Problem & background

This Data Analysis is for getting insights about the mobile apps w.r.t its future business approaches and development of mobile apps. This study has been summarised from the historical data available from the Google Play store from June 2012 till February 2019. It also helps to know the trend involved in the categories of mobile app availability, usability, and users' expectation.

Solution

- ❖ The most used Android version is 4.1 and Up.
- ❖ Most Installed Category of Mob app is Game app.
- ❖ Total Category of App are 33 .
- ❖ Total 274 apps got 5 star rating on Google play store

Methodology & Project scope

- ❖ The scope of this project encompasses the analysis of the Mobile apps store dataset to extract valuable information.
- ❖ we will create new Excel worksheets within the same file utilising pivot tables and a variety of Excel functions.
- ❖ Create insightful visualizations such as bar charts, pie charts, line plots, and box plots to present findings effectively.
- ❖ we'll produce a dashboard that provides all the suggested analysis in a simple to understand manner.

Goals & KPIs

- ❖ Which is the most used Android version?

- ❖ Which all categories of mob apps are existing from this dataset?

- ❖ Which is the most installed category of mob app from this dataset?

- ❖ How many total categories are there?

- ❖ Which apps have got 5-star ratings?

- ❖ Which are the top 10 mob apps based on ratings?

Concepts Used

A pivot table is used to quickly summaries and interact with data. A bar graph is used to display findings Count, Average, Pivot table, VLOOKUP, Max, Min, filter etc.

Conclusion

This analysis focuses on the mobile app ecosystem in the Google Play Store, aiming to provide insights into trends, categories, user reviews, and implications for app developers and consumers. Successful app development requires a deep understanding of user preferences, a commitment to quality, and an agile approach to adapting to evolving trends. Balancing innovation with user needs is key to creating apps that thrive in this ever-evolving landscape.

Project owner

Name: **Prachi Sandip Navlakhe**

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