Google Play Store Apps

_____

Introduction

   Mobile app analytics is a great way to understand the existing strategy to drive growth and retention of future user. by analyzing data of Google play Apps.

Dataset:

   To achieve the goal of this project the dataset Google Play Store Apps will be used. It is contains 10842k rows and 13 columns.

It can be found at Kaggle. It is available as the .csv file.

Link: https://www.kaggle.com/ramamet4/app-store-apple-data-set-10k-apps

Each app has this features:

- **App**: Application name.
- **Category**: Category the app belongs to (FAMILY, GAME, Other)
- **Rating**: Overall user rating of the app.
- **Reviews**: Number of user reviews for the app.
- **Size**: Size of the app.
- **Installs**: Number of user downloads/installs for the app.
- **Type**: Paid or Free
- **Price**: Price of the app.
- **Content Rating**: Age group the app is targeted at - Children / Mature 21+ / Adult
- **Genres**: An app can belong to multiple genres.

a sample of data is shown in the following table:

	App	Category	Rating	Reviews	Size	Installs	Type	Price	Content Rating	Genres	Last Updated	Current Ver	Android Ver
0	Photo Editor & Candy Camera & Grid & ScrapBook	ART_AND_DESIGN	4.1	159	19M	10,000+	Free	0	Everyone	Art & Design	January 7, 2018	1.0.0	4.0.3 and up

Tools:

- There are tools that will be used to achieve the goal of this project , such as Jupyter notebook, Numpy, Matplotlib, Pandas.

TO DO:

Explore the data and cleaning it to analyzing data then find the answers of my questions by using a different tools

The project aims to find out:

1- What are the categories of applications that people are most interested in?
2- Does the type of the app effect on the total number of installing it?
3- What are the categories that contain the most non-free applications?
4- Does the high rating of the application effect on the number of times it is installed?

Author:

NOUF ALKHALDI