

Capstone Project-1

EDA-play store app reviews

by

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PROBLEM STATEMENT

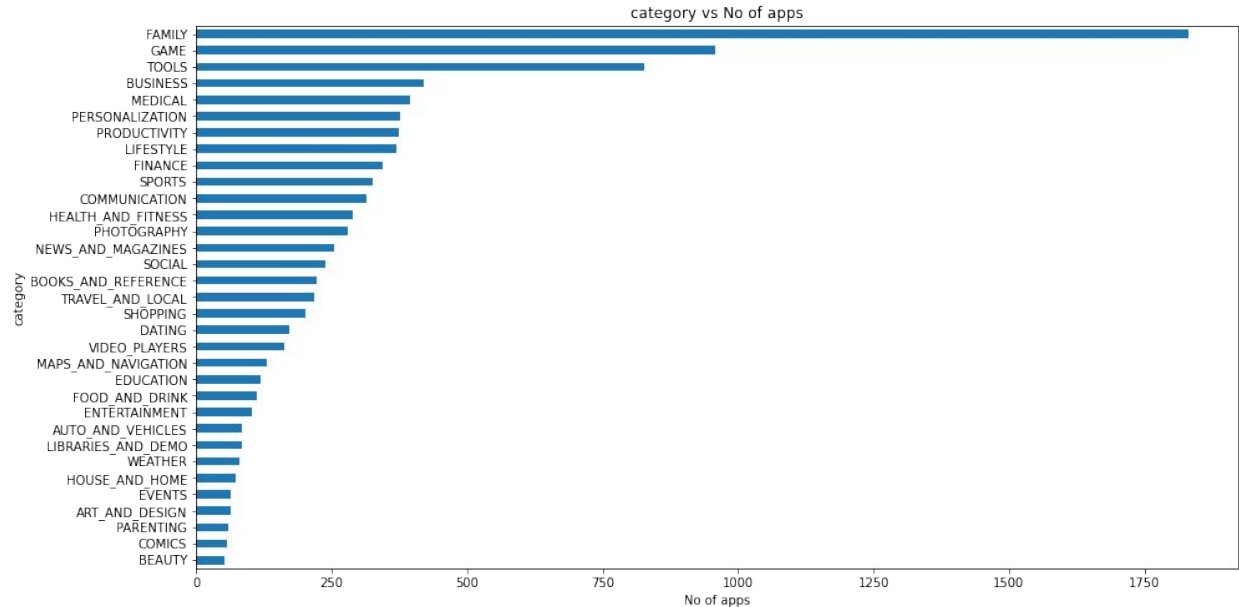
- The Play Store apps data has enormous potential to drive app-making businesses to success. Actionable insights can be drawn for developers to work on and capture the Android market.
- I should analyse the data set given to me and derive some of the reasonable insights which will be very helpful in designing the app and to gain profit
- Two data sets are being provided one with the basic information and other with user reviews for the respective apps

VARIABLES USED

variable	description
App	Application name
Category	Category of app
Rating	Overall user ratings
Reviews	Number of reviews
Installs	Total downloads
Price	Price of app
Last updated	Date of last update
Genres	Type in category
Content Rating	Age restrictions
profit	Only paid apps
Sentiment polarity & subjectivity	Tells about apps impact on people
Type	Free or paid

NUMBER OF APPS PER CATEGORY

- 92.2 % of apps on play store are free apps
- Approximately 40% apps were from family, games and tools category



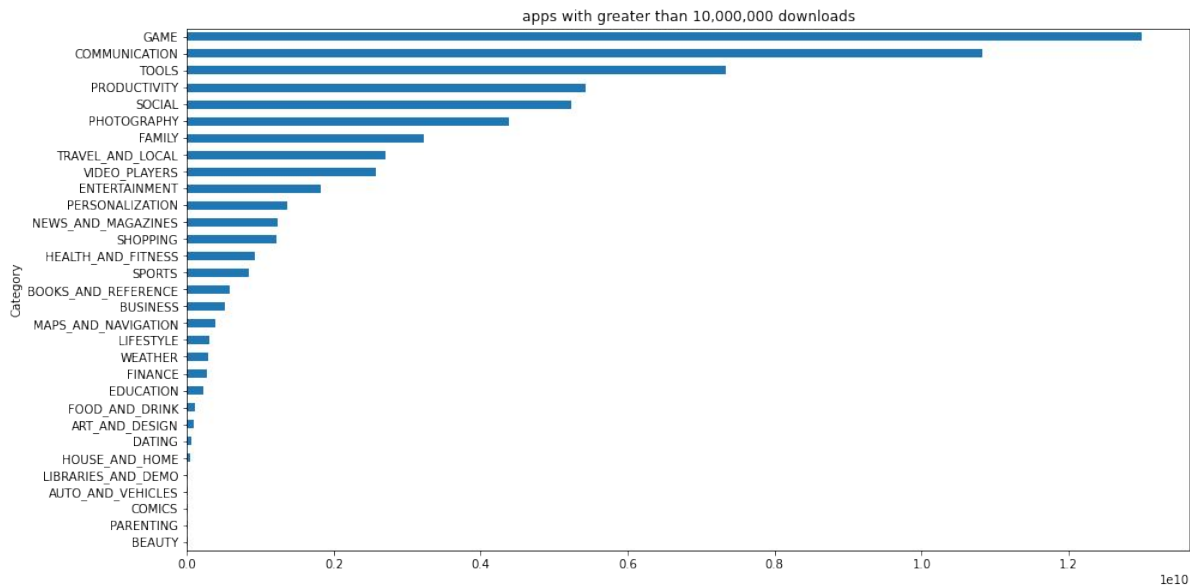
Making an app in family category is more competitive task

Apps With Greater Than 10 Million Downloads

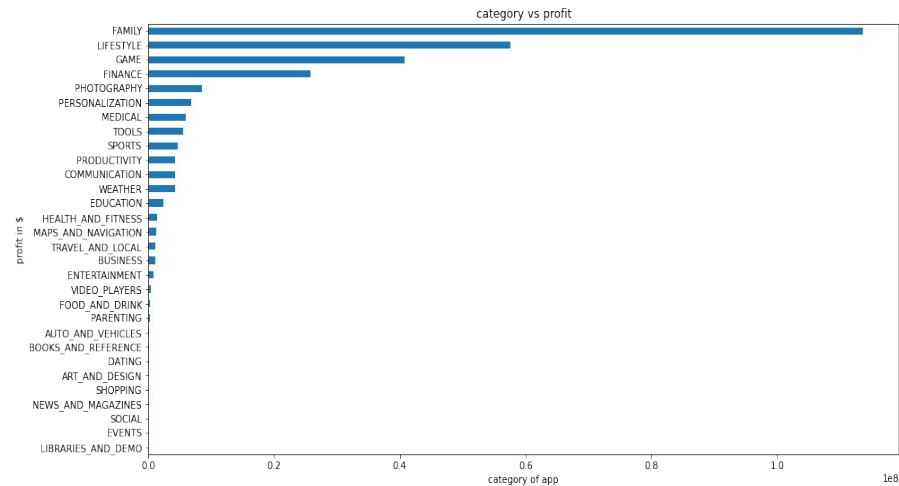
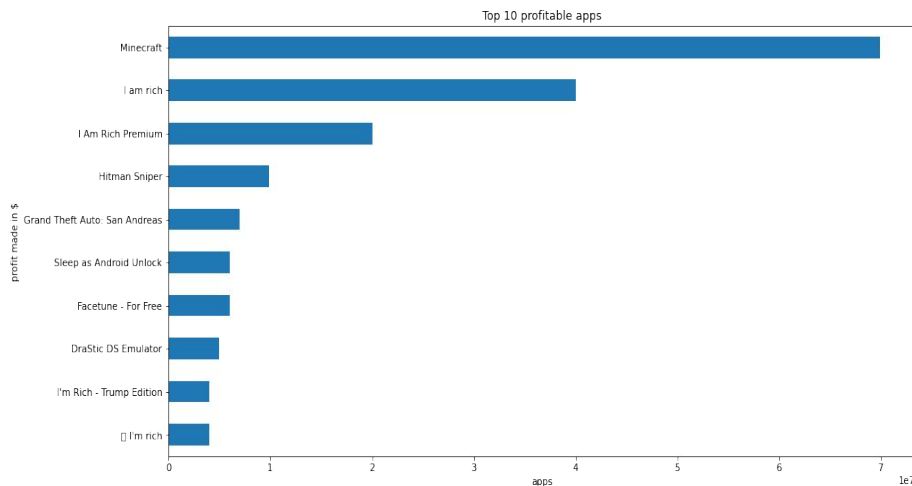
Apps over 1 billion plus downloads are from:

- Meta
- Google
- Microsoft
- Subway Surfers

And are free apps

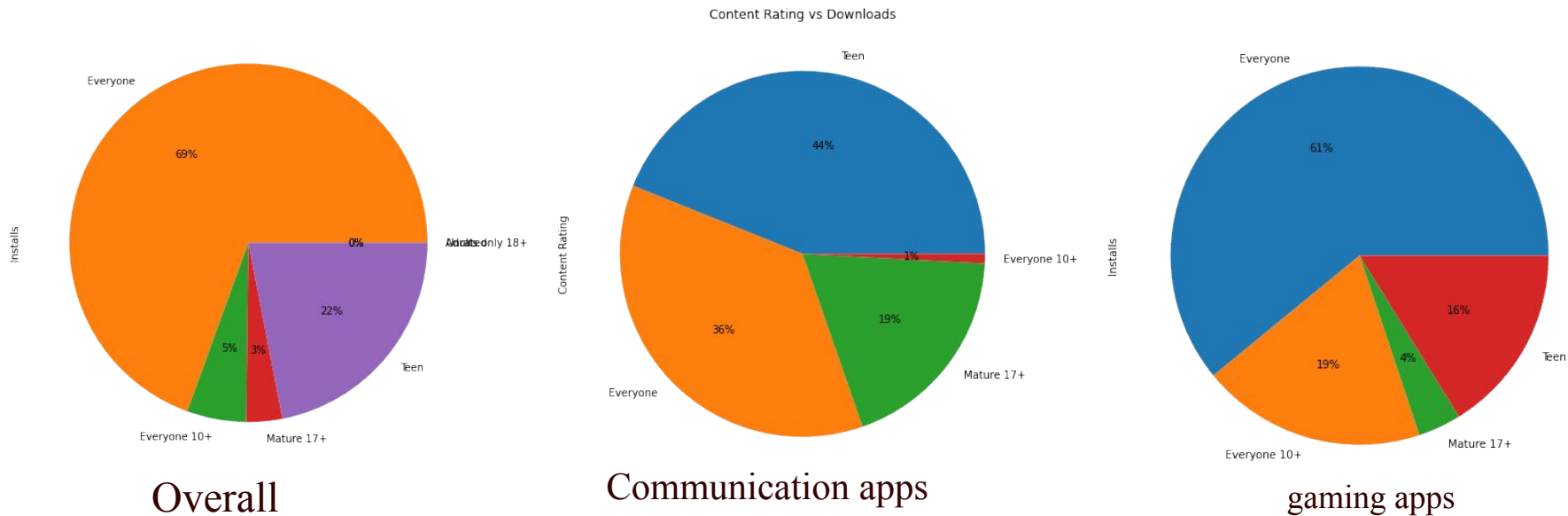


Category vs profit and top 10 profitable apps



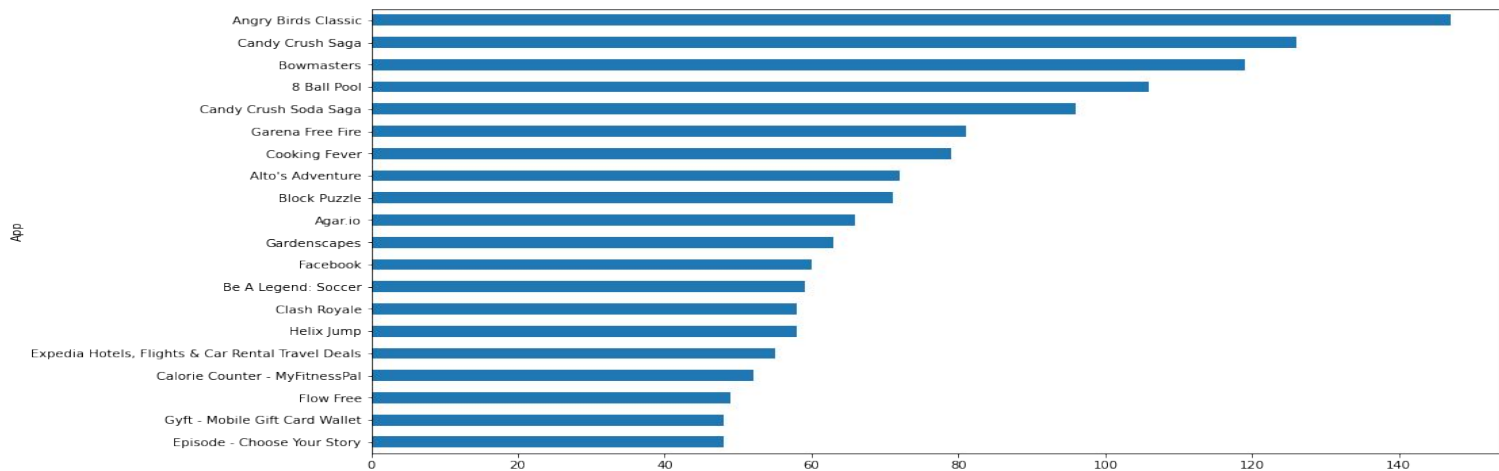
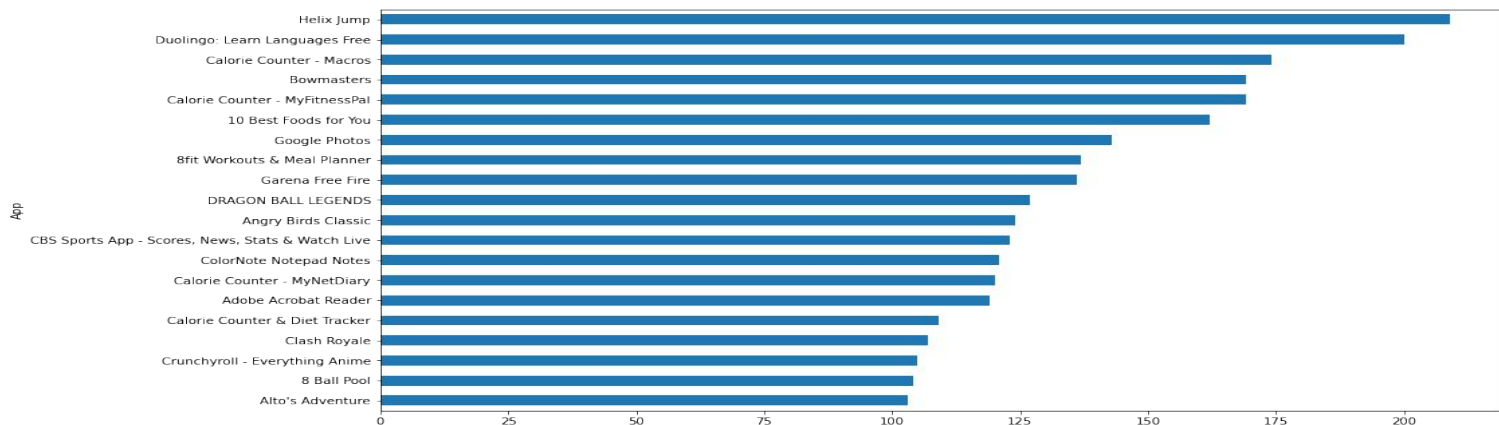
- Minecraft is the most profitable app on play store with over 10 million installs
- approximately 40% of apps that make profit were games
- The lifestyle, finance and family category have the most expensive app with highest of 400\$

Installs vs content rating

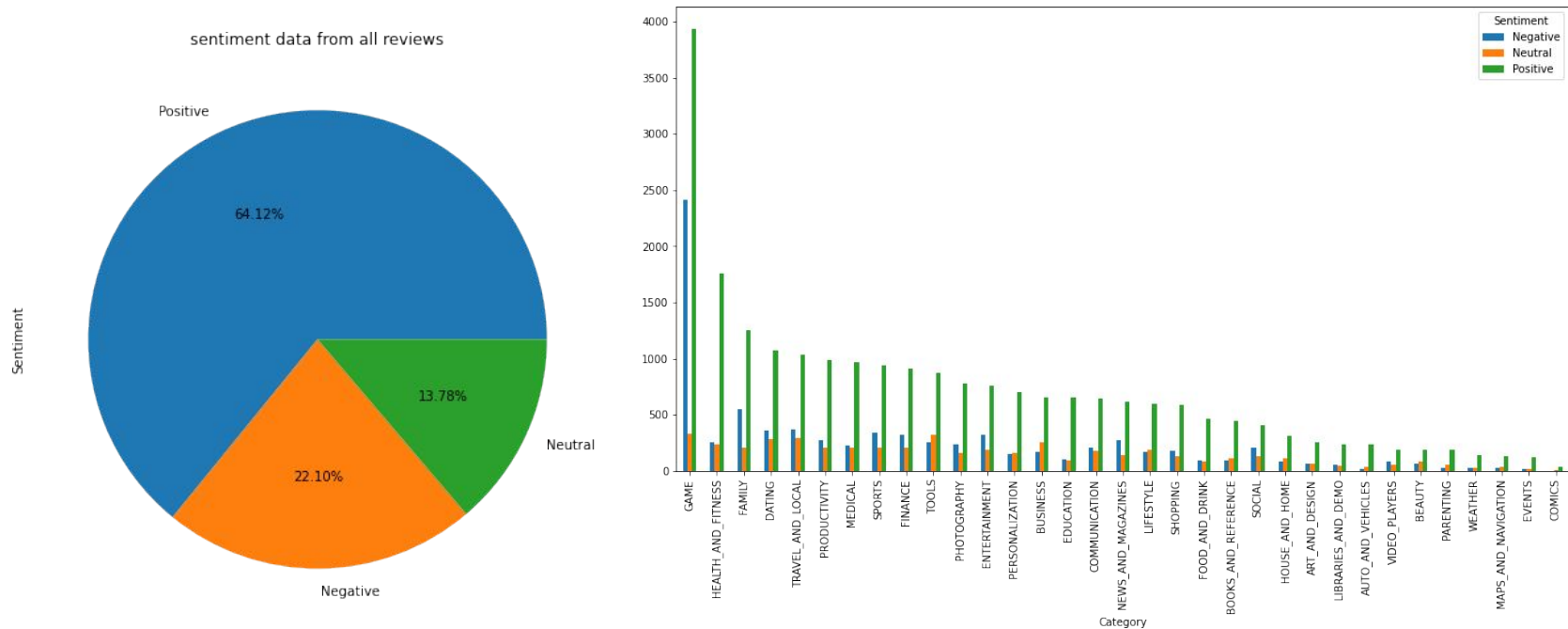


- From this we can conclude that making the app available for everyone would be the best option

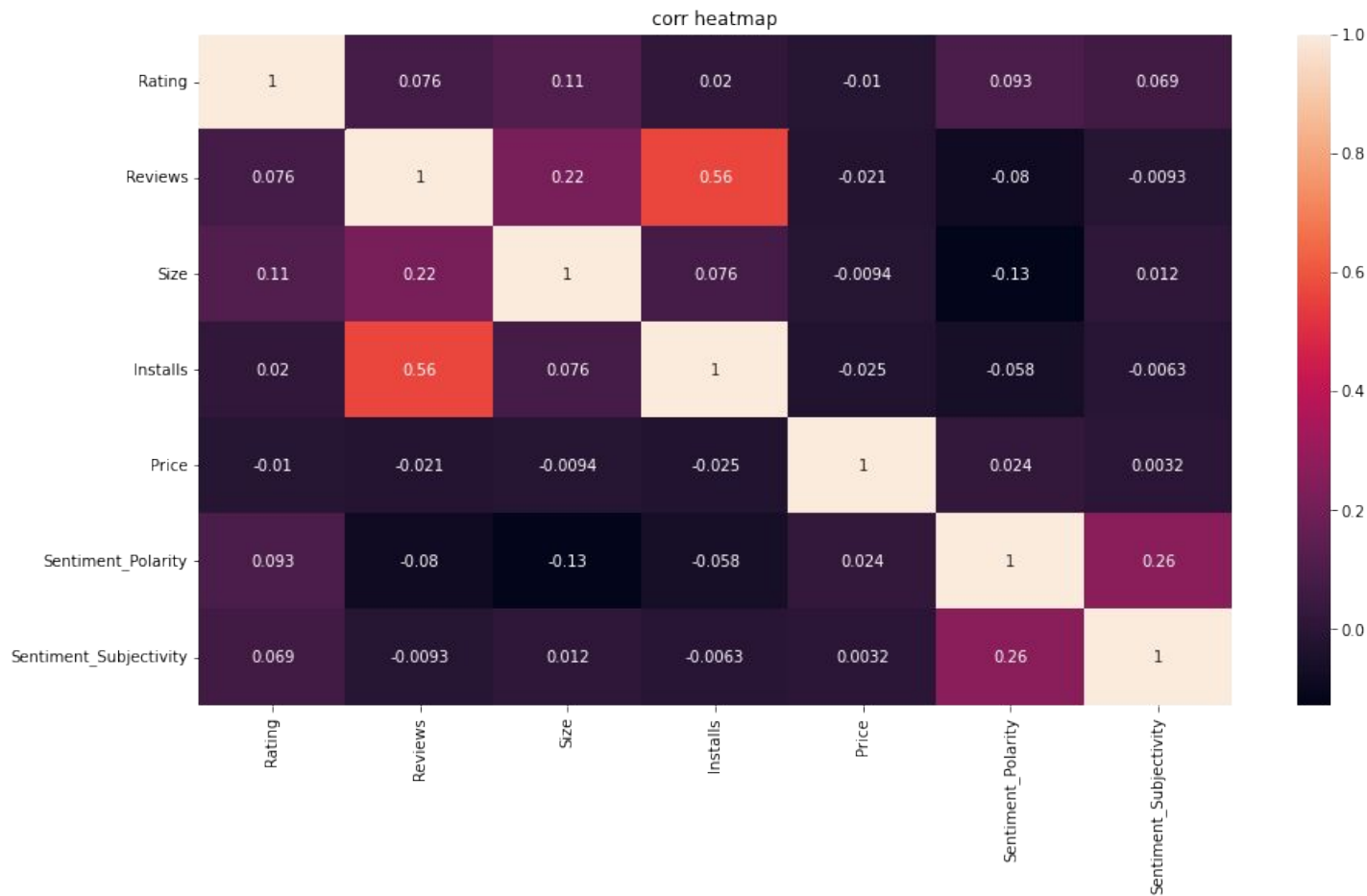
Positive and negative reviews



Sentimental analysis of reviews



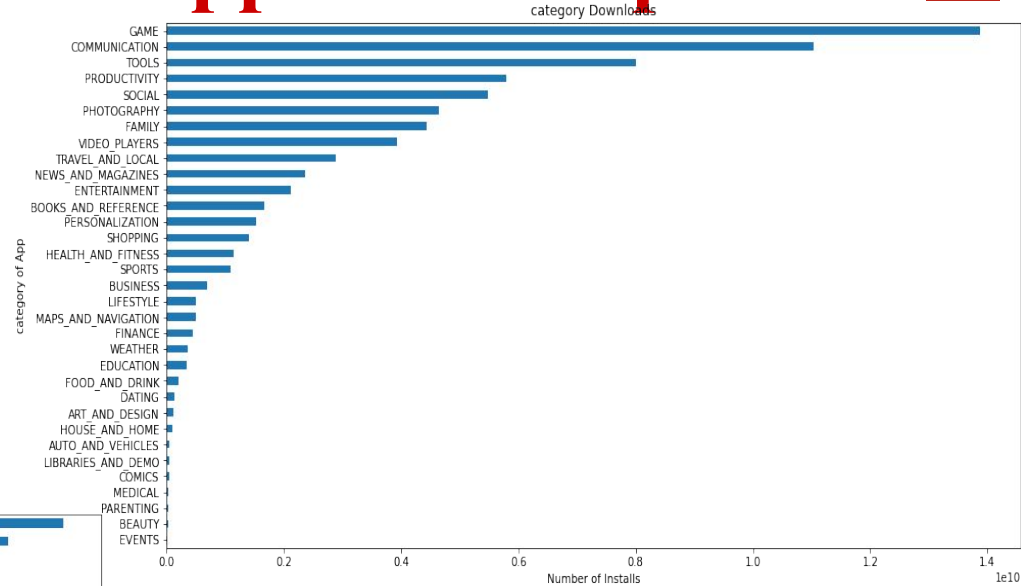
Correlation Heatmap



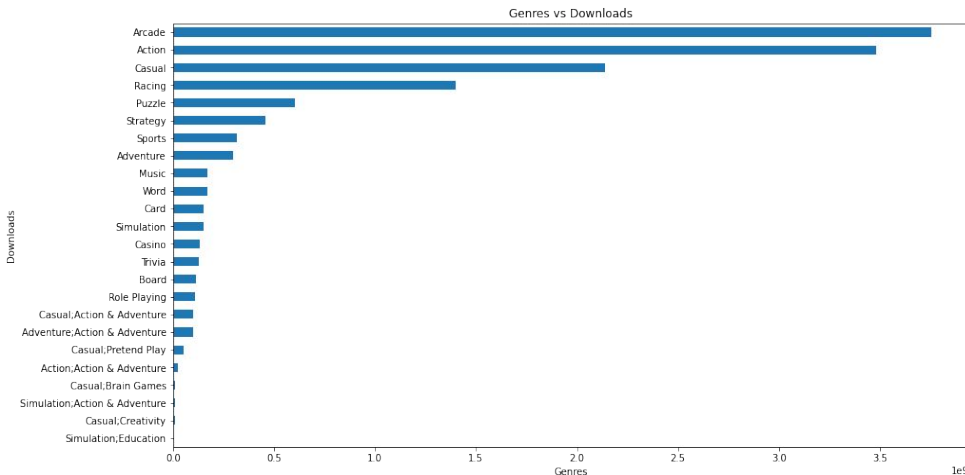
Choosing the best app to develop



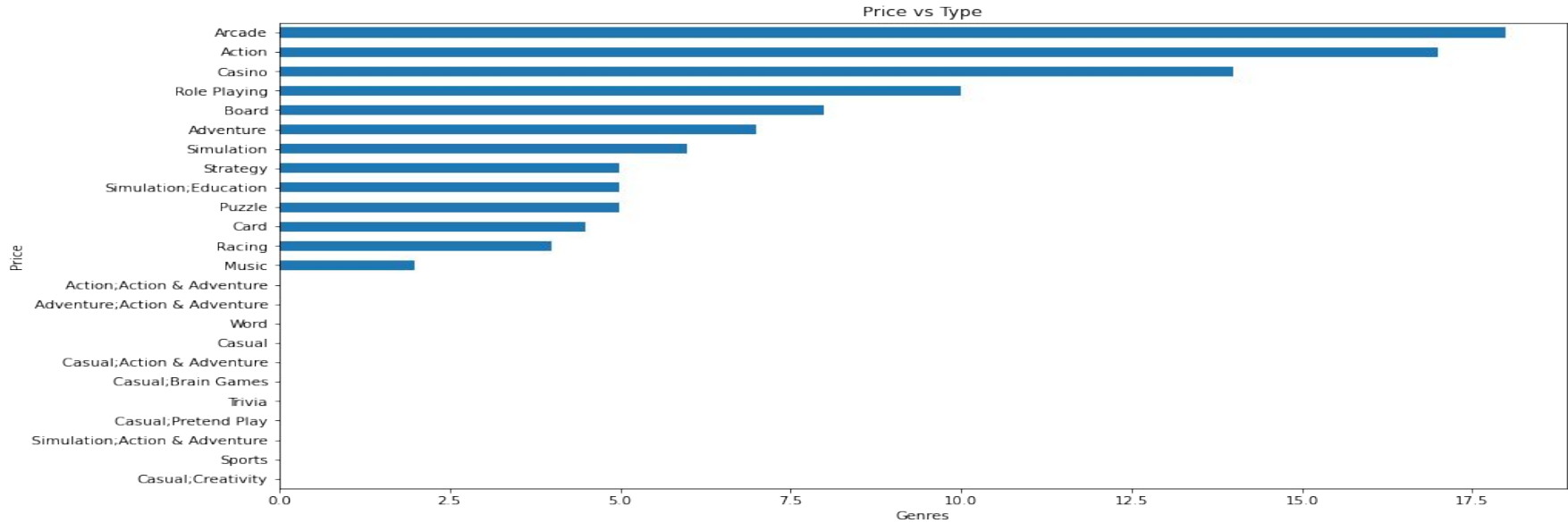
- We can see that most number of app installs are in game category.
- In game category arcade, action, casual and racing genres are the most preferred ones in both free as well as paid apps.



- People spend a lot on arcade, action, adventure and card games



Choosing the best app to develop



- From this we can conclude that developing a game based on combine features of arcade, action and adventure. By adding some features such as communication in the game and game accounts linked to there social media to compete with friends would be more profitable as well as fast growing due to social media engagement

Conclusion

- ❑ 92 % of apps on play store are free apps
- ❑ Most number of apps are in family category
- ❑ Apps with more than 1 billion downloads are from top MNC's
- ❑ 40% apps are from family section, game and tools category
- ❑ Most profitable apps are gaming apps
- ❑ Minecraft and hitman sniper are the two apps in paid category with over 10 million downloads
- ❑ There is a negative correlation between price and installs, and positive correlation between reviews and installs
- ❑ Most successful apps are the gaming apps in terms of downloads and profit making

Challenges faced

- ❑ Reading and cleaning the data set was one of the major challenge as it is the main step to process with the data for further analysis.
- ❑ Handling with NaN, duplicate and error values and converting the required columns in appropriate data type.
- ❑ Designing and combining the data frames to obtain the conclusion and visualizations.

• **Thank You**