Google Play Store Apps

Our project goal is to predict the number of installs of apps by looking at app info and its reviews. We hope that this project will help app developers predict their number of installs or investors who want to pick out the next big app. Companies may run beta focus groups, or app developers may receive feedback from testers and get certain amounts of reviews. We use this and some knowledge about the app to predict its success. Knowing the number of installs can help developers and business managers because they can predict the profit. This project's result may show the importance of reviews to apps in the market as it could be one of the determining factors for the number of installs.

Question/need :

Most Downloaded Applications?
Top Rated Applications?
Paid vs Free
The most famous app ?

Tools:

Pandas
NumPy
Seaborn
Matplotlib
Link the data sit : https://www.kaggle.com/lava18/google-play-store-apps

Description :

we are going to analyze the dataset (taken from Kaggle) of all the Apps in the Google Play Store

goal: The Play Store apps data has enormous potential to drive app-making businesses to success. Actionable insights can be drawn for developers to work on and capture the Android market!

Each app (row) has values for category, rating, size, and more. There are 13 features , 10841 entries .

Columns	Description
App	Application name
Category	Category the app belongs to
Rating	Overall user rating of the app (as when scraped)
Size	Size of the app (as when scraped)
Reviews	Number of user reviews for the app (as when scraped)
Installs	Number of user downloads/installs for the app (as when scraped)
Type	Paid or Free
Price	Price of the app (as when scraped)
Content Rating	Age group the app is targeted at - Children / Mature 21+ / Adult
Genres	An app can belong to multiple genres (apart from its main category). For eg, a musical family game will belong to
Last Updated	Date when the app was last updated on Play Store (as when scraped
Current Ver	Current version of the app available on Play Store (as when scraped)
Android Ver	Min required Android version (as when scraped)