

Internship Report

Project

Real Time Google Play Store Analytics

NULLCLASS



Submitted by:

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Introduction:

This report provides an overview of my work experience at NULLCLASS. The report consists of the objectives, tasks undertaken, skills acquired, challenges faced, and overall impact of the internship on my skills.

Background:

NULLCLASS Technology Pvt. Ltd. is an ed-tech company that provides real-world project-based learning experiences for students and professionals. It focuses on hands-on training in software development, artificial intelligence, data science, and other emerging technologies. Their mission is to bridge the gap between theoretical knowledge and industry requirements by offering practical, project-based courses.

In this internship project, I worked on a comprehensive data analytics project, to analyze the user trend on google play store.

Learning Objectives:

During my internship, I worked on various projects and tasks, including:

- Analysis of User Review dataset and App statistics.
- Conducting research on a huge dataset of 1,40,933 tuples.
- Explored various new methods to create engaging and interactive graphs.
- Creating a web dashboard for the internship and training tasks and a main dashboard to connect both the tasks.

Activities and Tasks:

1. Analysis of Revenue vs No. Of Installs for all categories along with a trendline.
2. Analysis of Average Installs vs Revenue for Free vs Paid Apps.
3. Stacked bar chart for Average Rating and Total Reviews of Top 10 App categories.
4. Analysis of App Size vs Avg Rating of Gaming Apps Along with their Installs.
5. Analysis of Monthly Installs Trend for each month.

Skills and Competencies:

Through this internship, I developed and enhanced the following skills:

- **Technical Skills:** Plotly, NLTK.
- **Soft Skills:** creativity, analysis, problem-solving, time management.
- **Industry Knowledge:** Gained insight into analysis of real-world problems

Challenges and Solutions:

Some challenges faced during the internship included:

1. **Challenge:** Use of unfamiliar graphs and charts in Plotly
Solution: Through research.
2. **Challenge:** Time-based rendering
Solution: There were many ways to get it done, one of which was

to assign a specific class to each plot and then based on current time, we can hide it.

Outcomes and Impact:

The internship had a significant impact on my learning and professional development. Key outcomes include:

- Successful completion of all the tasks within the provided timeframe.
- Improved proficiency in figuring out an action plan to tackle the tasks, crafting engaging graphs and charts on plotly.
- Enhanced confidence in problem-solving and facing challenging tasks.

Feedback:

Throughout the internship, I've gained a lot of experience in preparing analytics on certain topics, the course content was good and covered

Most of what was required to complete the training tasks. The quality of contents can however be improved by skipping certain lessons which are not very necessary and adding additional contents to deepen the knowledge.

Evidence:

The evidence of completion of my internship are listed below:

Live Website: https://luson045.github.io/google_play_analysis/

Github repo: https://github.com/Luson045/google_play_analysis

Source Code File:

https://github.com/Luson045/google_play_analysis/blob/main/sentiment_analysis.ipynb

Conclusion:

This internship was a highly valuable experience that allowed me to apply my academic knowledge in a practical setting. I gained new skills, overcame challenges, and built professional skills. This experience will be instrumental in shaping my career in data analytics.