

# Capstone Project Submission

## Instructions:

- i) Please fill in all the required information.
- ii) Avoid grammatical errors.

### **Team Member's Name, Email and Contribution:**

#### **Individual**

**NAVED MANSURI** - [navedmansuri165@gmail.com](mailto:navedmansuri165@gmail.com)

#### **Contribution:**

Reading the dataset and comprehending the problem statement.

Handling the error, duplicate and NaN values in the dataset.

Designing multiple visualizations to summarize the information in the dataset and successfully communicate the results and trends.

### **Please paste the GitHub Repo link.**

GitHub Link: - <https://github.com/NavedMansuri/playstore-apps-review-analysis>

### **Please write a short summary of your Capstone project and its components. Describe the problem statement, your approaches and your conclusions. (200-400 words)**

In this project, I will try to explore, visualize and answer some of the basic questions from the Google Play Store Dataset. I will be applying some of the analysis techniques to analyze the dataset with help of tools like:-

Python, Pandas, Matplotlib, Numpy, Seaborn.

Data preparation is the process of cleaning and transforming raw data prior to processing and analysis. It is an important step prior to processing and often involves reformatting data, making corrections to data and the combining of data sets to enrich data. Data cleansing or data cleaning is the process of detecting and correcting (or removing) corrupt or inaccurate records from a record set, table, or database and refers to identifying incomplete, incorrect, inaccurate or irrelevant parts of the data and then replacing, modifying, or deleting the dirty or coarse data.

The objective of this project is to deliver insights to understand customer demands better and thus help developers to popularize the product. To clarify, the 'popular' in this project means a high number of installations.

PerformancePoint of the App can be improved from the reviews obtained and different patterns that could be found to get more business values out of the same. We found most popular category of apps on two bases - Number of

Installs and Number of reviews.

Low ratings, developers should undoubtedly raise their ratings at first, either by incentivizing ratings or adding new features. They also need to shorten the update cycle, making sure every update lifts customer experience and introducing new features. Incentives for rating should be provided as most customers are not willing to rate an app unless they have superior/ inferior experience

By conducting a simple exploratory data analysis (EDA) on the play store dataset, we not only eliminate avoidable risks of failure, but we may also be able to provide better ideas for building the app. These are some of the aspects that the developer should research before proceeding with the app development. By conducting a simple exploratory data analysis (EDA) on the play store dataset, we not only eliminate avoidable risks of failure, but we may also be able to provide better ideas for building the app.