Project Summary
Capstone Project-1
EDA of Google Play Store Dataset

Team Members' Details and Contribution:

Name: **Navneet Sawhney**
Email ID: navneetksawhney@gmail.com

- Contributed to the Google Colab notebook and helped with Google drive data connectivity, data cleaning, data manipulation and EDA Visualization.
- Preparation of the overall content and design of the group presentation.
- Created the design and contents of Technical Documentation and ensured that everything is covered in the documentation.
- As a team leader, helped in dividing the roles amongst the team members.

Name: **Biswanath Das**
Email ID: biswanath2594@gmail.com

- Helped with Google Colab notebook - data cleaning, data manipulation, EDA Visualization and finalizing the conclusion.
- Contributed to the Technical Documentation in the content of the problem statement, the goal of the project and steps involved.
- Created the Project summary by ensuring all the points were covered and mentioned all members' contributions to the project.

Name: **Tinu J Pooppally**
Email ID: - tinupooppally@gmail.com

- Development of the business objective and problem statement along with a relevant questionnaire for the business objective.
- Contributed to data manipulation and EDA visualization with a focus on developing and providing meaningful insights for the business objective.
- Preparation of technical documentation and PowerPoint presentation with relevant insights and a meaningful conclusion to the project's business objective and problem statement.

Name: **Shubham V Jadhav**
Email ID: - jadhavshubham7743@gmail.com

- Helped with the approach to solving the questions and also created visualizations in the Google Colab.
- Creation of relevant questions for analysis.
- Contributed to presentation contents and divided the roles and slides amongst the team for the presentation.

Name: **Manoj Chetry**
Email ID: - chetrymanoj97@gmail.com

- Creation of relevant questions for analysis.
- Contributed to data cleaning, data manipulation and EDA Visualization.
- Helped in editing the overall structure and flow of Google Colab.

Please paste the GitHub Repo link.

Navneet Sawhney Github Link: -
https://github.com/navneet-sawhney/EDA-Capstone-1-Play-Store-App-Review-Analysis

Biswanath Das Github Link: -
https://github.com/biswa2594/EDA-Capstone-Play-Store-App-Review-Analysis.git

Tinu J Pooppally Github Link: -
https://github.com/tinu-pooppally/EDA-Capstone-Play-Store-App-Review-Analysis.git

Shubham V Jadhav Github Link: -
https://github.com/ShubhamVJo27/EDA-PlayStore-by-SCRAPER-NERDS

Manoj Chetry Github Link: -
https://github.com/KAKA-07/EDA_Capstone_Playstore_App_ReviewAnalysis.git

Please write a short summary of your Capstone project and its components. Describe the problem statement, your approaches, and your conclusions. (200-400 words)

For any business to succeed, going digital has become paramount, and getting an application for your business can lead it toward more profits. None of us can now imagine our lives without using apps on our mobile phones. Think of any problem you are facing in your life, you will find a solution of the same in the form of an app specially curated to fix the issue for you. As per the latest Google Play stats, there are 3.48 million apps currently in Google Play Store and the number is constantly rising as around 3,739 apps are added to the Play Store every single day.

Due to the constantly rising number of apps, it becomes imperative to understand the parameters and patterns related to app creation from a business point of view. The Play store datasets are quite intriguing as they consist of details like the number of installations, app reviews, sentiment polarity, and so on. In this project, we dig deep into the datasets by doing an Exploratory Data Analysis to see certain patterns that can be helpful for businesses in their initial stages of App Development.

We began by in-depth cleaning the datasets and then merged them to create one dataset. After that, we did a generalized analysis to get numerous insights. We particularly focussed on consumer behavior and what components affect the decision of the user to install the app. With the information gathered, we further tried to see if the medical category creating an app would be beneficial. If so, what kinds of apps have a higher probability of being favored by the audience.