

**Project submitted by-**Mansi Bhalla

**Mail-id-**codermansi16@gmail.com

**GitHub Repo link-**[https://github.com/Mansi-Bhalla/EDA\\_Google\\_Play\\_Store\\_Analysis.git](https://github.com/Mansi-Bhalla/EDA_Google_Play_Store_Analysis.git)

**Worked on following skillsets:**

- ✓ Data analysis.
- ✓ Data sorting.
- ✓ Approach
- ✓ Frame work of project.
- ✓ Debug all Errors
- ✓ Data visualization.
- ✓ Pi-plot and Histogram plot
- ✓ Bar plot and Heat map.
- ✓ PPT.
- ✓ PPT presentation.
- ✓ Technical documentation.
- ✓ Project summary

### **Problem Definition:**

The Play Store apps data has enormous potential to drive app-making businesses to success .Android is expanding as an operating system and Mobile app industry is increasing in significantly and thus giving rise to more competitions to the one's that are creating applications .Due to the competition in the market and also expansion in order to help our developer understand what kinds of apps are likely to attract more users and what is the motivating factor for the people to download an app we analyse and research relevant data. For the app development industry where they can analyse the downloads and demand off app download in the industry

### **Problem statements solved are:**

1. Are majority of the apps Paid or Free?
2. How many apps are present in each category?
3. Number of app installed in each category?
4. What is the average number of app installed in each category?
5. What is average rating given by users in each category?

6. Top 20 apps with highest number of reviews?
7. How many apps are present with which content?
8. How Price, Installs, Review and Rating related with each other?
9. Name apps with the highest number of positive reviews?
10. Name apps with the highest number of negative reviews?
11. Give analysis on top free apps?

**Outcomes-**

1. Percentage of free apps = ~92%
2. Most competitive category: Family
3. Category with the highest number of installs: Game
4. Category with the highest average app installs: Communication
5. Average rating given by user to App is around 4.2
6. Facebook and WhatsApp are having maximum reviews
7. There are 20 free apps that have been installed over a billion times
8. Maximum apps on play store are available to everyone as per content
9. Total number of reviews dropped by the users is directly proportional to number of Installs by user.
10. Prices of the app increases, the average rating, total number of reviews but Installs fall with a margin.
11. Top free app category is Communication
12. Most popular app in the Play Store based on the number of reviews: Facebook
13. Helix Jump has the highest number of positive reviews and Angry Birds Classic has the highest number of negative reviews.