

# Capstone Project Submission

Team Member's Name, Email and Contribution:

1) Priya Debrani

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- Data visualization.
- Approach towards plan.
- Bar plot and Heat map.
- Pi-plot and pair plot
- Technical documentation.
- Project summery template.

2) Vikash Kumar

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- Frame work of project.
- Debug all Errors
- Data sorting.
- Pie plot and Histogram plot
- PPT presentation
- Data analysis.

Problem definition:

The Play Store apps data has enormous potential to drive app-making businesses to success. Actionable insights can be drawn for developers to work on and capture the Android market. Each app (row) has values for category, rating, size, and more. Another dataset contains customer reviews of the android apps. Objective of the project to Explore and analyze the data to discover key factors responsible for app engagement and success.

EDA on given Data set:

There are two dataset:

1. Play Store Data(App, Category, Rating, Review, Size, Install, Type, current rating ,genres , Last update, Current Var ,Android Var)
2. User Review Data(App, Sentiment ,Sentiment Polarity, Sentiment Subjectivity) Digging into data we understand that
  - There are 13 columns of properties with 10841 rows of data.
  - Column 'Reviews', 'Size', 'Installs' and 'Price' are in the type of 'object'
  - Values of column 'Size' are strings representing size in 'M' as Megabytes, 'k' as kilobytes and also 'Varies with devices'.
  - Values of column 'Installs' are strings representing install amount with symbols such as ',' and '+'
  - Values of column 'Price' are strings representing price with symbol '\$'.

## Conclusion:

The Google Play Store Apps report provides some useful details regarding the trending of the apps in the play store. As per the graphs visualizations shown above, most of the trending apps (in terms of users' installs) are from the categories like GAME, COMMUNICATION, and TOOL even though the amount of available apps from these categories are twice as much lesser than the category FAMILY but still used most. The trending of these apps are 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.

Some important point:-

- Average rating of (active) apps on Google Play Store is 4.17.
- If we see individually app wise the communication app like Facebook and what sup get highly reviewed app it shown that people regularly active on that and give there feedback also on that.
- Medical and Family apps are the most expensive and even extend up-to 80\$.
- Users tend to download a given app more if it has been reviewed by a large number of people.
- More than half users rate Family, Sports and Health & Fitness apps positively. Apps for games and social media get mixed reviews, with 50 percent positive and 50 percent negative responses.
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Github Link:- [PriyaDebrani/EDA-PROJECT: Playstore App Review \(github.com\)](#)

## Summary of Capstone project

Play Store App Review Analysis has 2 datasets 1st is Playstore data having 10841 Rows and 13 Coloumns another one is User Review in which we have 64295 Rows and 5 Coloumns. Playstore data has Rows like App, Category, Rating, Review, Type, Price, Installs etc. while User Review table has Rows like App, Translated\_Review Sentiment, Sentiment\_Polarity, Sentiment\_Subjectivity.

Regularly thousands of applications gets uploaded on Playstore and till now it has millions of applications in it. Many developers work on it to make an app successful on the Play Store. This project analysis will play an important role in customer's decision-making process as it resolves many doubts of customer such as which app has highest rating, which is most installed app, which is paid or free app etc.

The main objective of this exploratory data analysis project is to understand customer demands better and thus help developers to popularize their product on the Play Store.