

# **INTERNSHIP REPORT**

## **GOOGLE PLAY STORE ANALYTICS**

**NAME:** RAMESH MALLELA

**ROLE:** DATA ANALYTICS INTERN

**ORGANIZATION:** NULL CLASS

**DURATION:** 10 MAY 2025-10 JULY 2025(2-MONTHS)

**MODE:** REMOTE

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## **1. Introduction**

This report presents the work I carried out as a Data Analytics Intern at NullClass during the period from May 10, 2025 to July 10, 2025. The internship was remote, and the main objective was to gain hands-on experience in real-time data analytics using Google Play Store data

## **2. Internship Overview**

The internship focused on analyzing app data from the Google Play Store using Python. This involved extracting insights about user behavior, app performance, and market trends using visualizations. Throughout the internship, I strengthened my technical and analytical skills by completing various data visualization tasks.

## **3. Project Title**

Google Play Store Analytics The objective of the project was to analyze Google Play Store apps data and visualize insights related to installs, reviews, ratings, app type, and category

## **4. Tools and Technologies Used**

Python, Pandas ,Matplotlib, Plotly ,Seaborn, Jupyter Notebook

## **5. Task-wise Breakdown**

### **Task1-Sentiment Analysis Chart**

Created a stacked bar chart to visualize the distribution of positive, neutral, and negative sentiments from user reviews. These sentiments are grouped by app rating, providing insight into how user satisfaction aligns with app quality.

### **Task2-Free vs Paid Apps Comparison**

Developed a bar chart to compare the number of installs between free and paid apps, helping identify which pricing model attracts more users on the Play Store.

### **Task3-Top-Rated App Categories**

Analyzed the average ratings across different app categories and visualized the results to showcase the top-performing categories based on user feedback.

## Task4-Review Counts by Category

Designed a horizontal bar chart that displays the total number of reviews for each category, highlighting which types of apps receive the most engagement from users.

## Task5-Bubble Chart: App Size vs Rating

Built a bubble chart to explore the relationship between app size and user rating, offering a visual representation of whether larger apps tend to be better rated or not.

## 6. Challenges Faced

Handling missing or inconsistent data entries

Managing large dataframes with over 10,000 records

Customizing visualizations using advanced Plotly features

Ensuring proper formatting for professional chart presentation

## 7. Key Learnings

Improved data cleaning and preprocessing techniques

Enhanced understanding of visual storytelling through charts

Gained experience with real-world data handling and reporting

Developed confidence in using libraries like Plotly and Seaborn

Strengthened problem-solving and analytical thinking skills

## 8. Conclusion

This internship helped bridge the gap between academic knowledge and real-world data analytics practice. The exposure to end-to-end analysis tasks, from data wrangling to visualization, provided valuable experience that will help me in my future career as a Data Analyst.

## 9. Acknowledgment

I sincerely thank NullClass for giving me this opportunity to explore the domain of data analytics. I'm also grateful to the mentors and coordinators who provided guidance and support throughout the internship.