**Playstore App Reviews Analysis EDA**

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**Objective**

Analyze Google Play Store data to understand app performance and user satisfaction using EDA and sentiment analysis.

**Problem statement:**

This project focuses on analyzing Google Play Store data to uncover key factors driving app success. It includes data cleaning, sentiment analysis of user reviews, and visual insights to help developers make data-driven decisions on app development, marketing, and user engagement.

**Datasets**:

* **App Information Data**: App details like category, rating, installs, and size.
* **User Review Data**: User reviews with sentiment polarity and subjectivity.

**Methodology**:

* Data Cleaning (handling missing values, converting data types)
* Univariate & Bivariate Analysis (ratings, installs, and size relationships)
* Sentiment Analysis of user reviews

**Data Analysis and Visualization**

# Top 10 Highest rating Apps in google play store in terms of categories

# 10 apps from the 'FAMILY' category are having the lowest rating and highest rating.

* Top 10 apps which has more downloads
* Number of Application in terms of Category
* FREE AND PAID APPS
* Relation between app category and app price
* Sentiment analysis of user reviews
* Distribution of ratings.
* Rating variations across categories.
* Relationships between installs, size, and ratings.
* Filter out "Junk" apps

 **Key Findings**:

1. **Top Categories**: Games, Business, and Family have the most apps.
2. **Top Downloaded Apps**: Google services dominate downloads; Subway Surfers and Skype are also popular.
3. **Ratings**: Productivity and Health & Fitness apps have higher ratings.
4. **Free vs. Paid Apps**: Free apps dominate, but paid apps receive higher ratings and fewer negative reviews.
5. **Sentiment Analysis**: Paid apps show more positive sentiment; free apps receive harsher feedback.
6. **Category vs. Price**: Some high-priced apps are "junk" apps with no clear purpose.

 **Conclusion**:

* Improve user experience in highly rated categories.
* Focus on quality reviews to boost app success.
* Use sentiment analysis to address user concerns and enhance app quality.