

ANALYZING GOOGLE APPS STORE

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OBJECTIVE:

- 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.

BENEFITS:

- Analysis will help users to decide which apps to install and use based on number of ratings and reviews an app has.
- Business gets an understanding in which category they want to launch apps based on number of apps and content rating based on ratings provided from each category.

DATA DESCRIPTION

- Dataset consist of 10 columns and 9658 rows where columns are Apps, Category, Installs,Ratings, Reviews, Content Rating, Price, Last Updated, Size, Genre.
 - i) Category Wise Analysis– Consist of sum of ratings, reviews , installs and number of apps category wise.
 - ii)Information of Apps – After we drill through the category, apps which are part of that category gets displayed, with ratings, reviews, installs for each app based on paid and unpaid apps.
 - iii)Information of Apps – After we drill through the category, apps which are part of that category gets displayed, with size,Genre, last updated year, based on paid and unpaid apps.

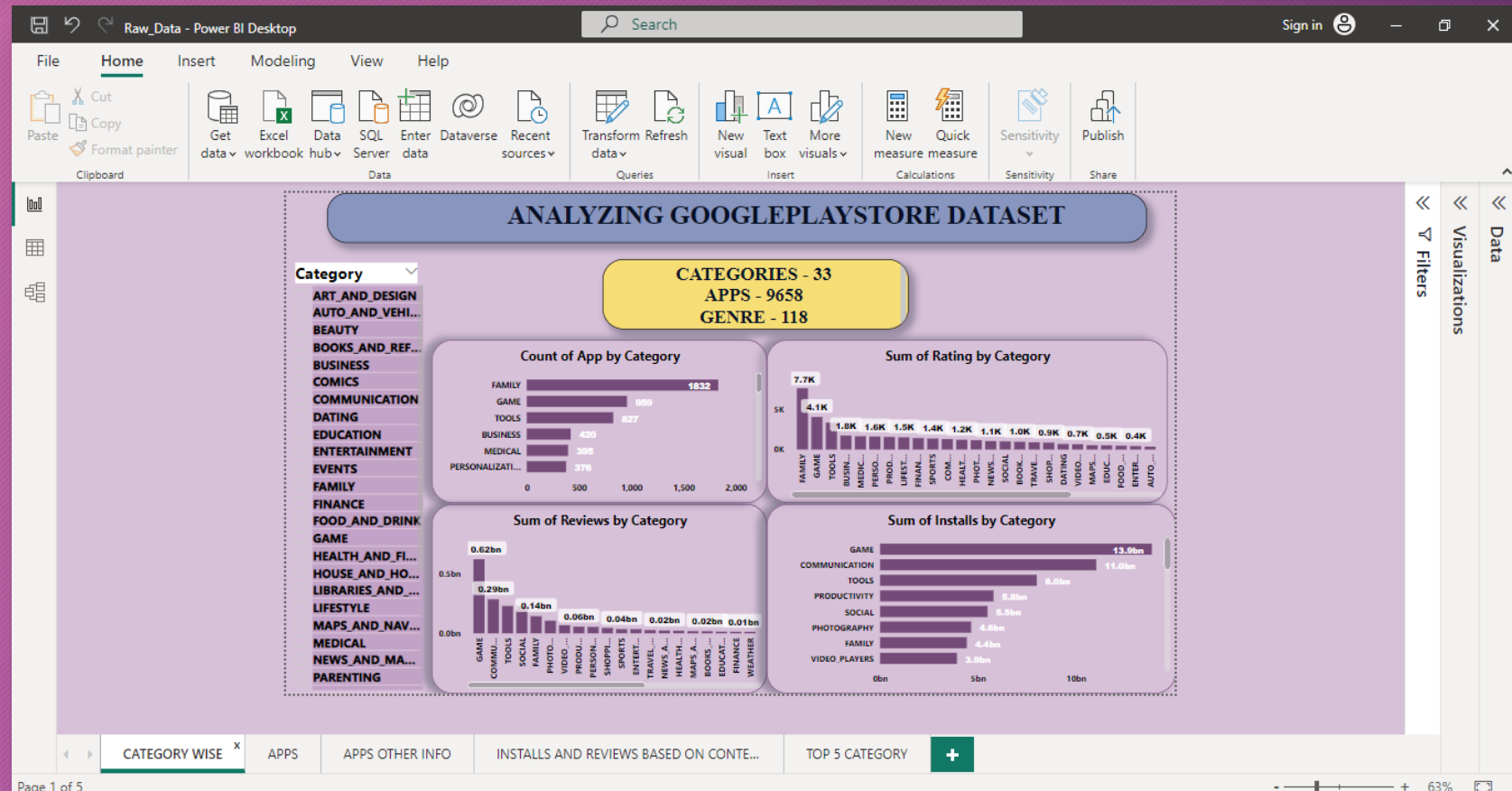
DATA DESCRIPTION

- i) Installs and Reviews Based on content ratings:- This visual displays, apps which are reviewed and installed based on content rating of Everyone, everyone 10+, Teen.
- ii) Top 5 Category :- This visual displays which are top 5 categories based on ratings, reviews and installs.

DATA INSERTION :

- After exporting file from jupyter notebook, we need to load this file PowerBI Desktop.
- After opening Power BI desktop we see option to Get Data and select whichever format is your file saved in and load to create visuals out of it.

REPORTS : CATEGORY WISE



APPS INFO

Raw_Data - Power BI Desktop

Search

Sign in

File Home Insert Modeling View Help

Paste Cut Copy Format painter Clipboard

Get data Excel workbook Data SQL Server Enter data Data Warehouse Recent sources Transform data Refresh data Queries

New visual Text box More visuals Insert

New Quick measure measure Calculations

Sensitivity Sensitivity

Publish Share

WEATHER Category

App	Price	Ratings	Reviews
Weather Live Pro	Paid - \$4.49	4.80	174
Weather Forecast Pro	Paid - \$3.99	4.70	140
MyRadar NOAA Weather Radar Ad Free	Paid - \$2.99	4.50	30
Weather & Radar Pro - Ad-Free	Paid - \$2.99	4.50	252
Weather Live	Paid - \$5.99	4.50	765
Weather Data CH	Paid - \$2.99	4.30	
Florida Tides & Weather	Paid - \$6.99	3.80	
W Pro - Weather Forecast & Animated Weather Maps	Paid - \$1.99	3.80	
Total		34.90	1364

App	Price	Ratings	Reviews	Installs
Live Weather Pro	Free	4.80	892	10
Weather forecast	Free	4.80	159455	1000
Fu*** Weather (Funny Weather)	Free	4.70	20001	1000
weather - weather forecast	Free	4.70	11118	1000
Klara weather	Free	4.60	36900	500
Storm Radar: Tornado Tracker & Hurricane Alerts	Free	4.60	89868	1000
WebCams	Free	4.60	3963	100
GO Weather - Widget, Theme, Wallpaper, Efficient	Free	4.50	1422858	50000
Live Weather & Daily Local Weather Forecast	Free	4.50	13426	1000
Local Weather Forecast & Visual Widget	Free	4.50	3478	500
MA@tA@ciel	Free	4.50	29344	500
MyRadar NOAA Weather Radar	Free	4.50	178934	10000
New 2018 Weather App & Widget	Free	4.50	2332	500
RadarNow!	Free	4.50	54090	5000
Weather by WeatherBug: Forecast, Radar & Alerts	Free	4.50	981995	10000
WeatherClear - Ad-free Weather, Minute forecast	Free	4.50	3252	50
Yandex.Weather	Free	4.50	309617	10000
AccuWeather: Daily Forecast & Live Weather Reports	Free	4.40	2053404	50000
Amber Weather	Free	4.40	260137	10000
Free live weather on screen	Free	4.40	15370	1000
HumorCast - Authentic Weather	Free	4.40	6495	100
Local weather Forecast	Free	4.40	5482	1000
Total		300.70	12158723	360288

Filters Visualizations Data

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Search

Sign in

File Home Insert Modeling View Help

Clipboard: Paste, Cut, Copy, Format painter

Data: Get data, Excel workbook, Data hub, SQL Server, Enter data, Dataverse, Recent sources

Queries: Transform data, Refresh

Visuals: New visual, Text box, More visuals

Calculations: New measure, Quick measure

Sensitivity: Sensitivity

Share: Publish

BUSINESS
Category

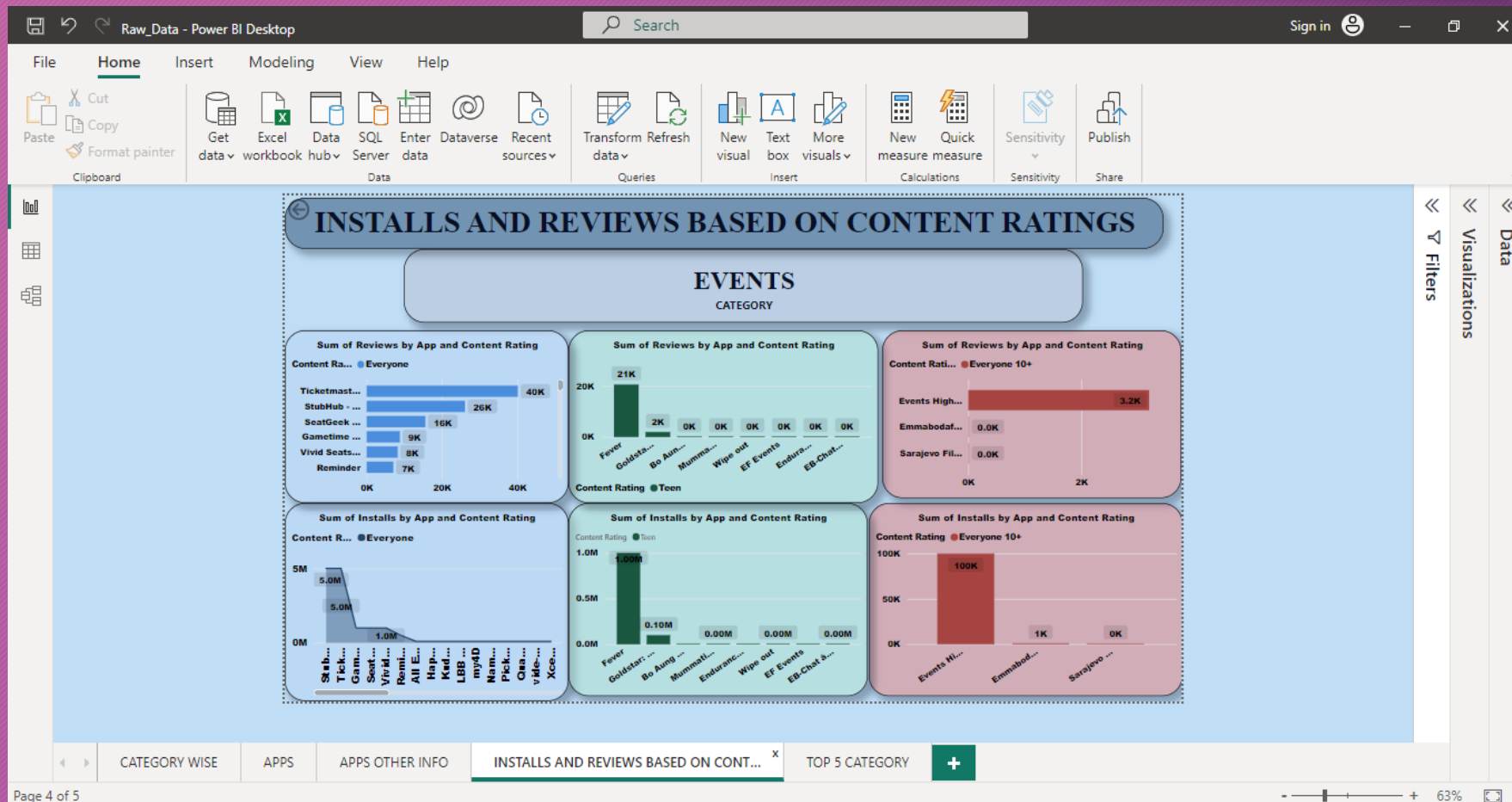
App	Price	Size	App
The DG Buddy	Paid - \$2.49	11M	104 Looking for a job - looking for a job, looking for a job, looking for a part-time job, health checkup, resume, treatment room
AW Toolbox	Paid - \$19.9	13M	2017 BN SM Sales Conference
CM FILE MANAGER Pro	Paid - \$2.99	2.7M	23rd QM BDE EO
Bk Bee Sales Manager	Paid - \$99	2.1M	4Eternity EO
BZ Reminder PRO	Paid - \$3.99	5.4M	A/C REFRIGERANT CAPACITY
DS Helpdesk Plus	Paid - \$12.99	Varies with device	AC Freedom
Lean EQ	Paid - \$89.99	10M	Accounting App - Zoho Books
SkyTest BU/GU Lite	Paid - \$17.99	20M	ADMIRALTY H-Note
Super Resume Builder Pro. CV	Paid - \$4.99	6.9M	ADP Mobile Solutions
Tiny Scanner Pro: PDF Doc Scan	Paid - \$4.99	39M	AdWords Express
DG Surveyor	Paid - \$8.99	6.8M	Aegis BT
TurboScan: scan documents and receipts in PDF	Paid - \$4.99	6.8M	AF Legendary 2017
			AF Our Time to Shine
			Ag Valley Cooperative
			Ag-Power
			Ag-Pro Companies
			AirWatch Agent
			AirWatch Inbox
			Alba Heaven - Alvarez Job Portal Services
			Allsetra B.V.
			Ambient CX
			AO-EVENT

Visualizations

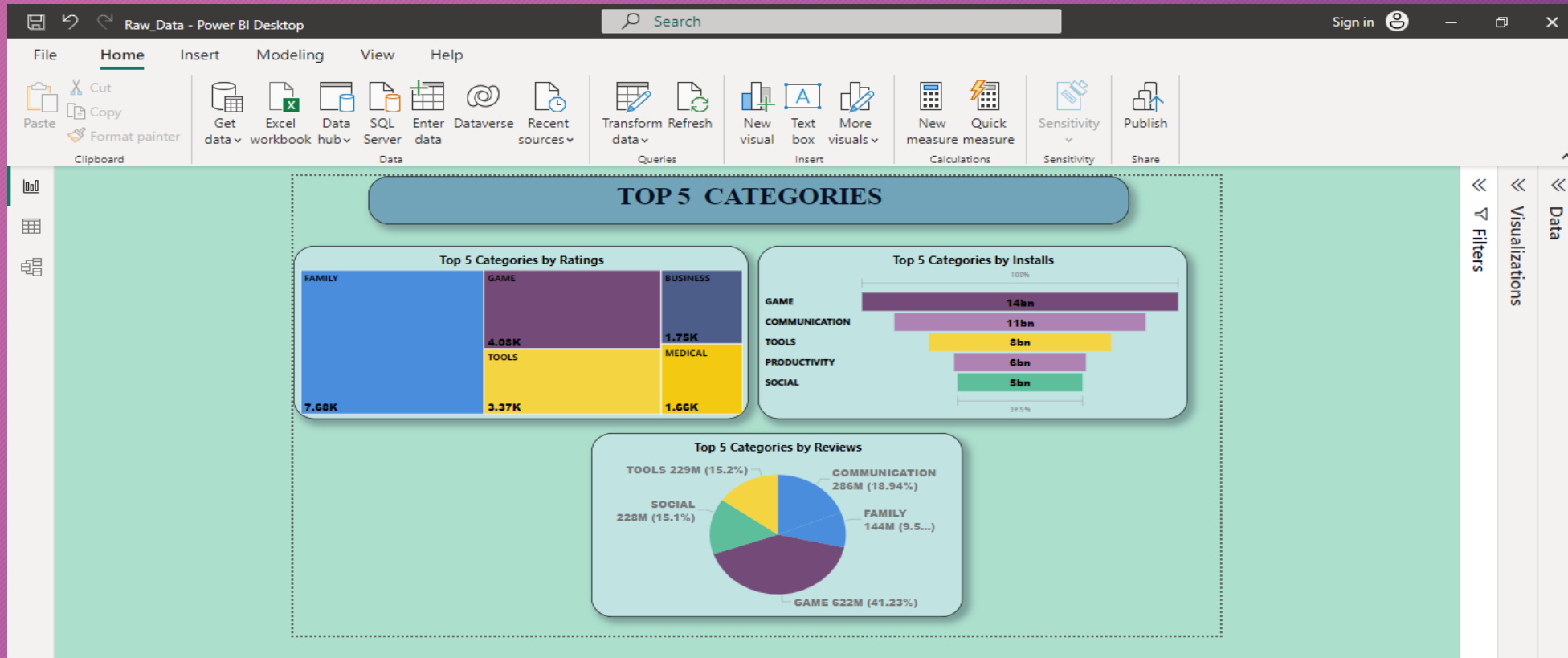
Data

Filters

INSTALLS AND REVIEWS BASED ON CONTENT RATINGS



TOP 5 CATEGORY



ANALYSIS

- There are 33 Categories , 118 Genre, 9658 Apps.
- Top 5 categories based on Ratings : Game, Family , Tools, Medical,Business.
- Top 5 categories based on Installs : Game,Communicaton, Tools, Productivity, Social.
- Top 5 categories based on Reviews: Tools, Communication, Family, Social, Game
- All other information can be gathered through visuals.