Capstone Project Submission

Instructions:

i) Please fill in all the required information.

ii) Avoid grammatical errors.

Team Member's Name, Email and Contribution:
1. Name: Asif Ansari 2. Email: asif.17bme@gmail.com 3. Contribution: a. Contributed in the google colab notebook for the complete data cleaning and pre-processing part and in matplotlib plots used for data visualization. b. Contributed in the Technical Documentation for preparing the Abstract, Data Cleaning steps involved, Exploratory Data Analysis outcomes and the Conclusion. c. Contributed in the Presentation to find out the required contents, useful inferences, and the essential steps that are required for the proper flow of the presentation.
Please paste the GitHub Repo link.
GitHub Link: - https://github.com/Asifbbl/Play-Store-app-review-analysis
Please write a short summary of your Capstone project and its components. Describe the problem statement, your approaches and your conclusions. (200-400 words)

The google play store is one of the largest and most popular Android App stores. It has an ample amount of data that can be used to make an exquisite model. We have used raw data from diffrent websites. This data set contains many different features that can be used for predicting or analysing whether an app will be a successful one and not using any different features. This data is agonized from the Google Play Store. This almanac gives information about different classifier models that are used for prediction purposes and classifying which one has the excellent accuracy. This almanac also gives detailed information on feature extraction and the complete Data visualization done on this data set. From this EDA project we have try to solve problem which is related to data science. By the extrect important information which is quite useful for us and there aim is convert it into visual form from the excel documents and to follow the step After cleaning the data we have plotted various graphs using different python libraries such as matplotlib and seaborn that show relation between different attributes and we have successfully gained some good insights with it that can help the industries to capture the android market so that approach and analyzing data sets to summarize their main characteristics, often with visual methods. Doing in-depth analysis and after plotting proper visualization graphs we came to somegood conclusions that reviews and installs has the positive correlation while price and rating share the negative correlation.

1. Category Art and Design has the maximum number of installs.
2. Developers and Managers should develop apps within **Family** and **Lifestyle** categories can be aimed for more profit i.e high revenue.
3. Almost 61% of people have positive sentiments while approx. 15% reacted negatively which is quite low in comparison (Rest are Neutral).
4. Compared with Free and paid apps, 92.12% apps are Free and 7.81% apps are paid.
5. As **Everyone** content rating contains all age group people, it has maximum i.e 81.80% apps.
6. Maximum number of apps belong to the **Family**, **Game** and **Tools** category.
7. The category **Game** is a potential unsaturated space for all developers, as it has a maximum number of installs.
8. People love to download apps from **Tools**, **Entertainment**, **Education**, **Business** and **medical** genres.
9. Average rating of apps on the play store is 4.17 which is quite good.
10. There is a positive correlation between **Installs** and **Rating**.
11. It’s good to develop a free app and have a content rating for everyone.

The dataset contains many possibilities to improve business values and have a good impact. It is not limited to the problem taken into consideration for this project. Many other interesting possibilities can be explored using this dataset.

From the results and process we have implemented; we can conclude that we have achieved this group project objective which is analyzing the Google Play Store apps and determine trends of the Google Play Store and both of our research questions. Got to know many things and process about and how EDA is done.