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[Business Analyst, Play Partnerships](https://www.linkedin.com/jobs/view/business-analyst-play-partnerships-at-google-2947043209/?utm_campaign=google_jobs_apply&utm_source=google_jobs_apply&utm_medium=organic)

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**Why did we select the job?**

Our group originally was going to analyze the company Coco, however we discovered that there was minimal data and company information that would be useful for our project. Coco is a very young and small company that does not have a lot of publicly available resources and content for us to refer to during our research. In order to fulfill all of the desired tasks and requirements for this assignment we decided to change our project to an analytics based position at Google, which is locally located at the Playa Vista campus. This position contains similar qualifications as the Coco job and allows us to compose a project that profiles our skills in the field of analytics as it relates to marketing analytics and app analytics, while allowing us ample company background and information for our research.

**The problem you plan to solve**

We wish to gain insights from the multitude of applications and their reviews that are available through our Google Play App Store. As an associate marketing analyst, it is important to advertise our applications in a way that is approachable, which includes looking at how to improve customer satisfaction. We have pulled a dataset from Kaggle that contains over 600,000 applications in the Google Play Store with attributes ranging from app rating to installs and price. We will also bring in sentiment and review data to further look into the current levels of customer satisfaction. From here, what can sentiment analysis tell us about how customers feel about a given app given its attributes?

**How do you plan to solve the problem**

Our group will utilize text analytics in order to conduct a sentiment analysis on the reviews for various apps available in the Google Play Store. In order to understand the nature of the Google Play Store we will analyze how variables such as the app category, rating, and price impact dependent variables such as the number installs an app receives. This will allow us to make recommendations to managers at Google about how certain variables can impact an app's performance in the Google Play Store.

**KPIs**

1. Number of app installs
2. App ratings
3. Review sentiments
4. Category performance
5. Developer performance (which app developer performed best with installs)