Power BI Project Report

Google Play Store Analysis

Data Loading and Transformation:

- We removed the first row in the data and then we used first column as a header.
- After this we removed the duplicates data from all columns.
- Removing Nulls from rating column.
- Changing the data type of ratings, price, Reviews and installs to text.
- Adding column Rating Modified* and making rounding up for it.
  * Rating Modified : Used to get integers from rating column.

Dax Functions:

- **Count Function to count free application without paing any fees even if the application is old or new.**

  Free App count = COUNTAX(FILTER('Store Fact', 'Store Fact'[type] = "Free"), 'Store Fact'[Last Updated])

- **Function to have the average of application target to download**

  Install_Target = AVERAGE('Store Fact'[installs]) * 1.5

- **Count the application that having a rating from 3 to 4**

  median_rating = COUNTAX(FILTER('Store Fact', 'Store Fact'[rating] > 3.0 && 'Store Fact'[rating] <= 4.0), 'Store Fact'[Category])

- **Count the application that having a rating from 0 to 3.**
  min_rating = COUNTAX(FILTER('Store Fact', 'Store Fact'[rating] >= 0 && 'Store Fact'[rating] <= 3.0), 'Store Fact'[category])

- **Count Function to count Paid application even if the application is old or new**

  Paid App count = COUNTAX(FILTER('Store Fact', 'Store Fact'[type] = "Paid"), 'Store Fact'[Last Updated])

- **The function to devied ratig to 3 segmentation (top rating, median rating and minimum rating)**

  rating_category = IF ('Store Fact'[rating] >= 4.0 && 'Store Fact'[rating] <= 5.0,"Top Rating",IF ('Store Fact'[rating] >= 3.0&& 'Store Fact'[rating] < 4.0,"Average Rating",IF ('Store Fact'[rating] >= 0.0 && 'Store Fact'[rating] < 3.0, "Minimum Rating", "Unkown")))