



EDA

Google play store

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Overview

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 rows**.

Data Preprocessing

01

Delete white space in
columns name

02

Delete row have non- numeric
value in

03

Delete consistent type (\$,
comma , +)

04

Convert columns as integer
Reviews , installs , price

05

Fill null value in column

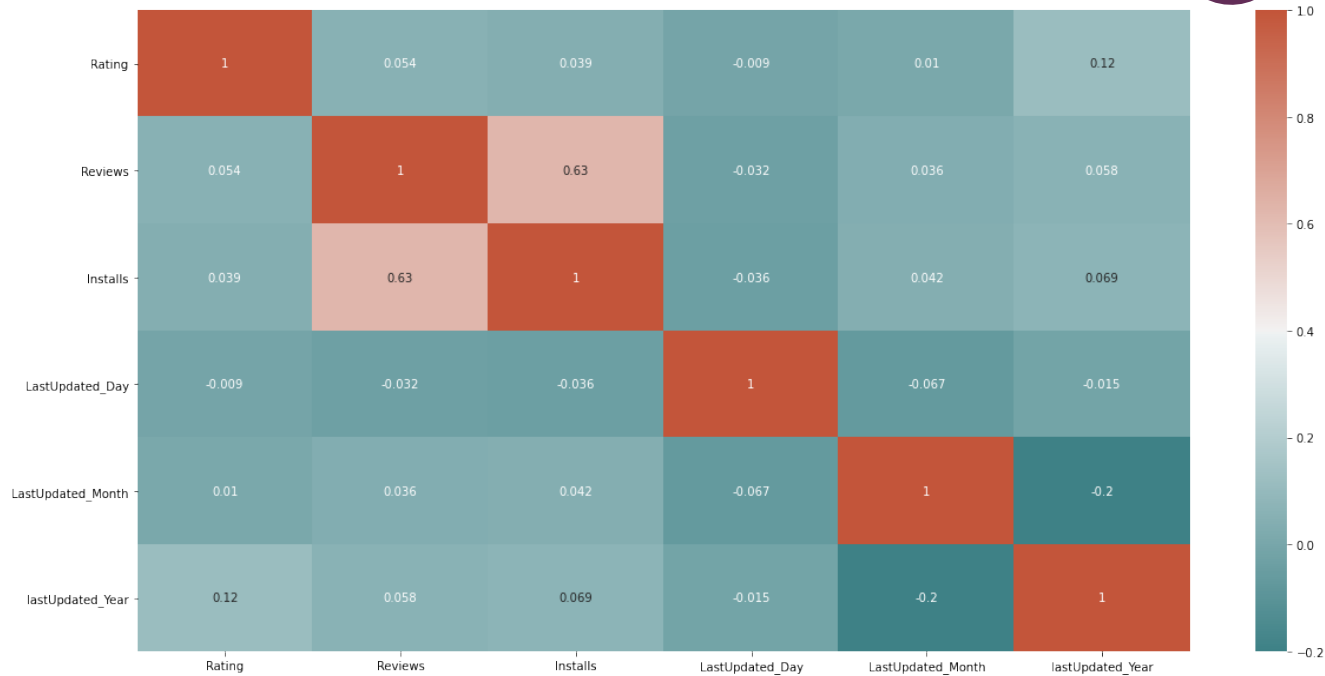
06

Delete duplicate rows
By app name



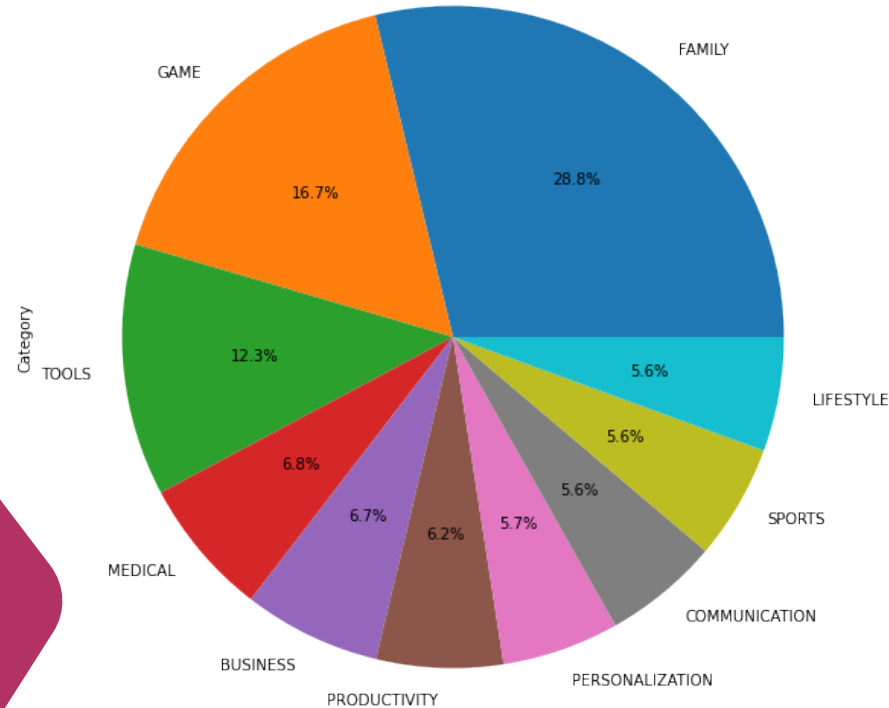
Data visualization

Correlation



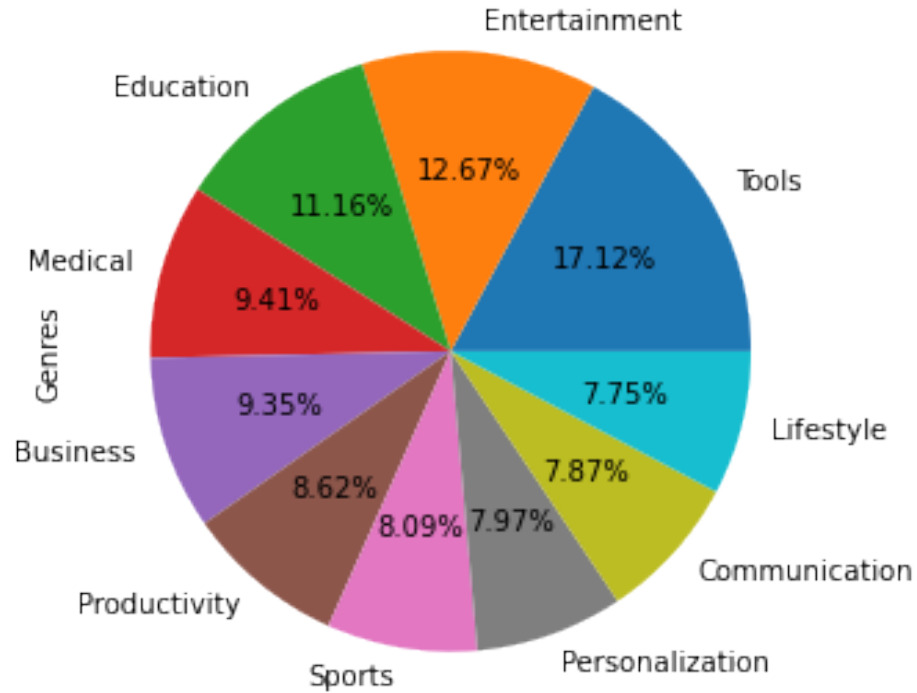
A moderate positive correlation of 0.63 exists between the number of reviews and number of installs.

Which category has the highest apps in the store?

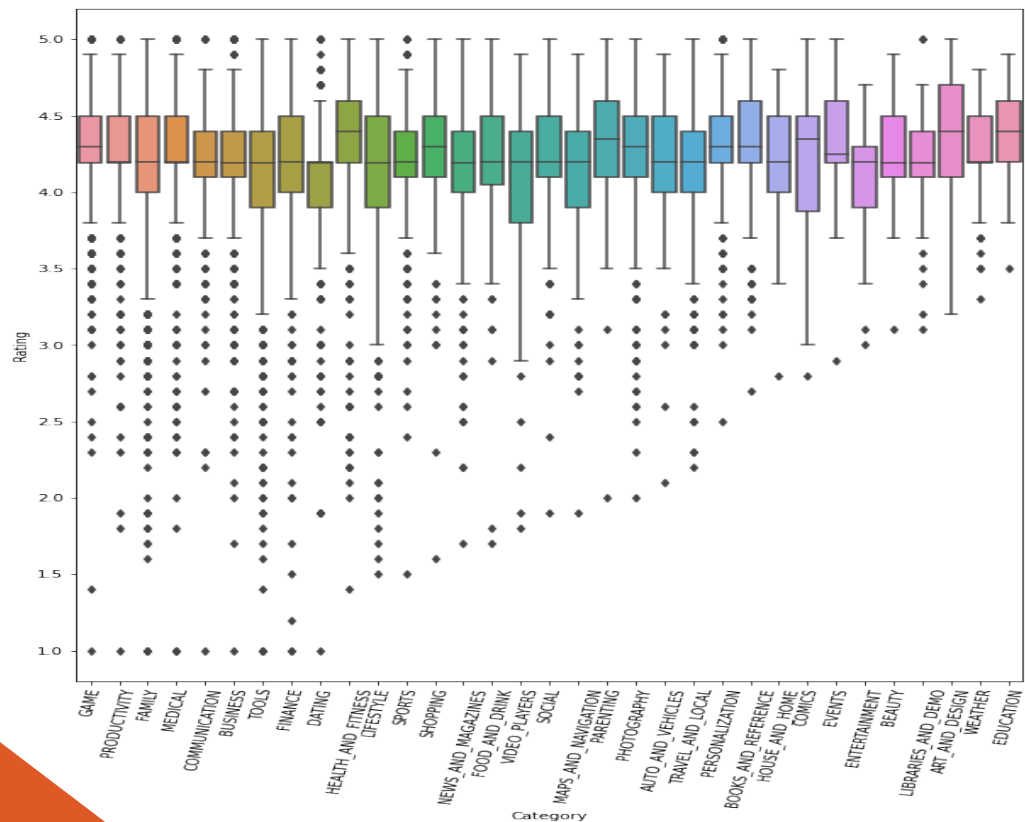


- **33 categories** , **Family** and **Game** apps have the highest market prevalence.
- Interestingly, **Tools, Business and Medical** apps are also catching up.

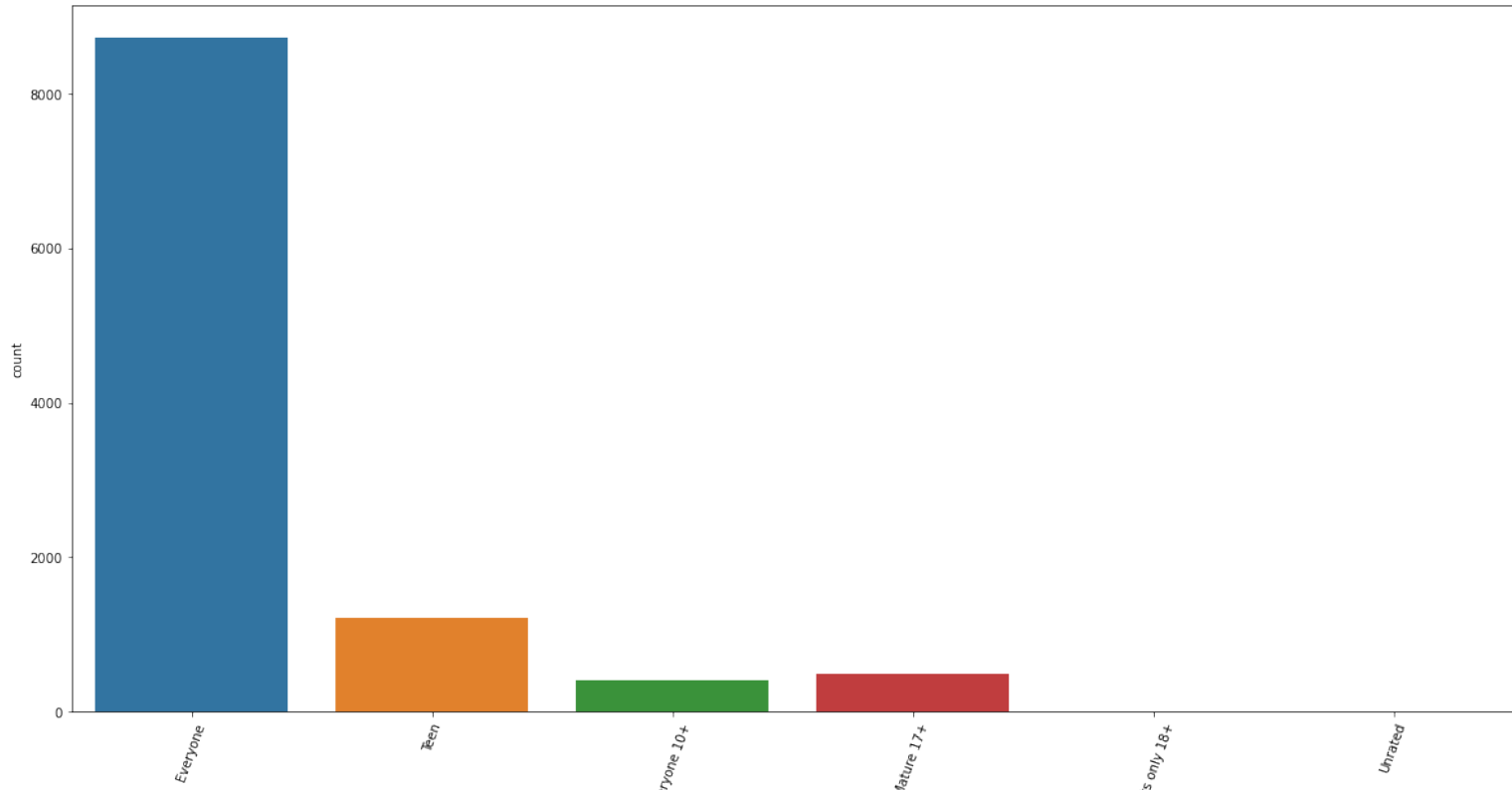
Which genres has the highest apps in the store?



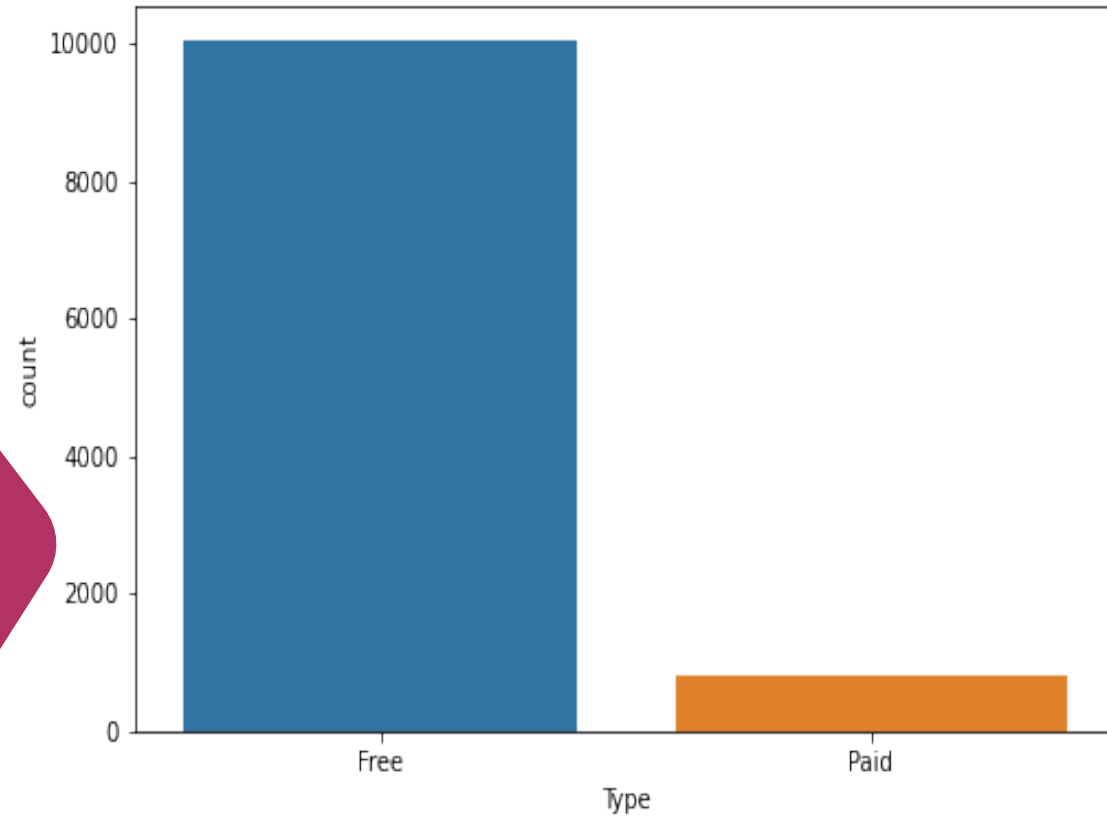
Top Rated categories



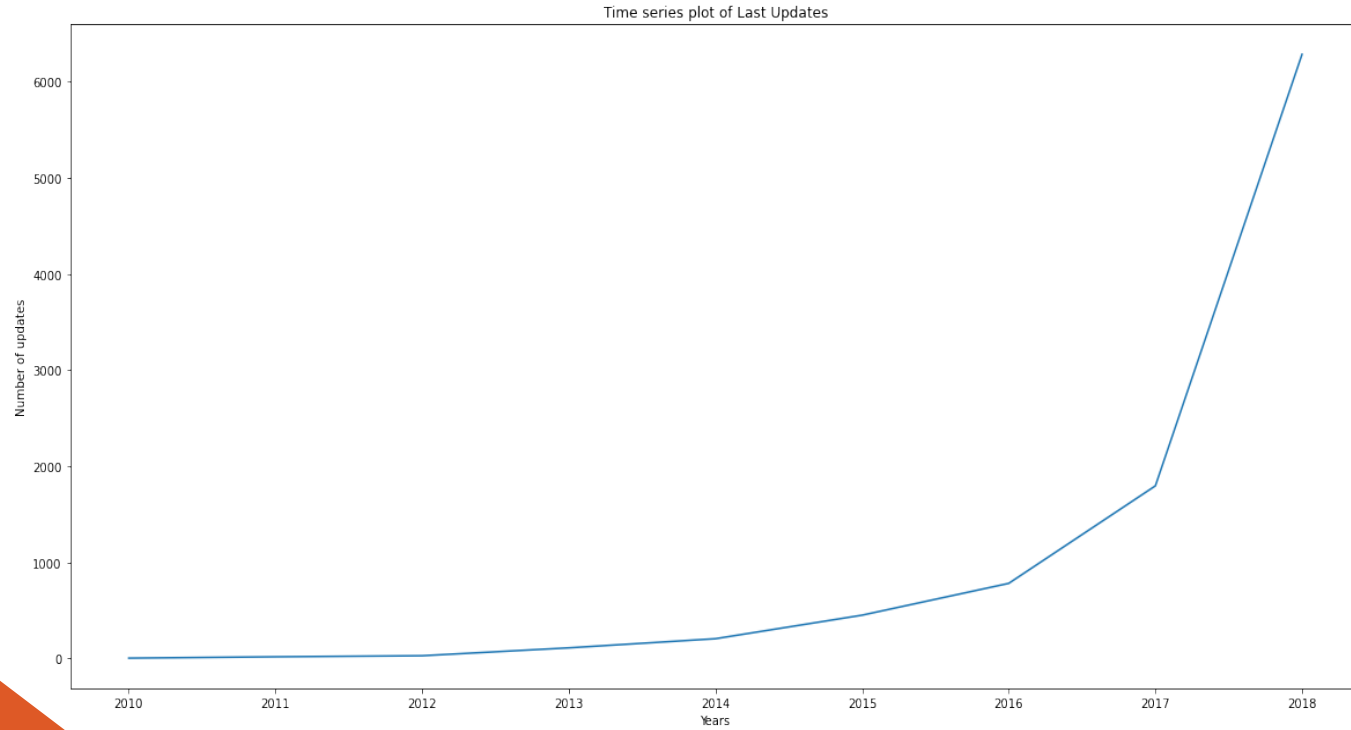
Age group the app is targeted



Free VS Paid



The highest year updates



Age group the app is targeted



Thanks !