

High Level Design(HLD)

Analyzing Google Apps Store

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❖ Abstract

The Google Play Store has become the go-to destination for users to download and install apps on their Android devices. With millions of apps available for download, it can be challenging for users to identify which ones are worth their time and money. In this project, we analyzed a sample of Google Play Store apps to understand the factors that influence user ratings, reviews, and downloads.

We collected data on app ratings, reviews, downloads, and various app characteristics, including category, price, and size. Using statistical analysis techniques, we identified significant correlations between app characteristics and user ratings, reviews, and downloads. Our findings indicate that certain app categories, such as Family, Game and Tools, tend to have higher ratings and downloads.

Our project provides valuable insights into what factors influence user engagement with Google Play Store apps. Our findings can help app developers and marketers optimize their apps to attract more downloads and positive ratings and reviews.

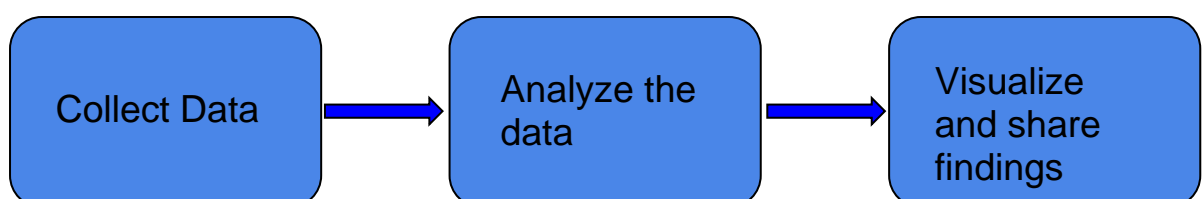
❖ Scope

The purpose of this project is to conduct an analysis of Google Play Store apps to identify the factors that influence user ratings, reviews, and downloads. The analysis will be based on a sample of apps selected from various categories, including but not limited to but not limited to communication, social, tools, and productivity. Exploratory Data analysis(EDA) and Feature Engineering is performed on the given dataset using Python to get the insights about data and lastly information gathered is visualized using Power BI Reports.

❖ Problem Statement

The problem addressed in this project is to identify the factors that influence user engagement with apps in the Google Play Store. Specifically, we seek to understand the relationship between app characteristics, such as category, price, size, and user ratings, reviews, and downloads. By analyzing these factors, we aim to provide insights into how app developers and marketers can optimize their apps to attract and retain users. Understanding the factors that influence user engagement can help app developers and marketers make informed decisions about app design, pricing, and marketing strategies

❖ Functional Architecture



Tools Used

Business Intelligence tools such as Power BI for Visualization and Jupyter Notebook is used for Analysis using Python. Exploratory Data Analysis and Feature engineering is performed with help of Python programming language in Jupyter Notebook for processing and getting information from the data. And the processed data is then visualized using Power BI Desktop.



❖ Key Performance Indicator(KPI)

Key Performance Indicator displays Apps based on Category filtered further drilled through for getting more information about apps such as ratings, reviews, installs, size. Power BI reports will be used to display following KPI's and relevant information.

1. Information of Apps Category Wise, such as number of apps in each category, sum of reviews, ratings and installs in each category.
2. After drilling through in each category this part displays apps which are paid and free and their ratings, reviews, installs for each app.
3. After drilling through in each category this part displays apps which are paid and free and their size, genre, last updated year for each app.
4. Top 5 categories based on Rating, Reviews and Installs.

5. Deployment

- Data visualization is one of the most important capabilities of any business intelligence (BI) and analytics solution. It helps people translate complex data into a visual context, like a chart or a graph, identify trends numbers alone can't easily reveal, and discover hidden patterns in your dashboard.
- To make creative and easy data visualization some tools are used by companies out of which Power BI is one of them.
- Power BI is so popular, interactive, simple, fast and user-friendly and has a huge fan base in the public and enterprise world. The great thing about Power BI is that it doesn't need any technical or any kind of programming skills to operate. It has accumulated interest among the people across various sectors like different industries, business, and researchers.