

Capstone Project Submission

Instructions:

- i) Please fill in all the required information.
- ii) Avoid grammatical errors.

Team Member's Name, Email and Contribution:

1. Avisikta Majumdar
 - a. Email: – idofoavisikta.19@gmail.com
 - b. Contributions: -All concepts in the project

Please paste the GitHub Repo link.

Github Link:-

<https://github.com/Avisikta-Majumdar/Capstone-Project-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)

Play store application is a place where we get all types of applications which makes us more productive , organized , and guides us for art , health , entertainment , and a healthy lifestyle . This Play store app also provides us various platforms to communicate like Facebook , Instagram , WhatsApp and many more.

In this EDA project, we have two datasets in which the first one (play store data) is containing details of approx 10,841 apps with details of type , genres , no of installs ,overall average rating , cost of the application , category the application belongs to, with current version & latest version.

The second dataset (user review) containing around 37427 reviews of the customers with details of customers sentiment whether it's negative , neutral or positive with values and comments are also available.

Our task is to perform EDA on both the datasets to identify the Key performance indicators and check the key performance indicators by looking at correlation matrix and data visualization between the numerical & categorical features.

We also need to find out the most popular genres , categories according to users , what types of applications users are expecting and also find out the most liked and disliked applications based on users' reviews.

We also need some conclusion for future actions like which feature is causing a burden to users' , which genres/category needs improvement.Those things will help us to make proper decisions to succeed in app-making businesses & also app development.

Summary:-

The conclusion got while performing EDA on PlayStore with Customers reviews Are:

1. Most of the rating is in between 4.0 to 4.5
2. From the correlation matrix of Playstore data Installs are positively correlated to Reviews with the value of 0.63
3. The number of free applications installed by the user are high as compared with the paid ones.
4. 93% applications present in play store data are Free to use.
5. Bulky applications are less installed by the user.
6. Category wise GAME got the highest no of review (pos. as well as neg.)
7. Maximum number of users' give reviews to the applications, according to their experience.
8. The most occurred word according to WordCloud
 - a. Kid
 - b. ads
 - c. types
 - d. years
9. Only 64% of customers are happy about using the apps

THANK YOU