**Capstone Project Submission**

**Instructions:**

i) Please fill in all the required information.

ii) Avoid grammatical errors.

| **Team Member’s Name, Email and Contribution:** |
| --- |
| **Contributor Name:** Ranajay Biswas  **Email ID:** - ranojoybiswas21@gmail.com  **Contributor Role:**   * Data collection * Descriptive Statistics * Data Cleaning * Data Pre-processing * Graphical Representation & Data Visualization * Model Building & Implementation |
| **Please paste the GitHub Repo link.** |
| Github Link:- https://github.com/RanojoyBiswas/Play-Store-App-Review-Analysis-  Google Drive Link:-  https://drive.google.com/drive/folders/1oeJz49GOuPqAy0HNN\_0LCQjlhexovFue?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)** |
| The Play-store is an online app market containing hundreds and thousands of android applications for users to download and install on their android devices. Some of these applications are free and some are paid.  Based on pop- culture, trends, or requirements, there are applications for different genres and categories.  The play store data contains all these pieces of information about different apps in different categories and different genres, number of installations, reviews, and ratings, and popularity.  An Exploratory Data Analysis tells us exactly how users responded to different apps, their experiences with the apps, and the popularity of applications among users.  The EDA process provides all these insights that can help new-coming developers to understand the market and work on apps that will provide value to the user. EDA captures the essence of the enormous potential that the android market has when it comes to developers succeeding in this market.  Analyzing the actual ratings or popularity and comparing them with predicted results can tell us if the apps are performing as expected, better or worse compared to other apps.        Also, the dataset gives a clear indication of which apps are in demand, so that developers can popularize the app store with similar products.        The Sentiment Analysis model helps us to figure out users' experiences for the applications that they used.  These datasets have the potential of delivering with insights to better understand and process customer demands and their sentiments regarding the android apps, which can help in making better decisions in future for developers. |