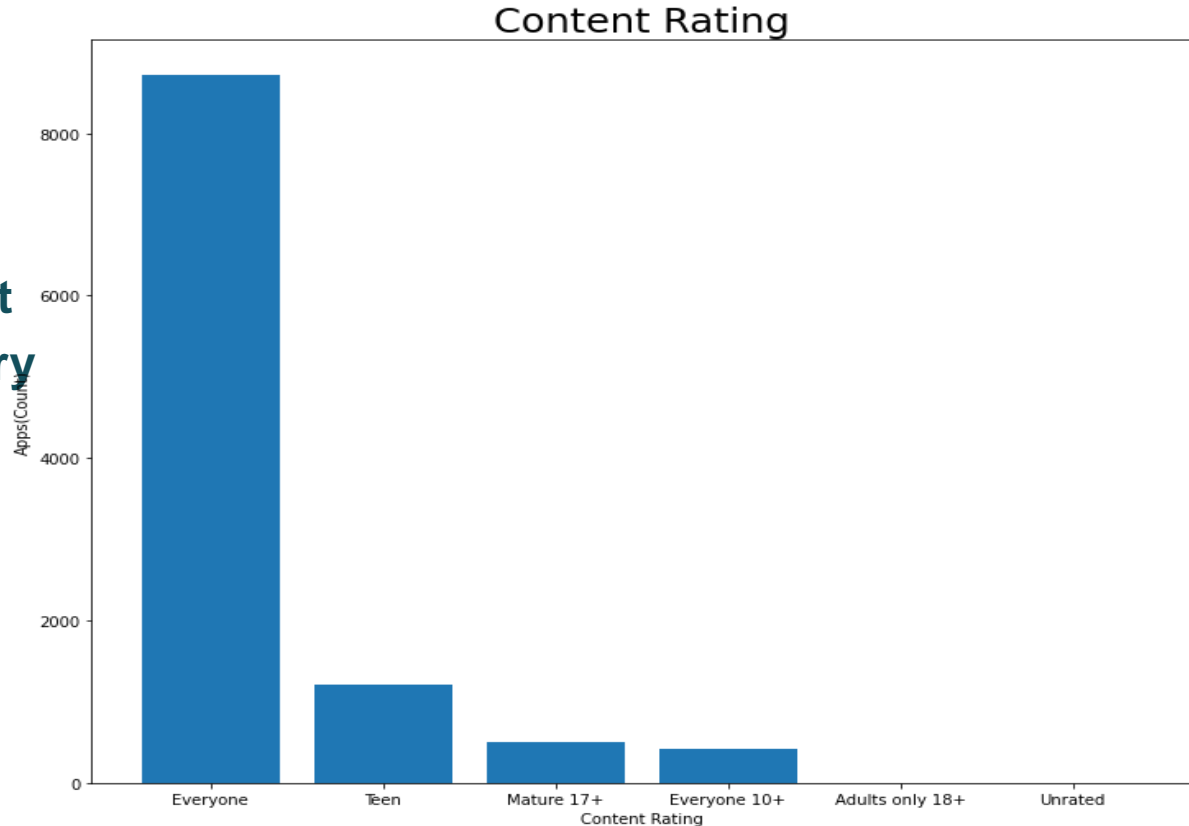
These are the top categories on Google Play store, and we can come to the conclusion that in the play store most of the apps are under family, game, tools, and medical category.

- So there are all total of 33 categories in the dataset from the above output we can come to the conclusion that in the play store most of the apps are under Family & Game category and least are of Beauty & Comics Category.



Which category of Content is found more?

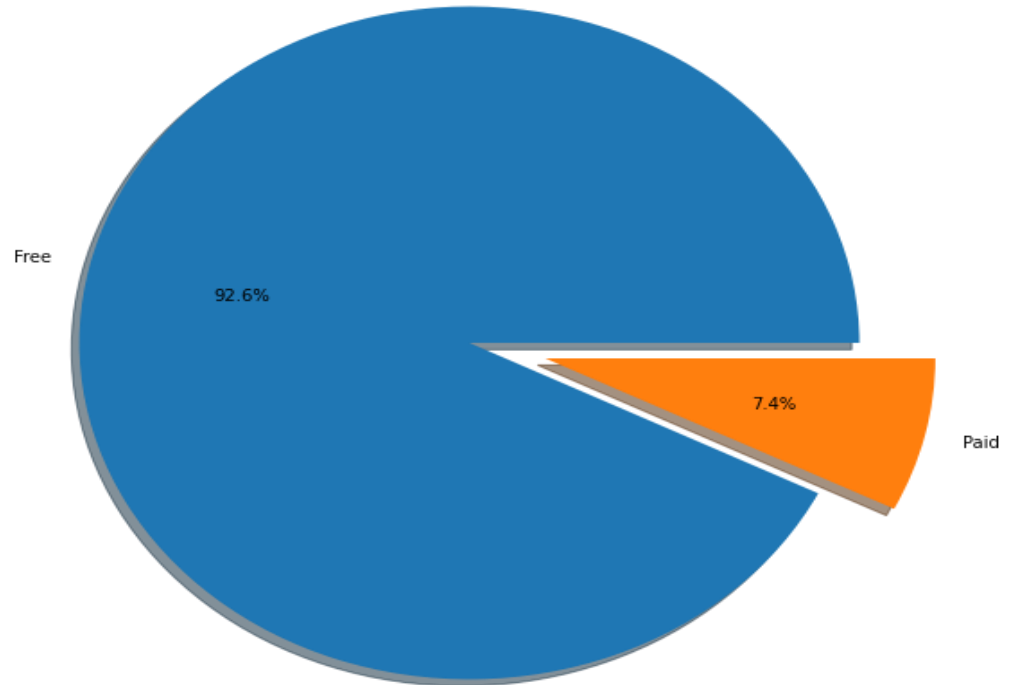
From this plot, we can see that the Everyone category has the highest number of apps and Everyone 10+ has the lowest number of apps.



What percentage of apps are Free and Paid?

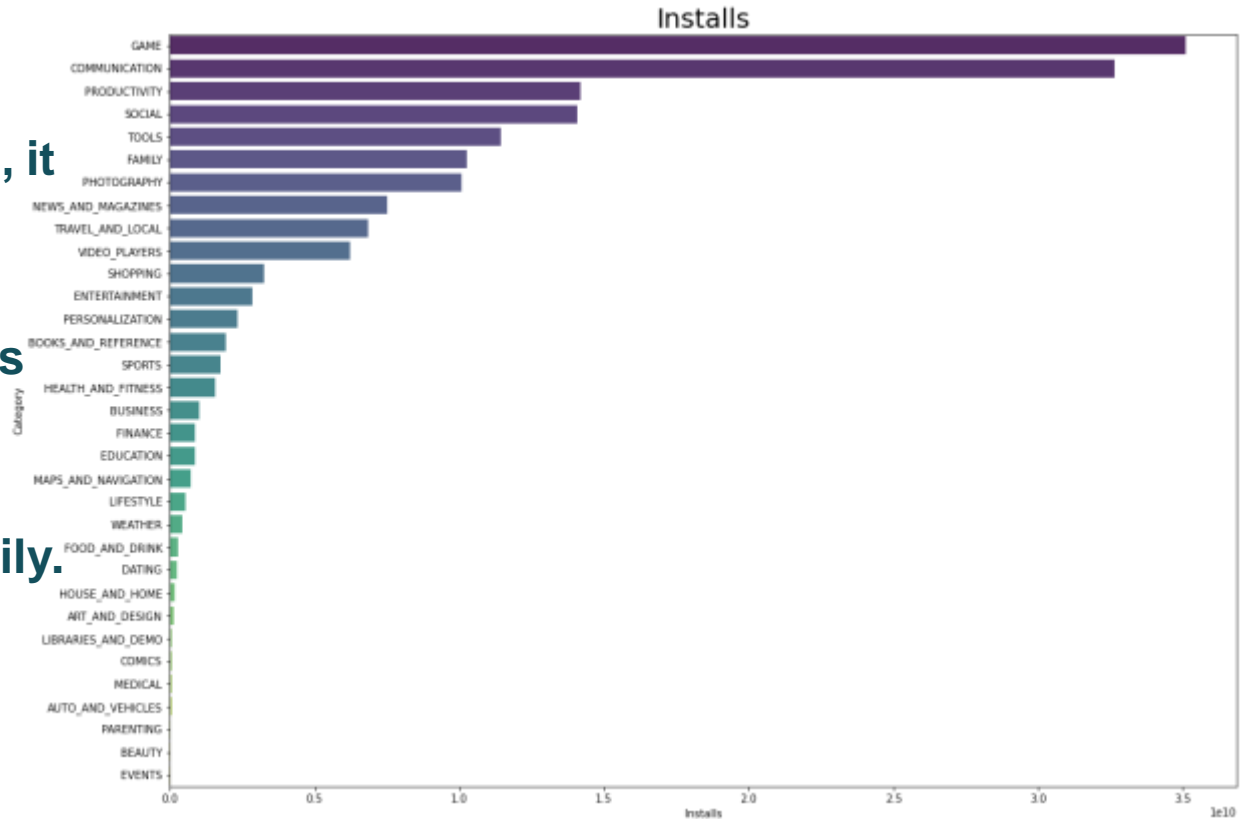
Percent of Free Vs Paid Apps in Playstore

- From this graph, we
- can see that 93%(Approx.)
- of apps in the google play
- store are free and
- 8%(Approx.) are paid.



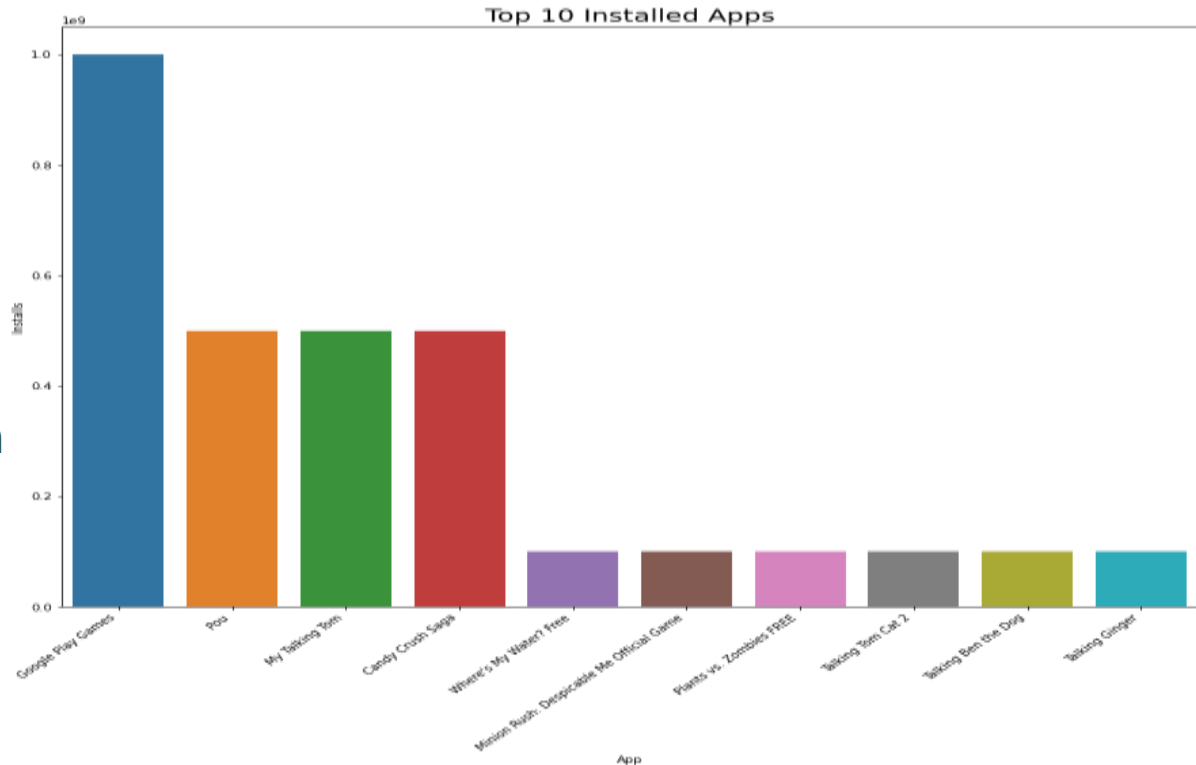
Which category of apps has the most number of installs?

From this visualization, it can be interpreted that the top categories with the highest installs are Game, Communication, Productivity, Social, Tools and Family.



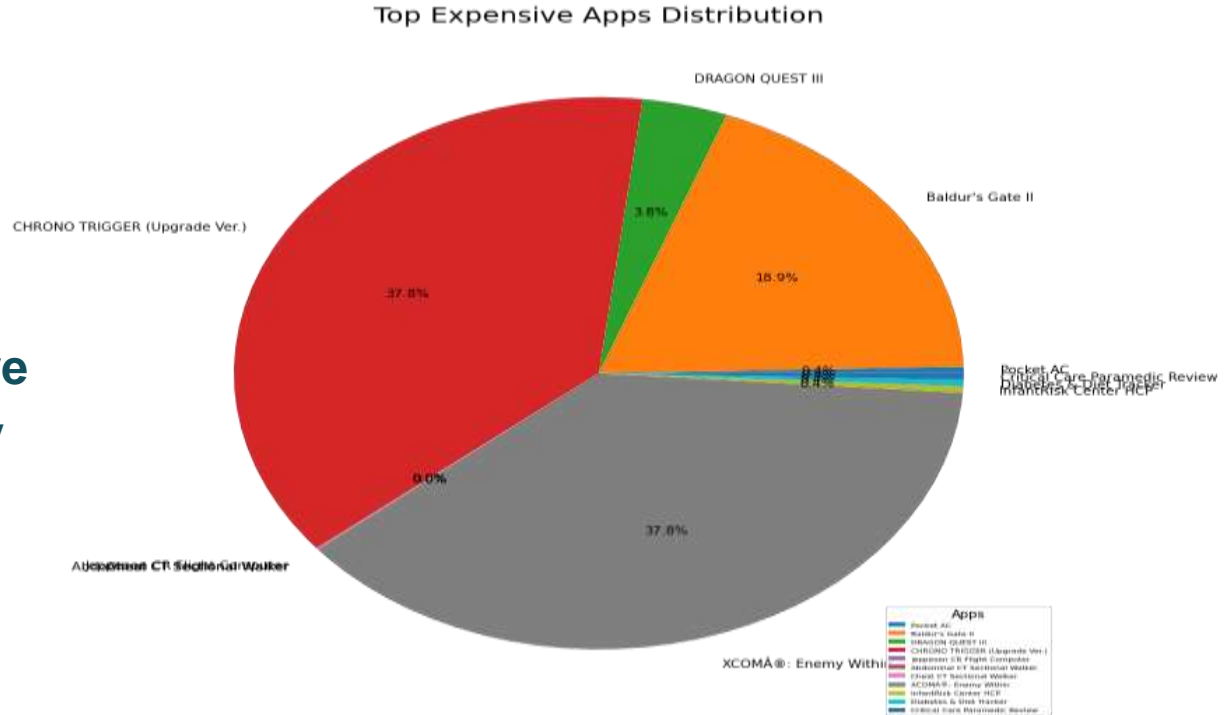
What are the Top 10 installed apps in family categories?

- From this graph, we can see that in the Family category Google Play Games, Pou, and My Talking Tom has the highest installs.

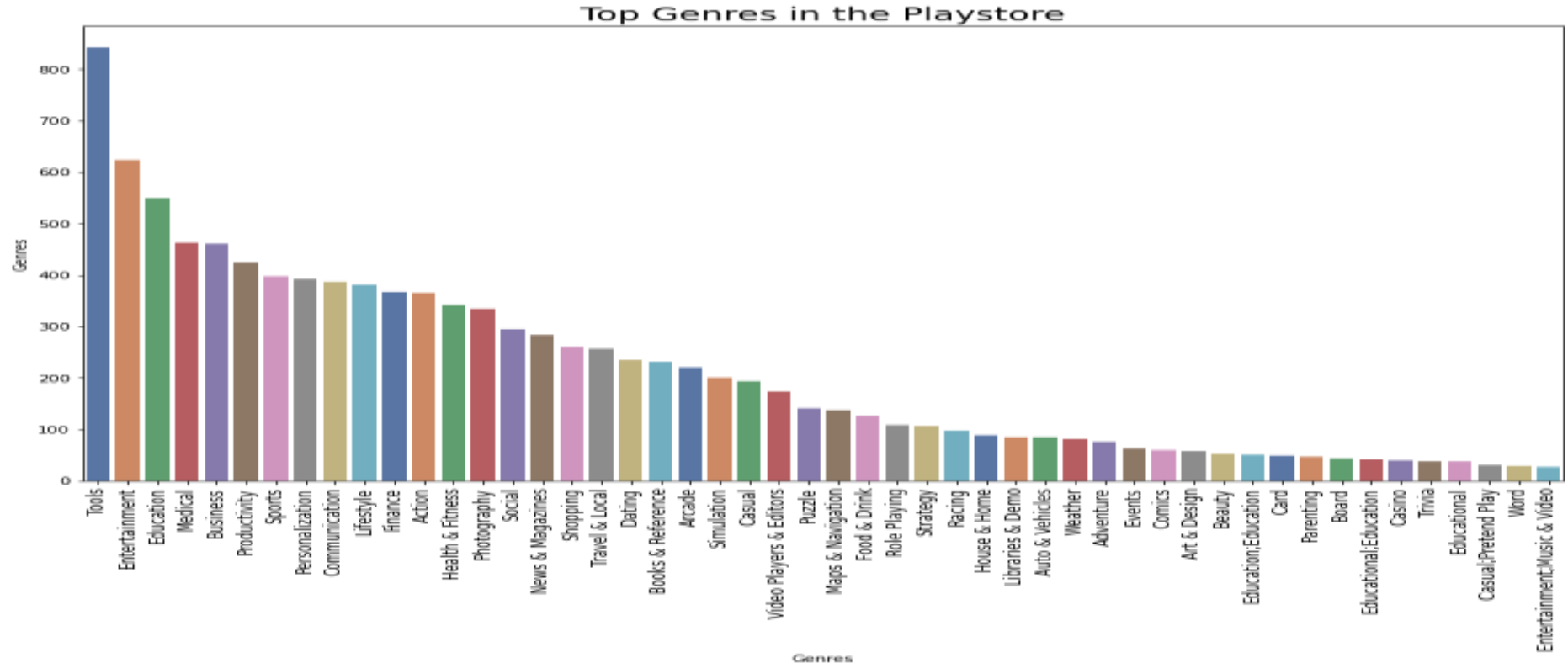


Which are the top expensive Apps?

From this graph, we can interpret that the App chrono trigger and XCOMA: Enemy Unknown are the most expensive app in the google play store followed by Baldur's Gate.

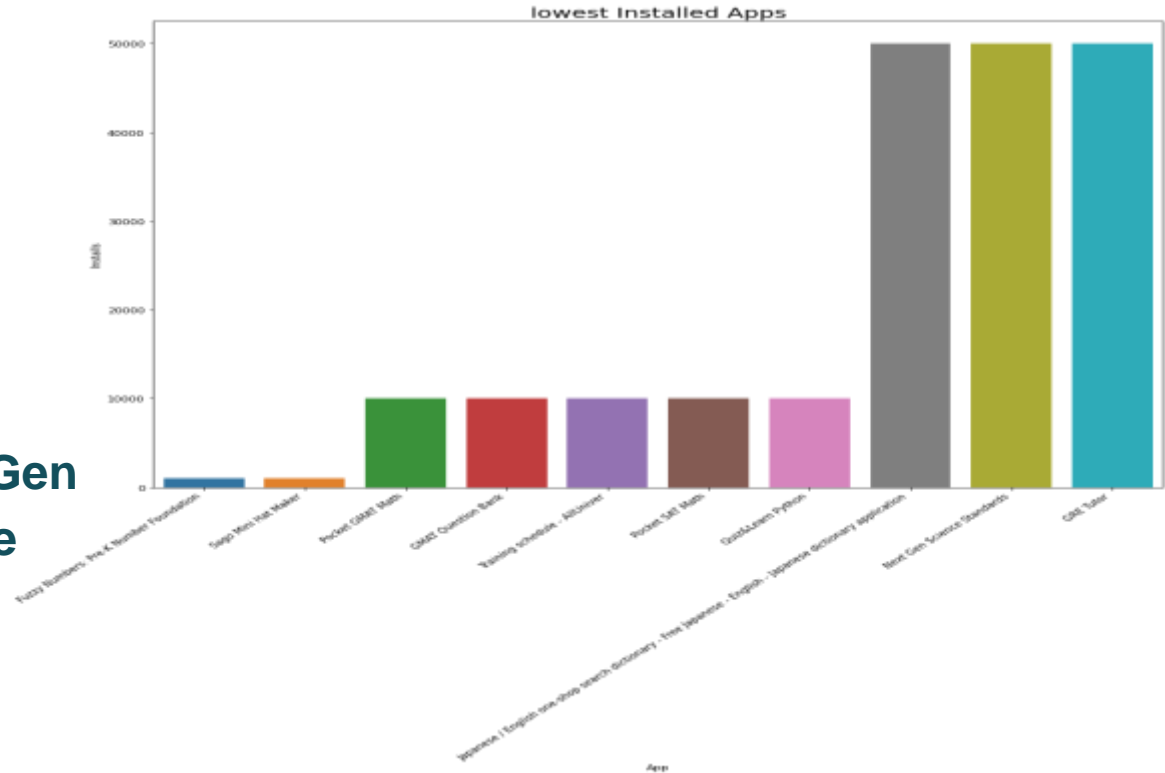


Count of Apps found in different genres?



lowest Installed Apps in Education Category

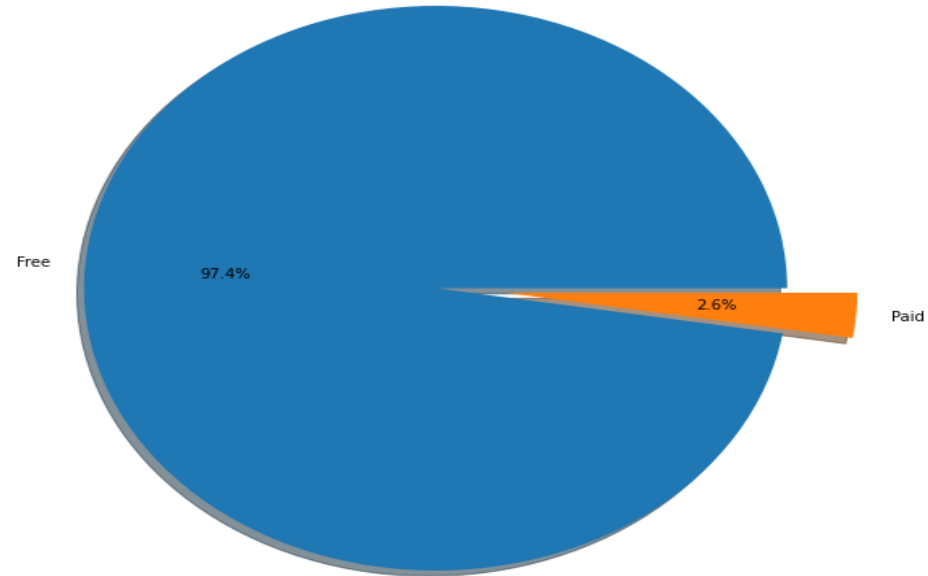
From this plot, we can see that in Education category Fuzzy Number and Sago Mini Hat Maker are the lowest installed app. GRE Tutor and Next Gen Science Standards are the highest installed app.



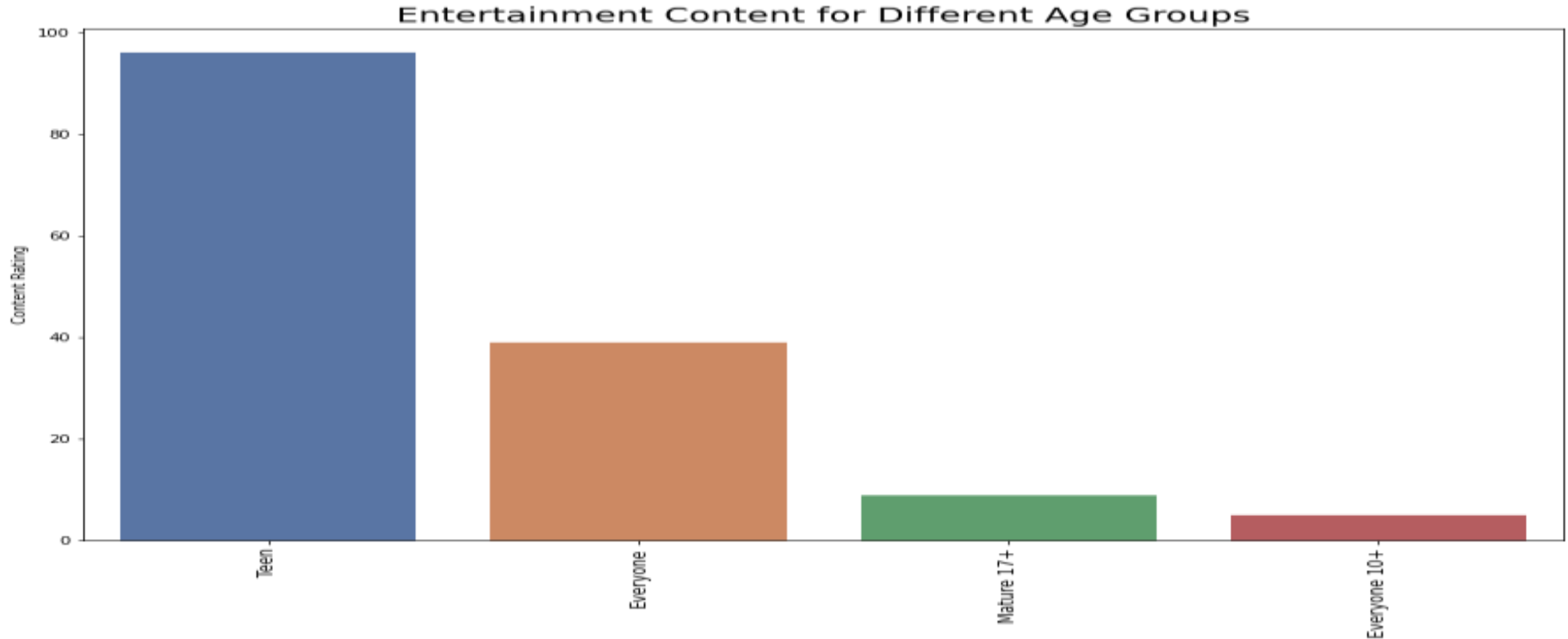
What percentage of apps are Free and Paid in Education Category

Percent of Free Vs Paid Apps in Education Category

- From this graph, we
- can see that 97%(Approx.)
- of apps in Education
- category are free and
- 3%(Approx.) are paid.



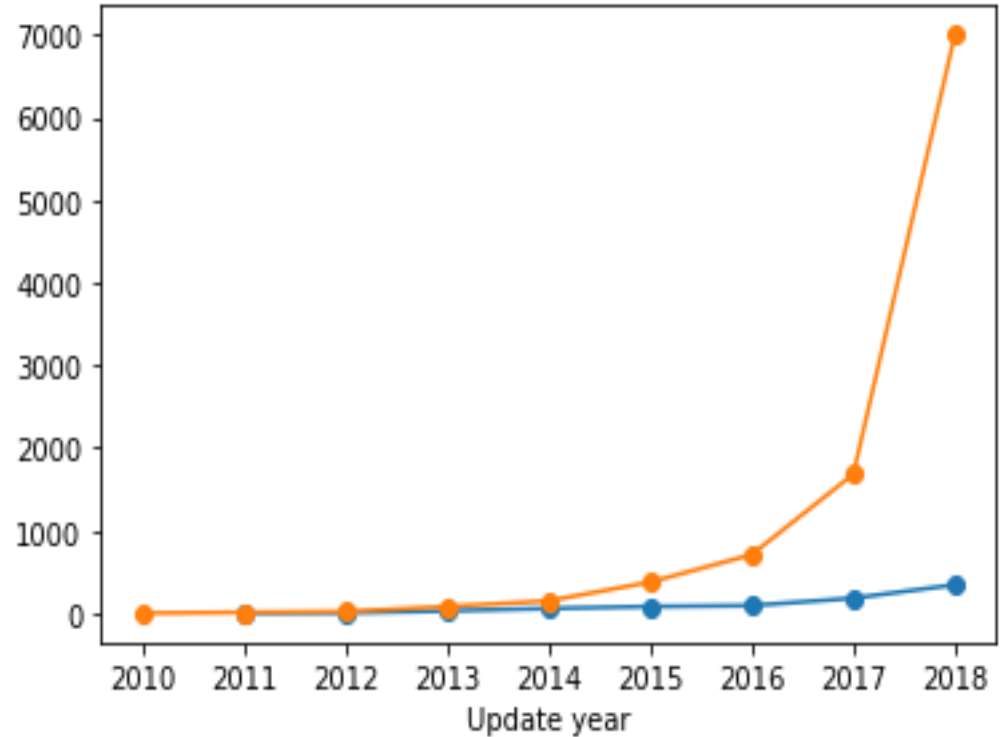
Entertainment Content for Different Age Groups



Distribution of App update over the year

• Eg

- In this plot, before 2011 there were no paid apps, but with the years passing free apps has been added and updated more in comparison to paid apps.



Conclusion

- Most of the apps are free so developers should focus on creating free apps to have a huge customer base. More Apps should be in the category like Events, Beauty, Parenting as they have not been explored much but still quite popular with huge installations. In order to retain the customer base apps should be updated regularly Developers should develop apps such that their content is available for everyone. Bulky apps should be developed in the category like Game, Family. If developing paid apps then its price should not be high and size should be less than 20mb. Apps belonging to Game and Family Category have high reviews therefore they should be developed carefully.



**THANK
YOU!**