**Capstone Project Submission**

**Instructions:**

i) Please fill in all the required information.

ii) Avoid grammatical errors.

| **Team Member’s Name, Email and Contribution:** |
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| **Anjali Tidke**   * Mail: [anjalitidke123@gmail.com](mailto:anjalitidke123@gmail.com) * Contributions: Data cleaning, modifications to the data, data visualization of analyzed data, PowerPoint Presentation development, summery   **Shubham Dukare**   * Mail: [shubhamdukare98@gmail.com](mailto:shubhamdukare98@gmail.com) * Contributions: Data cleaning, modifications to the data, data visualization of analyzed data, Technical documentation |
| **Please write a short summary of your Capstone project and its components. Describe the problem statement, your approaches and your conclusions. (200-400 words)**  **Play Store apps data has enormous potential to drive app-making businesses to success.**  **Actionable insights can be drawn for developers to work on and capture the Android market.Each app (row) has values for category, rating, size, and more. Another dataset contains customer reviews of the android apps.Explore and analyze the data to discover key factors responsible for app engagement and success. In this project, We are provided with two data sets, one is play store app reviews and another is user reviews review dataset. etc. while user reviews dataset based on the sentiments in the review .**  **As an initial step to EDA on the given data sets, cleaning data and modifications have been performed on the data sets wherein, Null values have been arranged appropriately, NaN values in numeric data have been replaced by their median values.other, Categorical values in the data set have replaced by their mode values.**  **From overall Exploratory data analysis of play store app review we are concluded as below:**   * **Here we concluded as per pie chart it can be easily understood positive user review sentiments is 65%, negative user review sentiment is 22% and neutral user review sentiments is 11.399%** * **Every category is having more Positive reviews than Negative and Neutral reviews** * **Health and fitness having high no of positive reviews as compare others** * **Total highest no of review have Game category and lowest no of reviews have comics category** * **We have Concluded there is number of app available of family category but highest number of app installed category is Game** * **Action And Adventure having more no of percentage as well as Trivia and Casio having lowest no percentage** * **There are 92.22% percentage of free app and 7.78% of paid app available on google play store, So we can say that most of apps on play store are free** * **Highest number of paid type category are family & Game as well as highest number of free type category are Game & communication** * **Paid Apps are having less bad reviews and Free apps having a equal distribution of Sentiment Polarity** * **Highest number of installed application Content Rating is everyone**   **Moreover the above analysis, user preference is clearly highlighted and is of great help to the developers in design and development of apps, their pricing models and thereby impacting the revenue generated from the apps.** |
| **Please paste the GitHub Repo link.**    **https://github.com/shubham4955/App-review-analysis** |