



Presentation Title:

Unveiling the Android App Market: Insights from Google Play Store Data

- **Title:** Unveiling the Android App Market
- **Subtitle:** “A Data-Driven Exploration of App Performance and User Sentiment”
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- **Date:** August 2025

2. Project Overview

- **Objective:** Analyze Google Play Store apps and user reviews to uncover trends, performance metrics, and user sentiment
- **Datasets Used:**
 - apps.csv
 - user_reviews.csv
- **Key Concepts:**
 - Data Preparation
 - Category Exploration
 - Metrics Analysis
 - Sentiment Analysis
 - Interactive Visualization
 - Skill Enhancement

3. Data Preparation

- **Actions Taken:**
 - Cleaned and standardized installs, price, and rating columns
 - Removed duplicates and missing values
 - Merged app and review datasets
 - Standardized and Cleaned Translated review column of number, punctuation marks, signs, lower case and upper case in the sentences by creating a def function known as Clean_review.
- **Visual:** Table showing before/after cleaning

4: Category Exploration

- **Findings:**
 - Top categories by app count
 - Categories with highest average ratings
- **Visuals:**
 - Bar chart: Top 10 categories by app count
 - Heatmap or grouped bar chart: Avg rating per category

5. Metrics Analysis

- **Insights:**
 - Rating distribution skews positively
 - Free apps dominate installs
 - No strong correlation between price and rating
- **Visuals:**
 - Histogram of ratings

- Scatter plot: Price vs Installs
- Box plot: Rating by category

6. Sentiment Analysis

- **Method:** Used TextBlob to score review sentiment
- **Findings:**
 - Most categories have neutral to positive sentiment
 - Negative reviews often mention bugs, crashes, or ads
- **Visuals:**
 - Bar chart: Avg sentiment by category
 - Word cloud: Common negative review terms

7. Interactive Visualization

- **Tool Used:** Plotly
- **Features:**
 - Filter by category, rating, installs
 - Hover to view app details
- **Visual:** Rating VS Installs by Category

8. Skill Enhancement

- **Skills Practiced:**
 - Data cleaning and wrangling
 - Exploratory data analysis
 - Natural language processing
 - Visualization and storytelling

- **Reflection:**

- “This project sharpened my ability to extract insights from real-world data and communicate findings effectively.”

9. Key Takeaways

- **Summary:**

- App success is multifactorial: category, rating, sentiment, and pricing all play a role
- User reviews offer rich qualitative insights
- Data visualization enhances stakeholder understanding

10: Thank You

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- **Q&A Prompt:** “Happy to take questions or dive deeper into any part of the analysis!”