Capstone Project Submission

Team Member's Name, Email and Contribution:
Name: -Prajakta Dangale   **Email:**-p.dangale7249@gmail.com   **Contribution:** -   1.Contributed In notebook helped with Google diver data connectivity and data cleaning, data. manipulation, and in EDA Visualization   2.Contributed for the contents of PPT.   3.Contributed in Technical Documentation in content of problem statement goal of project and steps involved.   **Name:** -Aniket Deshmukh   **Email:** - deshmukhaniket013@gmail.com   **Contribution:** -   1. Contributed In notebook helped with Google diver data connectivity and data cleaning, data manipulation, and in EDA Visualization.   2.Contributed for the contents of PPT.   3.Contributed in Technical Documentation in content of problem statement goal of project and steps involved.   **Name:** -Mahesh Landage   **Email:** - landage180@gmail.com   **Contribution:** -   1. Contributed In notebook helped with Google diver data connectivity and data cleaning, data manipulation, and in EDA Visualization.   2.Contributed for the contents of PPT.   3.Contributed in Technical Documentation in content of problem statement goal of project and steps involved.
Please paste the GitHub Repo link.

Prajakta Dangale

GitHub Link :-https://github.com/Prajakta1828D/Capstone-Project-Play-Store-App-Review-Analysis-Prajakta-Dangale

Drive Link :-https://drive.google.com/drive/folders/1DHXyzq8oe5SfpQZBYdK_haRqjke_fifl?usp=sharing

---

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

Google Play Store or formerly Android Market, is a digital distribution service developed and operated by Google. It serves an as platform to allow users with 'Google certified' Android operating system devices to download applications developed and published on the platform either with a paid or free of cost. With the rapidly growth of Android devices and apps, it would be interesting to perform data analysis on the data to obtain valuable insights.

Due to the competition in the market and also expansion in order to help our developer understand what kinds of apps are likely to attract more users and what is the motivating factor for the people to download an app we analyse and research relevant data.

For the app development industry where they can analyse the downloads and demand off app download in the industry.

When we start work on this project play store data was more valuable than user review file. So, we spent maximum time on play store dataset. Data cleaning took maximum time compare to finding actual insights. As it has lots of null value in all columns it is very difficult to come with accurate data. we went column wise to remove unwanted data. The trending of these apps is most probably due to their nature of being able to entertain or assist the user. Besides, it also shows a good trend where we can see that developers from these categories are focusing on the quality instead of the quantity of the apps.

Sentiment can be taken from user reviews dataset for conclusion of users' perspective of particular app.

Rating is very important factor for installation of apps as user mostly like to watch rating before using app, so developer should also work on updating their content as per the ratings.

From all above we analyse rating and installation are related, so owners should encourage to write review of their app.

Gaming has maximum number of installed app so anyone want to become developer can join this category.

App category like events and beauty have not much reach, so one can also keep this consideration.