

Play Store App Review Analysis

Summary

There are many factors that play their role in the success of a mobile application. An app can be downloaded many times, but, in turn, register a very large number of uninstallations. One of the most common factors that cause this to happen lies in the application's interface. Among the errors in the development of apps, is in the design, in the interface. It will be the first thing we have to take care of. But there are many others.

Ratings and reviews are important. They provide valuable quantitative and qualitative feedback of the users' reported experience of the app or game, and the broader service that are offer. That's why they're one of the signals people use when deciding what to download.

With the idea of effects of ratings and reviews on the growth of an app we have did the Exploratory Data Analysis utilizing two Dataset and came with conclusive ideas.

In our journey we first Understood the Dataset completely based onto which we have did the data cleaning here we focused more on incorrect, inconsistent data can lead to false conclusion and misdirects the scales. So, we detected and corrected the inaccurate records which was necessary to maintain the flow.

We later started the observations where first understood the trend of most liked categories

Based onto which we did the content rating choices, what are the impact of size on the downloads, how categories show their behaviors with average ratings, how features are correlated, what trend does pay and free apps follows. Then later we collaborated the datasets and understood the sentiment polarity density and how behavioral changes of sentiment affects the ratings.

All of this was achieved because of data wrangling and data visualization.

At last, we concluded that we have seen that whatever are the category i.e., genre the apps are built, people will review and rate it positively. It totally depends on the organization to make it engaging, people will move towards those apps which came with something interesting.

Also, positive reviews have the power to motivate the developers to be more innovative to enhance retention and loyalty.

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