Introduction to Data Management PROJECT REPORT

(Project Semester August-December 2021)

PROJECT REPORT

ON

Analysing Google Playstore Apps Data

Submitted by

Angadala Madhubabu

11910397

Programme: Bachelor of Technology

Section: KM005

Course Code: INT217

Under the Guidance of

Komal Arora : 17783

Discipline of CSE/IT

Lovely School of Computer Science & Engineering

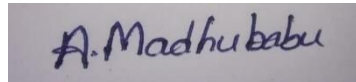**Lovely Professional University, Phagwara**

DECLARATION

I, Angadala Madhubabu, student of Computer Science & Engineering under CSE/IT Discipline at, Lovely Professional University, Punjab, hereby declare that all the information furnished in this project report is based on my own intensive work and is genuine.

Date: 10/12/2021

Name: Angadala Madhubabu

Registration No: 11910397

Signature : A. Madhubabu

ACKNOWLEDGEMENT

I would like to express my special thanks of gratitude to my teacher **Komal Arora** who gave me the golden opportunity to do this wonderful project on the topic **Analysing Google PlayStore Apps Data**, which also helped me in doing a lot of Research and I came to know about so many new things I am really thankful to her .I would like to thank to **Lovely Professional University,** which gave me this golden opportunity to learn many new things, to learn another aspects of life.

Angadala Madhubabu

RegNo:11910397

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INTRODUCTION

- ➢ Data management is the practice of collecting, organizing, protecting, and storing an organization's data so it can be analyzed for business decisions

- ➢ Data management is important because the data your organization creates is a very valuable resource.

- ➢ The last thing you want to do is spend time and resources collecting data and business intelligence, only to lose or misplace that information.

- ➢ In that case, you would then have to spend time and resources again to get that same business intelligence you already had.

- ➢ And on that data analysis is carried out which show visualization of our problems in efficient way.

- ➢ Data Analysis is a process of inspecting, cleansing, transforming, and modeling data with the goal of discovering useful information, informing conclusions, and supporting decision- making.

- ➢ This project is based on such data analysis on Google Play Store Apps.

- ➢ In Google Play Store we have different types of Apps related to Finance, Entertainment, Medical, Business, Health and Fitness etc. we analyze apps the based on rating, number of the reviews given by people to the apps, number of people downloaded the apps and type of the app it is paid or free.

- ➢ This Google Play Store Apps dataset contains 13 data fields.

OBJECTIVES/SCOPE OF ANALYSIS

After analysis of the dataset, the aim of this project is to give answer of given objectives in easy way:

- Provide Data insights on App Rating (Analysis of Apps based on The Rating)

- Analysis of Content Rating(Usage of Apps based on Age)

- Top 5 reviewed Apps

- Top 5 installed Apps

- Total Paid and Free Apps

- Analysis of Apps based on Genres(Top 5 Genres)

SOURCE OF DATASET:

Source of dataset: https://www.kaggle.com/lava18/google-play-store-

The dataset is based on Google Play store Apps

The columns included in the dataset are given below:

- ➢ App
  - → App name
- ➢ Category
  - → It tells about the app
- ➢ Rating
  - → Rating of the App
- ➢ Reviews
  - →The number of reviews given by the Users
- ➢ Size
  - → The size of app
- ➢ Installs
  - → The number of People installed the App
- ➢ Type
  - → App is paid or Free
- ➢ Price
  - → Price of the App

- ➤ Content Rating
  - → Usage of the app based on Age
- ➤ Genres
  - → App is developed on which category
- ➤ Last Updated
  - → The App last Updated App
- ➤ Current Version
  - → The current version of the App.

Sample of dataset with data fields is given below:

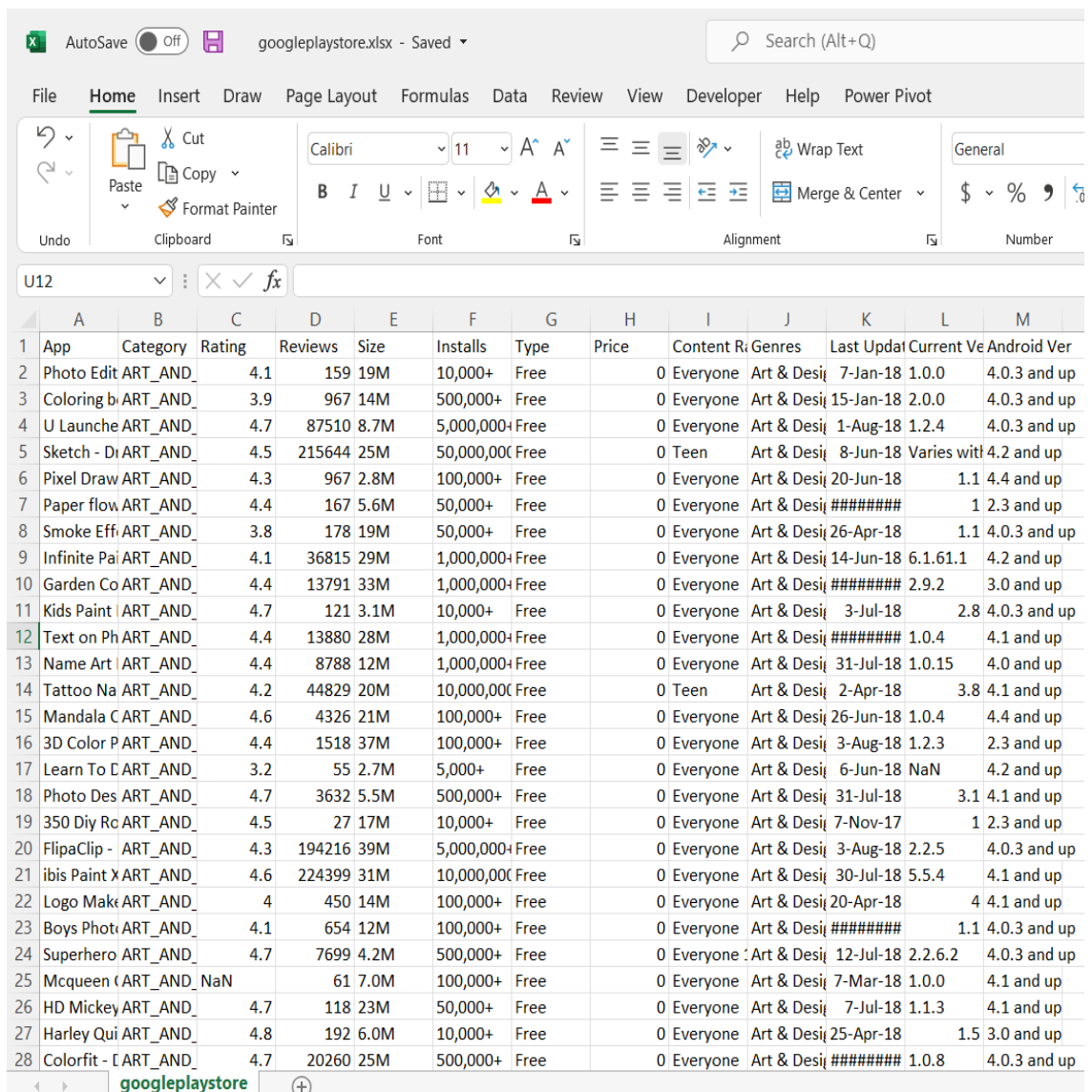|	A	B	C	D	E	F	G	H	I	J	K	L	M
1	App	Category	Rating	Reviews	Size	Installs	Type	Price	Content Ra	Genres	Last Updat	Current Ve	Android Ver
2	Photo Edit	ART_AND_	4.1	159	19M	10,000+	Free		0	Everyone	Art & Desi	7-Jan-18	1.0.0	4.0.3 and up
3	Coloring b	ART_AND_	3.9	967	14M	500,000+	Free		0	Everyone	Art & Desi	15-Jan-18	2.0.0	4.0.3 and up
4	U Launche	ART_AND_	4.7	87510	8.7M	5,000,000+	Free		0	Everyone	Art & Desi	1-Aug-18	1.2.4	4.0.3 and up
5	Sketch - Dr	ART_AND_	4.5	215644	25M	50,000,000	Free		0	Teen	Art & Desi	8-Jun-18	Varies with	4.2 and up
6	Pixel Draw	ART_AND_	4.3	967	2.8M	100,000+	Free		0	Everyone	Art & Desi	20-Jun-18	1.1	4.4 and up
7	Paper flow	ART_AND_	4.4	167	5.6M	50,000+	Free		0	Everyone	Art & Desi	########	1	2.3 and up
8	Smoke Effe	ART_AND_	3.8	178	19M	50,000+	Free		0	Everyone	Art & Desi	26-Apr-18	1.1	4.0.3 and up
9	Infinite Pai	ART_AND_	4.1	36815	29M	1,000,000+	Free		0	Everyone	Art & Desi	14-Jun-18	6.1.61.1	4.2 and up
10	Garden Co	ART_AND_	4.4	13791	33M	1,000,000+	Free		0	Everyone	Art & Desi	########	2.9.2	3.0 and up
11	Kids Paint	ART_AND_	4.7	121	3.1M	10,000+	Free		0	Everyone	Art & Desi	3-Jul-18	2.8	4.0.3 and up
12	Text on Ph	ART_AND_	4.4	13880	28M	1,000,000+	Free		0	Everyone	Art & Desi	########	1.0.4	4.1 and up
13	Name Art	ART_AND_	4.4	8788	12M	1,000,000+	Free		0	Everyone	Art & Desi	31-Jul-18	1.0.15	4.0 and up
14	Tattoo Na	ART_AND_	4.2	44829	20M	10,000,000	Free		0	Teen	Art & Desi	2-Apr-18	3.8	4.1 and up
15	Mandala C	ART_AND_	4.6	4326	21M	100,000+	Free		0	Everyone	Art & Desi	26-Jun-18	1.0.4	4.4 and up
16	3D Color P	ART_AND_	4.4	1518	37M	100,000+	Free		0	Everyone	Art & Desi	3-Aug-18	1.2.3	2.3 and up
17	Learn To D	ART_AND_	3.2	55	2.7M	5,000+	Free		0	Everyone	Art & Desi	6-Jun-18	NaN	4.2 and up
18	Photo Des	ART_AND_	4.7	3632	5.5M	500,000+	Free		0	Everyone	Art & Desi	31-Jul-18	3.1	4.1 and up
19	350 Diy Ro	ART_AND_	4.5	27	17M	10,000+	Free		0	Everyone	Art & Desi	7-Nov-17	1	2.3 and up
20	FlipaClip -	ART_AND_	4.3	194216	39M	5,000,000+	Free		0	Everyone	Art & Desi	3-Aug-18	2.2.5	4.0.3 and up
21	ibis Paint X	ART_AND_	4.6	224399	31M	10,000,000	Free		0	Everyone	Art & Desi	30-Jul-18	5.5.4	4.1 and up
22	Logo Make	ART_AND_	4	450	14M	100,000+	Free		0	Everyone	Art & Desi	20-Apr-18	4	4.1 and up
23	Boys Photo	ART_AND_	4.1	654	12M	100,000+	Free		0	Everyone	Art & Desi	########	1.1	4.0.3 and up
24	Superhero	ART_AND_	4.7	7699	4.2M	500,000+	Free		0	Everyone :	Art & Desi	12-Jul-18	2.2.6.2	4.0.3 and up
25	Mcqueen C	ART_AND_	NaN	61	7.0M	100,000+	Free		0	Everyone	Art & Desi	7-Mar-18	1.0.0	4.1 and up
26	HD Mickey	ART_AND_	4.7	118	23M	50,000+	Free		0	Everyone	Art & Desi	7-Jul-18	1.1.3	4.1 and up
27	Harley Qui	ART_AND_	4.8	192	6.0M	10,000+	Free		0	Everyone	Art & Desi	25-Apr-18	1.5	3.0 and up
28	Colorfit - D	ART_AND_	4.7	20260	25M	500,000+	Free		0	Everyone	Art & Desi	########	1.0.8	4.0.3 and up

ETL PROCESS:

- ➤ **ETL** is a process that extracts the data from different source systems, then transforms the data (like applying calculations, concatenations, etc.) and finally loads the data into the Data Warehouse system.
- ➤ Full form of ETL is Extract, Transform and Load.
- ➤ The triple combination of ETL provides crucial functions that are many times combined into a single application or suite of tools that help in the following areas:

  - Enhances Business Intelligence solutions for decision making.

  - Allows verification of data transformation, aggregation and calculations rules.

  - Allows sample data comparison between source and target system.

  - Helps to improve productivity as it codifies and reuses without additional technical skills.

- ➤ Initially, the raw dataset was arranged as shown in given picture:

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	App	Category	Rating	Reviews	Size	Installs	Type	Price	Content R:	Genres	Last Updat	Current Ve	Android Ver
2	Photo Edit	ART_AND_	4.1	159	19M	10,000+	Free	0	Everyone	Art & Desi	7-Jan-18	1.0.0	4.0.3 and up
3	Coloring b	ART_AND_	3.9	967	14M	500,000+	Free	0	Everyone	Art & Desi	15-Jan-18	2.0.0	4.0.3 and up
4	U Launche	ART_AND_	4.7	87510	8.7M	5,000,000	Free	0	Everyone	Art & Desi	1-Aug-18	1.2.4	4.0.3 and up
5	Sketch - D	ART_AND_	4.5	215644	25M	50,000,000	Free	0	Teen	Art & Desi	8-Jun-18	Varies with	4.2 and up
6	Pixel Draw	ART_AND_	4.3	967	2.8M	100,000+	Free	0	Everyone	Art & Desi	20-Jun-18	1.1	4.4 and up
7	Paper flow	ART_AND_	4.4	167	5.6M	50,000+	Free	0	Everyone	Art & Desi	########	1	2.3 and up
8	Smoke Eff	ART_AND_	3.8	178	19M	50,000+	Free	0	Everyone	Art & Desi	26-Apr-18	1.1	4.0.3 and up
9	Infinite Pai	ART_AND_	4.1	36815	29M	1,000,000	Free	0	Everyone	Art & Desi	14-Jun-18	6.1.61.1	4.2 and up
10	Garden Co	ART_AND_	4.4	13791	33M	1,000,000	Free	0	Everyone	Art & Desi	########	2.9.2	3.0 and up
11	Kids Paint	ART_AND_	4.7	121	3.1M	10,000+	Free	0	Everyone	Art & Desi	3-Jul-18	2.8	4.0.3 and up
12	Text on Ph	ART_AND_	4.4	13880	28M	1,000,000	Free	0	Everyone	Art & Desi	########	1.0.4	4.1 and up
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14	Tattoo Na	ART_AND_	4.2	44829	20M	10,000,000	Free	0	Teen	Art & Desi	2-Apr-18	3.8	4.1 and up
15	Mandala C	ART_AND_	4.6	4326	21M	100,000+	Free	0	Everyone	Art & Desi	26-Jun-18	1.0.4	4.4 and up
16	3D Color P	ART_AND_	4.4	1518	37M	100,000+	Free	0	Everyone	Art & Desi	3-Aug-18	1.2.3	2.3 and up
17	Learn To D	ART_AND_	3.2	55	2.7M	5,000+	Free	0	Everyone	Art & Desi	6-Jun-18	NaN	4.2 and up
18	Photo Des	ART_AND_	4.7	3632	5.5M	500,000+	Free	0	Everyone	Art & Desi	31-Jul-18	3.1	4.1 and up
19	350 Diy Ro	ART_AND_	4.5	27	17M	10,000+	Free	0	Everyone	Art & Desi	7-Nov-17	1	2.3 and up
20	FlipaClip -	ART_AND_	4.3	194216	39M	5,000,000	Free	0	Everyone	Art & Desi	3-Aug-18	2.2.5	4.0.3 and up
21	ibis Paint X	ART_AND_	4.6	224399	31M	10,000,000	Free	0	Everyone	Art & Desi	30-Jul-18	5.5.4	4.1 and up
22	Logo Make	ART_AND_	4	450	14M	100,000+	Free	0	Everyone	Art & Desi	20-Apr-18	4	4.1 and up
23	Boys Phot	ART_AND_	4.1	654	12M	100,000+	Free	0	Everyone	Art & Desi	########	1.1	4.0.3 and up
24	Superhero	ART_AND_	4.7	7699	4.2M	500,000+	Free	0	Everyone	Art & Desi	12-Jul-18	2.2.6.2	4.0.3 and up
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28	Colorfit - I	ART_AND_	4.7	20260	25M	500,000+	Free	0	Everyone	Art & Desi	########	1.0.8	4.0.3 and up

Steps taken to clean dataset thorough ETL process

Step 1:

➢ Firstly, downloaded the .csv Data Set file from the Kaggle and save it as the .xlsx Date Set file.

Step 2:

➢ After saving the Dataset in to the .xlsx format cleaned all the null values from the Dataset.

Step 3:

➢ From the Data Set in the A, B, I, J columns removed all the Zeroes.

Step 4:

➢ From the Installs Columns removed all the '+' Symbols which are not necessary.

Step 5:

➢ Removed unnecessary Columns which are not in the part of Analysation of Data.

Step 6:

➢ Now Changed the Data Set in to the Table Format.

App	Rating	Reviews	Size	Installs	Type	Price	Content Rating	Genres
Photo Editor & Candy Camera & Grid & Scrapl	4.1	159	19M	10,000+	Free	0	Everyone	Art & Design
Coloring book moana	3.9	967	14M	500,000+	Free	0	Everyone	Art & Design;Pretend Play
U Launcher Lite â€" FREE Live Cool Themes, H	4.7	87510	8.7M	5,000,000+	Free	0	Everyone	Art & Design
Sketch - Draw & Paint	4.5	215644	25M	50,000,000+	Free	0	Teen	Art & Design
Pixel Draw - Number Art Coloring Book	4.3	967	2.8M	100,000+	Free	0	Everyone	Art & Design;Creativity
Paper flowers instructions				,000+	Free	0	Everyone	Art & Design
Smoke Effect Photo Maker - Smoke Editor				,000+	Free	0	Everyone	Art & Design
Infinite Painter				00,000+	Free	0	Everyone	Art & Design
Garden Coloring Book				00,000+	Free	0	Everyone	Art & Design
Kids Paint Free - Drawing Fun				,000+	Free	0	Everyone	Art & Design;Creativity
Text on Photo - Fonteee				00,000+	Free	0	Everyone	Art & Design
Name Art Photo Editor - Focus n Filters				00,000+	Free	0	Everyone	Art & Design
Tattoo Name On My Photo Editor	4.2	44829	20M	10,000,000+	Free	0	Teen	Art & Design
Mandala Coloring Book	4.6	4326	21M	100,000+	Free	0	Everyone	Art & Design
3D Color Pixel by Number - Sandbox Art Color	4.4	1518	37M	100,000+	Free	0	Everyone	Art & Design
Learn To Draw Kawaii Characters	3.2	55	2.7M	5,000+	Free	0	Everyone	Art & Design
Photo Designer - Write your name with shape	4.7	3632	5.5M	500,000+	Free	0	Everyone	Art & Design
350 Diy Room Decor Ideas	4.5	27	17M	10,000+	Free	0	Everyone	Art & Design
FlipaClip - Cartoon animation	4.3	194216	39M	5,000,000+	Free	0	Everyone	Art & Design
ibis Paint X	4.6	224399	31M	10,000,000+	Free	0	Everyone	Art & Design
Logo Maker - Small Business	4	450	14M	100,000+	Free	0	Everyone	Art & Design
Boys Photo Editor - Six Pack & Men's Suit	4.1	654	12M	100,000+	Free	0	Everyone	Art & Design
Superheroes Wallpapers | 4K Backgrounds	4.7	7699	4.2M	500,000+	Free	0	Everyone 10+	Art & Design
Mcqueen Coloring pages	0	61	7.0M	100,000+	Free	0	Everyone	Art & Design;Action & Adv
HD Mickey Minnie Wallpapers	4.7	118	23M	50,000+	Free	0	Everyone	Art & Design
Harley Quinn wallpapers HD	4.8	192	6.0M	10,000+	Free	0	Everyone	Art & Design
Colorfit - Drawing & Coloring	4.7	20260	25M	500,000+	Free	0	Everyone	Art & Design;Creativity

Create Table ? X

Where is the data for your table?

$A$1:$I$10842 ⬆

☑ My table has headers

OK   Cancel

Finally, after cleaning the data, the final dataset sample is shown below:

App	Rating	Reviews	Size	Installs	Type	Price	Content Rating	Genres
Photo Editor & Candy Camera & Grid & ScrapBook	4.1	159	19M	10,000	Free	0	Everyone	Art & Design
Coloring book moana	3.9	967	14M	500,000	Free	0	Everyone	Art & Design;Pretend Play
U Launcher Lite â€" FREE Live Cool Themes, Hide Apps	4.7	87510	8.7M	5,000,000	Free	0	Everyone	Art & Design
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Tattoo Name On My Photo Editor	4.2	44829	20M	10,000,000	Free	0	Teen	Art & Design
Mandala Coloring Book	4.6	4326	21M	100,000	Free	0	Everyone	Art & Design
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Learn To Draw Kawaii Characters	3.2	55	2.7M	5,000	Free	0	Everyone	Art & Design
Photo Designer - Write your name with shapes	4.7	3632	5.5M	500,000	Free	0	Everyone	Art & Design
350 Diy Room Decor Ideas	4.5	27	17M	10,000	Free	0	Everyone	Art & Design
FlipaClip - Cartoon animation	4.3	194216	39M	5,000,000	Free	0	Everyone	Art & Design
ibis Paint X	4.6	224399	31M	10,000,000	Free	0	Everyone	Art & Design
Logo Maker - Small Business	4	450	14M	100,000	Free	0	Everyone	Art & Design
Boys Photo Editor - Six Pack & Men's Suit	4.1	654	12M	100,000	Free	0	Everyone	Art & Design
Superheroes Wallpapers | 4K Backgrounds	4.7	7699	4.2M	500,000	Free	0	Everyone 10+	Art & Design
Mcqueen Coloring pages	4	61	7.0M	100,000	Free	0	Everyone	Art & Design;Action & Adventure
HD Mickey Minnie Wallpapers	4.7	118	23M	50,000	Free	0	Everyone	Art & Design
Harley Quinn wallpapers HD	4.8	192	6.0M	10,000	Free	0	Everyone	Art & Design
Colorfit - Drawing & Coloring	4.7	20260	25M	500,000	Free	0	Everyone	Art & Design;Creativity

Analysis on Dataset

1. **Provides Data insights on App Rating**

   (Analysis of Apps based on Rating)

   Introduction

   > ➢ By performing this Analysis we get know the number of Apps according to Rating.

   Description

   > ➢ The analysis is based on the Rating and App of the Data Set.

   Specific requirements, functions and formulas

   > ➢ The Pivot Table is used for the Analysis

   > ➢ The count function is used in Pivot Table To find the count of the Apps.

   Analysis results

Row Labels	Count of App
1	16
1.2	1
1.4	3
1.5	3
1.6	4
1.7	8
1.8	8
1.9	14
2	12
2.1	8
2.2	14
2.3	20
2.4	19
2.5	21
2.6	25
2.7	25
2.8	42
2.9	45
3	83
3.1	69
3.2	64
3.3	102
3.4	128
3.5	163
3.6	174
3.7	239
3.8	303

Visualization:

Analysis of Apps based on Rating

2. Analysis of Content Rating(Usage of Apps based on Age)

Introduction

> ➢ By Performing this Analysis we will get the count of Apps for the every Age Group.

Description

> ➢ The Analysis based on the Content Rating of the Data Set.

Specific requirements, functions and formulas

> ➢ The Pivot Table is used for the Analysis.
> ➢ The count function is used in the Pivot Table.

Analysis results

Row Labels	Count of Content Rating
Adults only 18+	3
Everyone	8715
Everyone 10+	412
Mature 17+	499
Teen	1208
Unrated	2
Grand Total	10839

Visualization

3. Top 5 reviewed Apps

Introduction

➤ By Performing this Analysis, we will get top 5 reviewed Apps by the People.

Description

➤ The analysis based on the App and Reviews of the Data Set.

Specific requirements, functions and formulas

➤ Pivot table is used for the analysis.
➤ Sum function is used in pivot table to find the sum of the Apps.

Analysis results

Row Labels	Sum of Reviews
Clash of Clans	179558781
Instagram	266241989
Messenger â€" Text and Video Chat for Free	169932272
Subway Surfers	166331958
WhatsApp Messenger	207348304
Grand Total	**989413304**

Visualization

4. Top 5 installed Apps

Introduction

➢ By performing this analysis, we will get Top 5 installed/downloaded Apps by the People.

Description

➢ The Analysis is based on the App and installs of the Data Set.

Specific requirements, functions and formulas

➢ Pivot table is used for the analysis.
➢ Sum function is used in pivot table to find the sum of apps.
➢ Used filter in the Pivot table to find the top 5 Apps.

Analysis results

Row Labels 🔽	Sum of Installs
Google Drive	4000000000
Google News	4000000000
Google Photos	4000000000
Hangouts	4000000000
Instagram	4000000000
Subway Surfers	6000000000
Grand Total	**26000000000**

Visualization

5. Total Paid and Free Apps

Introduction

- ➢ By performing this analysis, we will get the Total number of Paid and Free Apps

Description

- ➢ The analysis is based on Type of the dataset

Specific requirements, functions and formulas

- ➢ Pivot table is used for the analysis.
- ➢ Count function is used in pivot table to find the count of the Paid and Free Apps.

Analysis results

Row Labels	Count of Type
Free	10039
Paid	800
Grand Total	10839

Visualization

6. Analysis of Apps based on Genres(Top 5 Genres)

Introduction

➢ By performing this analysis, we will get Top 5 Generes with the Apps.

Description

➢ The analysis is based on Generes of the Data Set.
➢ Filter is used to show top 5 Generes

Specific requirements, functions and formulas

➢ Pivot table is used for the analysis.
➢ Count function is used in pivot table to find Generes with the Apps

Analysis results

Row Labels ⏷	Count of Genres
Business	460
Education	549
Entertainment	623
Medical	463
Tools	842
Grand Total	**2937**

Visualization
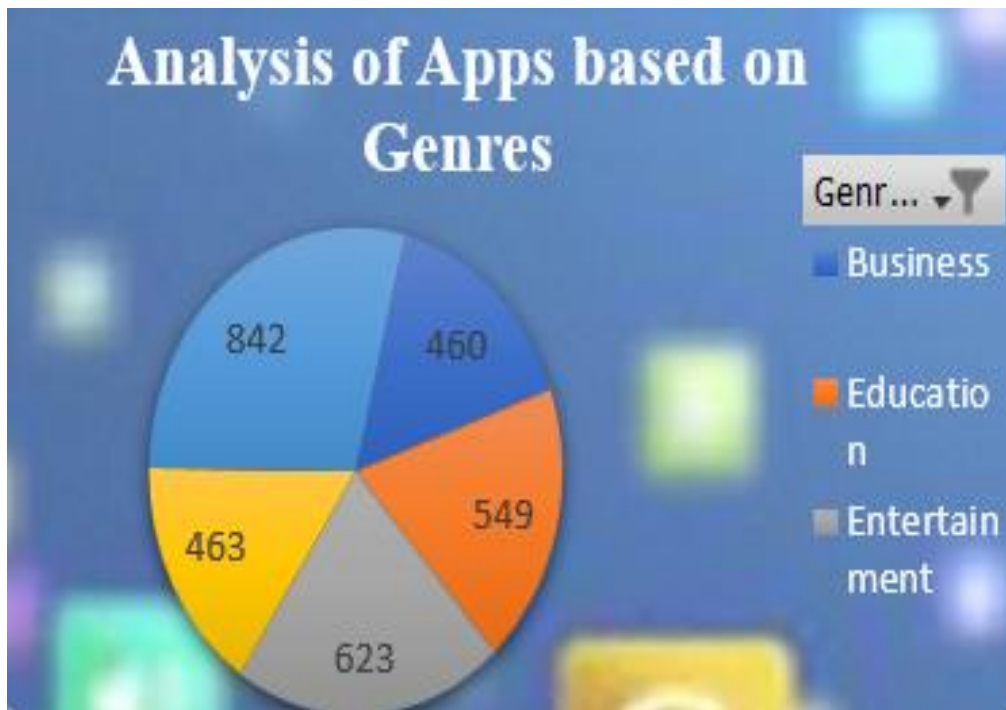
List of Analysis with results

1. Provide data insights on App Rating (Analysis of Apps based on The Rating)

> ➢ By performing this Analysis we get the total number of Apps
> for each Rating from the Data Set.

2. **Analysis of Content Rating(Usage of Apps based on Age)**

➢ By performing this Analysis we know total number of Apps based

on the Age Group of the People.

3. **Top 5 reviewed Apps**

➢ By performing this Analysis we get the top 5 reviewed Apps.

Top 5 reviewed Apps

266241989

179558781 169932272 166331958 207348304

Clash of Clans   Instagram   Messenger –   Subway Surfers   WhatsApp
                               Text and Video   Messenger
                               Chat for Free

4. Top 5 installed Apps

> ➢ By performing this Analysis we get the top 5 installed App
> by the People

Top 5 installed Apps

600000000   400000000   ■ Google Drive
0   0
                              400000000 Google News
                              0
                                     ■ Google Photos

                                     ■ Hangouts

                                     ■ Instagram

400000000   400000000   400000000   ■ Subway Surfers

5. Total Paid and Free Apps

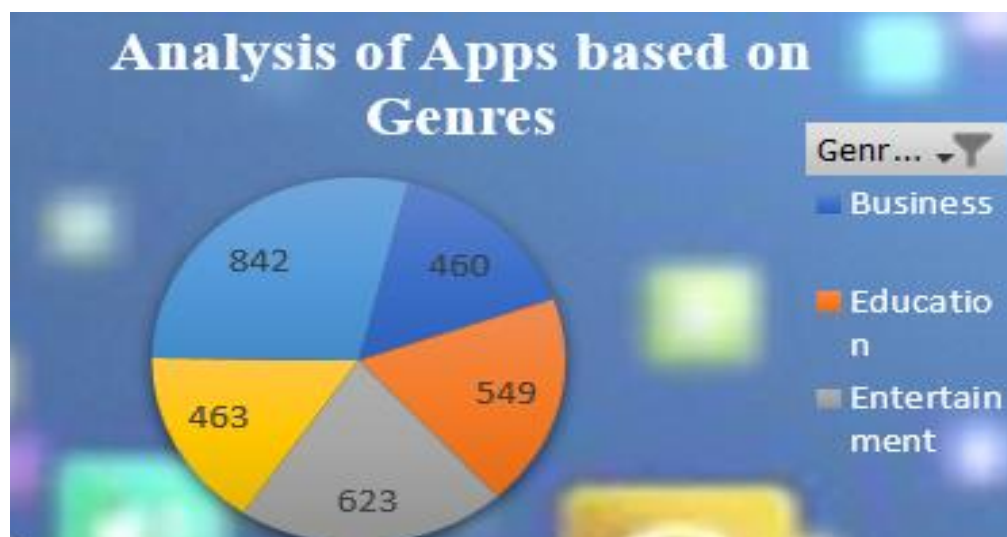➢ By Performing this Analysis we get the Total Paid and Free Apps.

Paid Apps = 800
Free Apps = 10039

6. Analyzing the Apps based on the Generes(Top 5 Generes)

➢ By performing this Analysis we get top 5 Generes with Apps.

FINAL DASHBOARD:

References:

- Dataset source:
  https://www.kaggle.com/lava18/google-play-store-

- Dashboard Background Image:
  https://elements.envato.com/smartphone-app-marketplace-background-2QJ4MYR