



Google Play Store Apps



Google Play

Introduction

The goal of this project is to deliver insights to understand customer demands and helping developers to popularize the product. The dataset is chosen from Kaggle. It is of 10k Play Store apps for analyzing the Android market.



The Dataset contain 10841 rows × 13 columns consists of :

App:

Application name

Category:

Category the app belongs to

Rating:

Overall user rating of the app (as when scraped)

Reviews:

Number of user reviews for the app (as when scraped)

Size:

Size of the app(as when scraped)

Installs:

Number of user downloads/installs for the app (as when scraped)

Type :

Paid or Free

Price:

Price of the app (as when scraped)

Content Rating:

Age group the app is targeted at - Children / Mature 21+ / Adult

Genres :

An app can belong to multiple genres (apart from its main category). For eg, a musical family game will belong to

Last update:

Date of the last update

Current Ver :

Current Version of the app Android Ver Which Android Ver its compatible with the app



Tools



The diagram features a green, irregularly shaped box in the top-left corner containing the word 'Tools'. A large, hand-drawn dark blue rounded rectangle occupies the center of the slide. Inside this rectangle, the text 'The tools that I used for the MTA project are:' is written in green, followed by a bulleted list of tools. A dark blue arrow originates from the top-right corner of the rounded rectangle, loops around the top, and points back to the green title box. Another dark blue arrow starts from the bottom-right corner of the rounded rectangle and points upwards and to the right, away from the box.

The tools that I used for the MTA project are:

- Python programming language
- Jupyter lab as programming environment
- Numpy and Pandas for data manipulation
- Matplotlib and Seaborn for plotting

Preprocessing

Check missing /null values

Check Duplicate

Drop unnecessary column

Strip column names

changing column names



Questions to answer



Which Apps type is the highest?

Highest apps category?

The highest installed app categories is it free or paid?

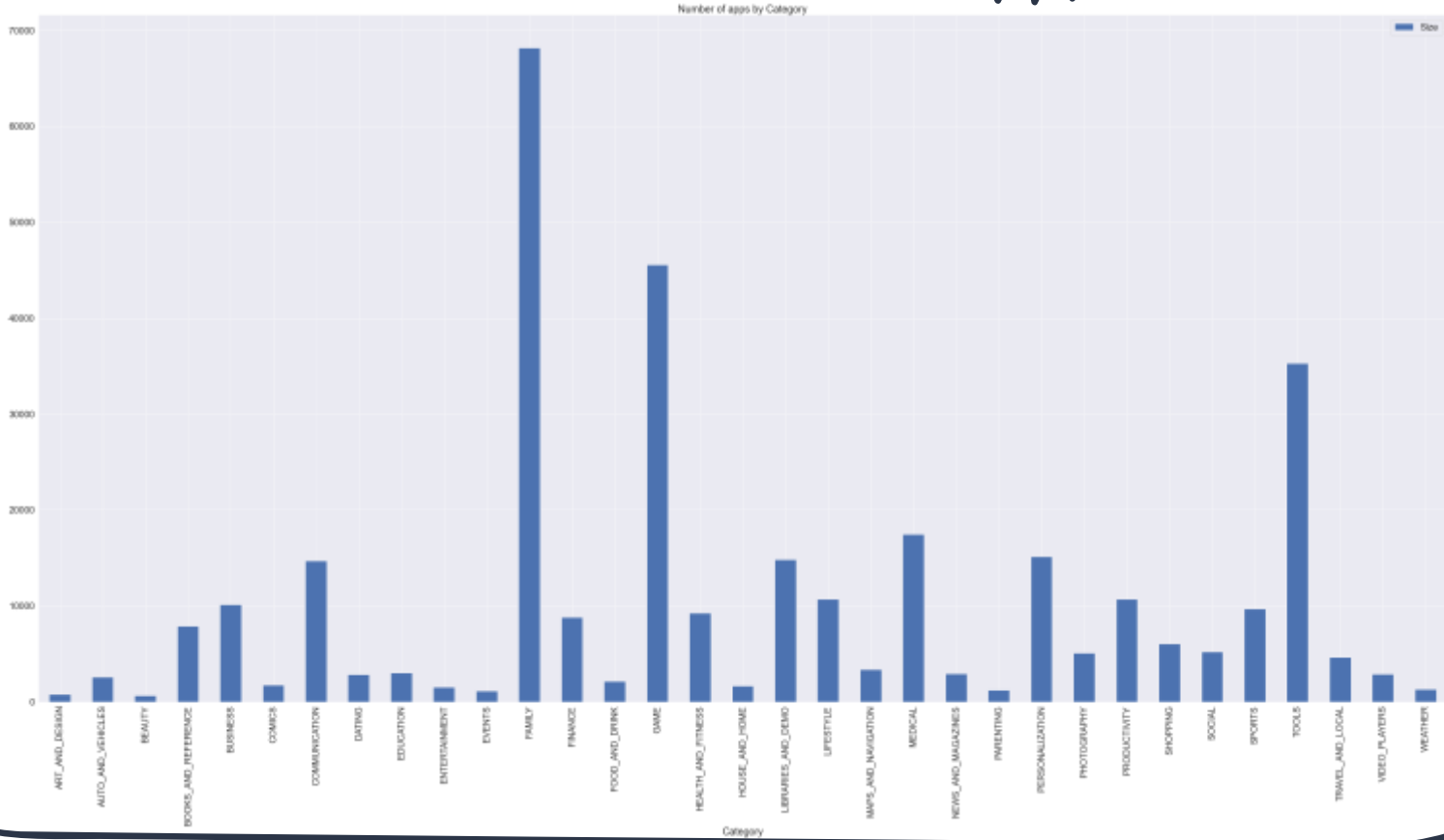
What is Highest Content Rating?



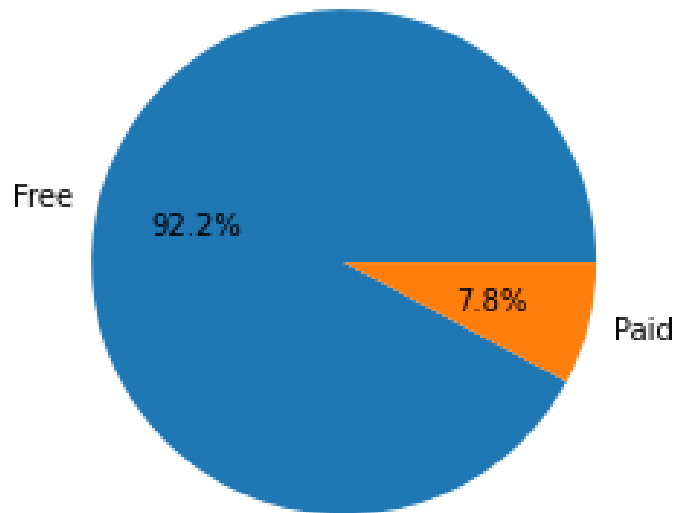
Findings



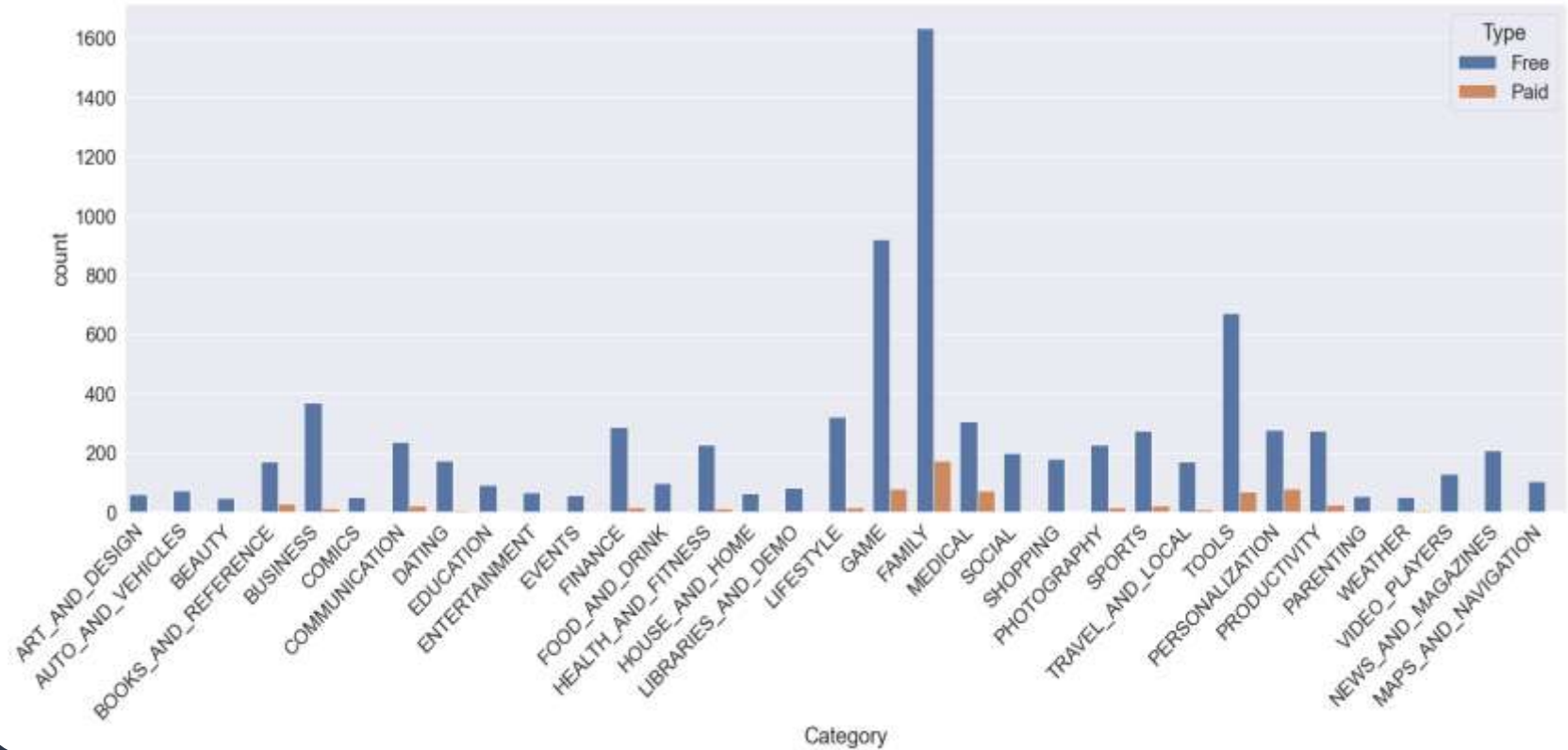
The Highest App Category



Free App or Paid App



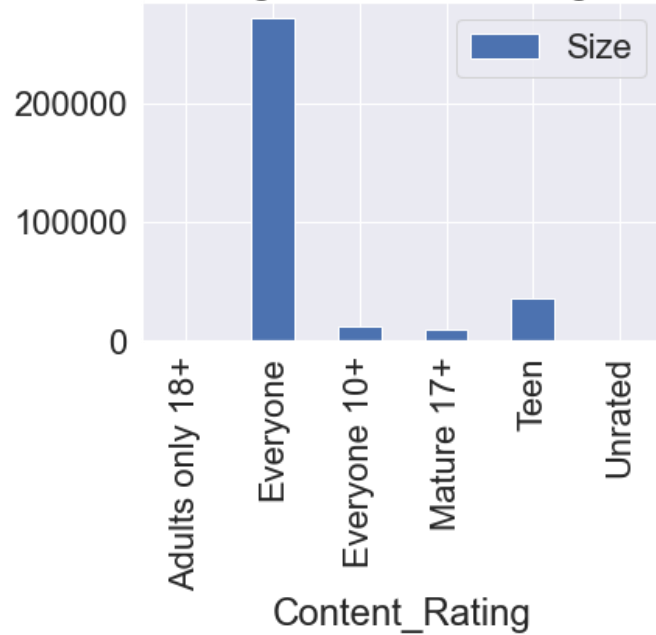
Highest installed app categories is it free or paid?



What is Highest Content Rating



Highest Content Rating





Conclusion

- ▶ Family Category got the people interest more than the other categories .
- ▶ Free Apps in the google play store apps more than the paid one.
- ▶ the Content 'Everyone' is more than the others.

Thank you 