

# Capstone Project Submission

## Instructions:

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

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

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Debugging Errors

Data Cleaning

Data sorting

Data Manipulation

Data Analysis

Framework establishment

Matplotlib, plotly and seaborn

Data melting

Sentiment Analysis

Technical Documentation

PPT Presentation

Project summary Template

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## **Problem Statement:**

Data has been provided by ABC Advertising Pvt. Ltd. to analyze the data for different App in different categories and help them satisfy their customer's needs who possibly

resides around the world. From these analyses they can understand the needs of their customers in different aspects of product development and it will help solve the problems with the market superiors.

The main objective of this project is to deal with the data provided by the company and to analyze the data in every aspect possible so to help them match their idea and help them to convert new and retain old customers and make reasonable growth.

## **Conclusion:**

So here we come at the end of our project which is play store App Review Analysis. What we have done just take a short recap. First we have done the removal of null value from rows and columns and the same goes with the removal of duplicates from the datasets. Then we did the formatting for each of the required columns in each dataset.

After analyzing the data we conclude that App with the category Family and the genre tools are in large numbers. Also we can conclude that the number App Rating is directly proportional with the recent update. From this we can see that with all the major updates apps will get more ratings.

We can also conclude that most of the apps which are used by the users have a content rating of 'Everyone'.

In percentage of Free and Paid App Available in the PlayStore we can assume that most apps being used by the users are Free. This shows very few users purchase Apps on playstore.

In rating vs count of App Type we conclude that rating is not get affected even if the app is paid or not but if we go on for finding the average rating we will find that free app will have less average rating compared to paid because of significantly high counts of free Apps as compared to Paid App available in App Store.

After moving forward when we performed analysis on sentiment subjectivity we found that most of the opinion on sentiment subjectivity lies high in the range 0.4 to 0.7.

When we analyzed sentiment polarity for paid and free Apps we noticed that sentiment polarity for free apps is way less than paid Apps.

In pie presenting the percentages of review sentiment we found that most of the sentiment are positive and neutral review is the lowest. Also in case finding the percentage of sentiments for top 5 Apps we found among top 5 App Category Health and Fitness has received the highest positive sentiments while Game app category has received the highest negative sentiments and Sports App Category has received the highest neutral sentiments.

## **References:**

Geeksforgeeks  
Kaggle  
Analytics Vidya  
W3 School  
Digitalocean.com