Capstone Project Submission

Team Member's Name, Email and Contribution:
1.Mohammed Saudh saudh315@gmail.com
Drive Link: - https://drive.google.com/drive/folders/1fUfpmfN2zn5TzTLFSdDp7plfAzLPAY3w?usp=sharing
GitHub Link: - https://github.com/MohammedSaudh/Play-Store-App-Review-Analysis
In this project I have tried to answer a few basic questions about the user behavior on the google play store using the play store data set. **The play store data set contains a lot of information like the ratings, category, Content rating etc. for various apps. By analyzing this data and observing certain trends certain assumptions can be made about the user behavior for an app that is yet to be released on the play store. It can also help app development companies in deciding the features for next app they design. They can also decide whether to release a paid or a free app.** **Cleaning the data set was a major part of the task. In this part the columns like reviews, installs, size and price were first relieved of special characters like'+',',', 'k', 'M', '$' etc. and they were converted into numeric data types. Some columns like Android ver, Last updated etc. were dropped from the data set as they weren't going to help much with our task. Also, some rows were dropped as there were some errors in the data in these rows. Null values in the rating column were filled with the column mode.** **After cleaning the dataset, a very basic exploratory data analysis was done on the data and trends were observed of installs and number of apps across Content ratings, Category, Type and the top 10 installed apps in the top 2 categories. Even the apps that got the highest number of reviews was observed.** **After the data analysis I concluded that virtual pet apps and casual, light games are the 2 most successful type of apps among the users in the play store.**