

<b>Stage</b>	<b>Objective</b>	<b>Techniques &amp; Tools</b>	<b>Expected Output</b>
<b>1. Data Collection</b>	Acquire the Google Play dataset and augment with temporal/region data.	Kaggle dataset, secondary data APIs	Raw data in .csv format
<b>2. Data Preprocessing</b>	Clean, normalise, handle missing/outlier values, and create derived features.	Pandas, NumPy	Cleaned dataset
<b>3. Exploratory Data Analysis (EDA)</b>	Explore patterns of installs, ratings, reviews, and monetisation types.	Correlation analysis, heatmaps, pairplots, trend plots	Statistical summary and insights
<b>4. Visualisation</b>	Communicate findings effectively via interactive visuals.	Plotly, Seaborn, Dash, Tableau	Interactive dashboard
<b>5. Modelling &amp; Hypothesis Testing</b>	Build predictive and descriptive models to answer questions.	Regression, Clustering, NLP, Classification	Predictive insights
<b>6. Validation &amp; Evaluation</b>	Test model performance and interpret feature importance.	RMSE, R <sup>2</sup> , F1-score, Silhouette Score	Performance metrics
<b>7. Reporting &amp; Interpretation</b>	Link results back to research questions and literature.	Documentation & narrative	Final report and insights