

Capstone Project-1

Play Store App Review Analysis

Team

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PROBLEM STATEMENT

During the course of time with the increasing awareness of the people with regard to Google Play Store, it has become certain that now a days it has become the one stop platform for the people to download apps of various categories. Google Play Store dispenses millions of apps to people across the globe and hence can aptly be said as the hub of apps for Android devices. Advancement in Information Technology and increasing awareness of people with regard to digitalization have made the Google Play Store the most solicited digital store. In our project a comprehensive analysis of Play Store App has been done by taking into account and subsequently comparing

thousands of apps and reviews across different categories. The fetched data will help in formulating strategies for the growth and retention

APPROACH

In this project, we analyzed thousands of applications on Google Play Store and their corresponding reviews to understand the Android App market. The project has been divided into 2 parts: Apps analysis and Sentiment Analysis of User reviews. Initially, we imported, cleaned and analyzed various features of the Apps dataset through data exploration and visualizations.

In the next part, we loaded and cleaned the User Reviews dataset. The two datasets are then merged to visualize the composition of the total reviews and the sentiment polarity distribution.

DATA SUMMARY

Apps DataFrame Summary

	App	Category	Rating	Reviews	Size	Installs	Type	Price	Content Rating	Genres	Last Updated	Current Ver	Android Ver
8143	Breweries (CZ/SK)	LIFESTYLE	4.4	1740	4.4M	50,000+	Free	0	Teen	Lifestyle	July 27, 2017	3.1.0	4.1 and up
10279	Underdog FC	SPORTS	4.6	216	40M	10,000+	Free	0	Everyone	Sports	August 2, 2018	23.17	4.1 and up
72	Android Auto - Maps, Media, Messaging & Voice	AUTO_AND_VEHICLES	4.2	271920	16M	10,000,000+	Free	0	Teen	Auto & Vehicles	July 11, 2018	Varies with device	5.0 and up
4206	H-Kakashi - theme Xperia™	PERSONALIZATION	4.6	621	5.4M	50,000+	Free	0	Everyone	Personalization	December 1, 2017	a.2	4.4 and up
5039	AF Hydro	HEALTH_AND_FITNESS	2.0	136	15M	10,000+	Free	0	Everyone	Health & Fitness	May 12, 2018	1.0.5	4.4 and up

After proper Data Cleaning

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 9660 entries, 0 to 9659
Data columns (total 13 columns):
#   Column                Non-Null Count  Dtype
---  -
0   App                    9660 non-null   object
1   Category               9660 non-null   object
2   Rating                 8197 non-null   float64
3   Reviews                9660 non-null   object
4   Size                   9660 non-null   object
5   Installs               9660 non-null   object
6   Type                   9659 non-null   object
7   Price                  9660 non-null   object
8   Content Rating         9659 non-null   object
9   Genres                 9660 non-null   object
10  Last Updated           9660 non-null   object
11  Current Ver            9652 non-null   object
12  Android Ver            9657 non-null   object
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memory usage: 981.2+ KB
```

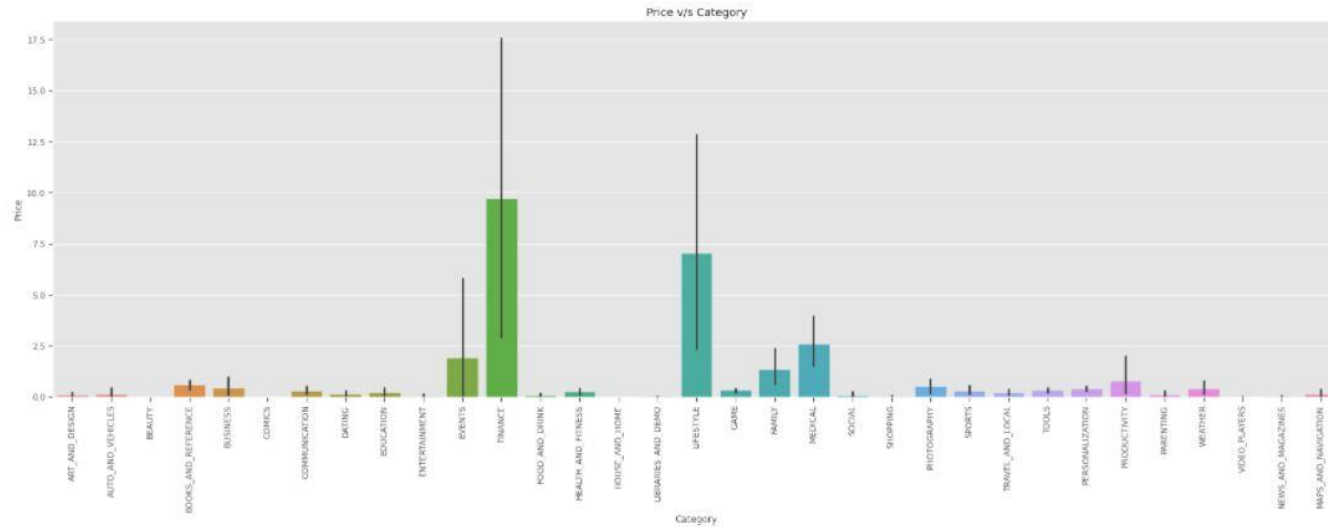
Correcting Data Type

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<class 'pandas.core.frame.DataFrame'>
RangeIndex: 9660 entries, 0 to 9659
Data columns (total 13 columns):
#   Column                Non-Null Count  Dtype
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0   App                    9660 non-null   object
1   Category               9660 non-null   object
2   Rating                 9660 non-null   float64
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5   Installs               9660 non-null   object
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8   Content Rating         9660 non-null   object
9   Genres                 9660 non-null   object
10  Last Updated           9660 non-null   object
11  Current Ver            9660 non-null   object
12  Android Ver            9660 non-null   object
dtypes: float64(1), object(12)
memory usage: 981.2+ KB
```

Missing Value Procedure Done

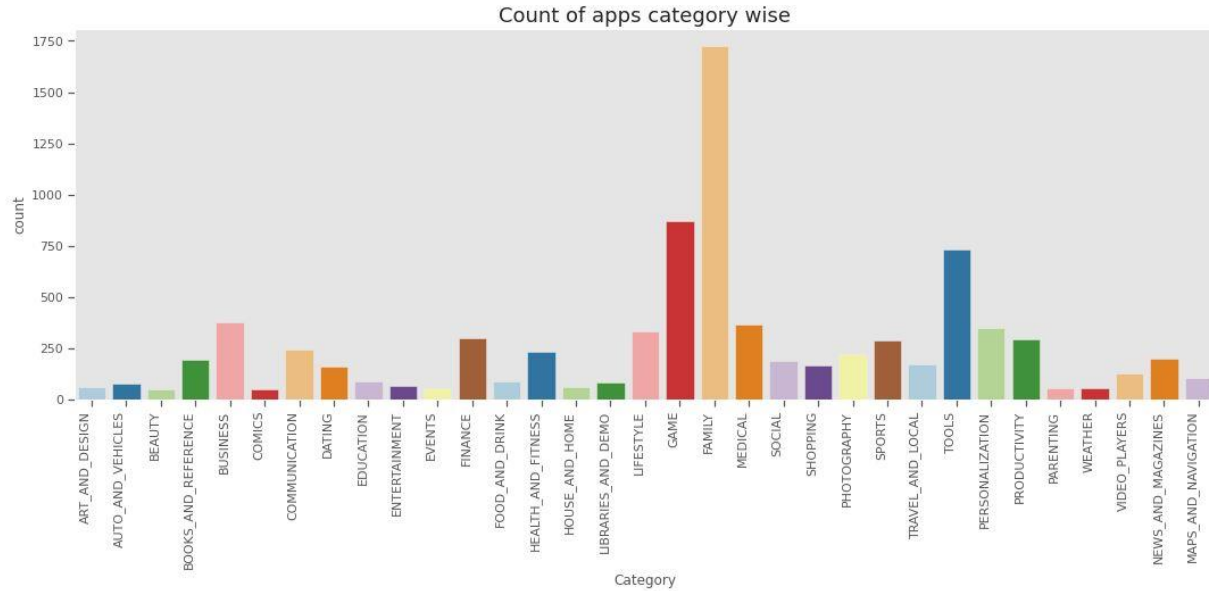
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---  -
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1   Category             8422 non-null   object
2   Rating               8422 non-null   float64
3   Reviews              8422 non-null   int64
4   Size                 8422 non-null   float64
5   Installs             8422 non-null   int64
6   Type                 8422 non-null   object
7   Price                8422 non-null   float64
8   Content Rating       8422 non-null   object
9   Genres               8422 non-null   object
10  Last Updated         8422 non-null   object
11  Current Ver          8422 non-null   object
12  Android Ver          8422 non-null   object
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memory usage: 921.2+ KB
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DATA VISUALIZATIONS

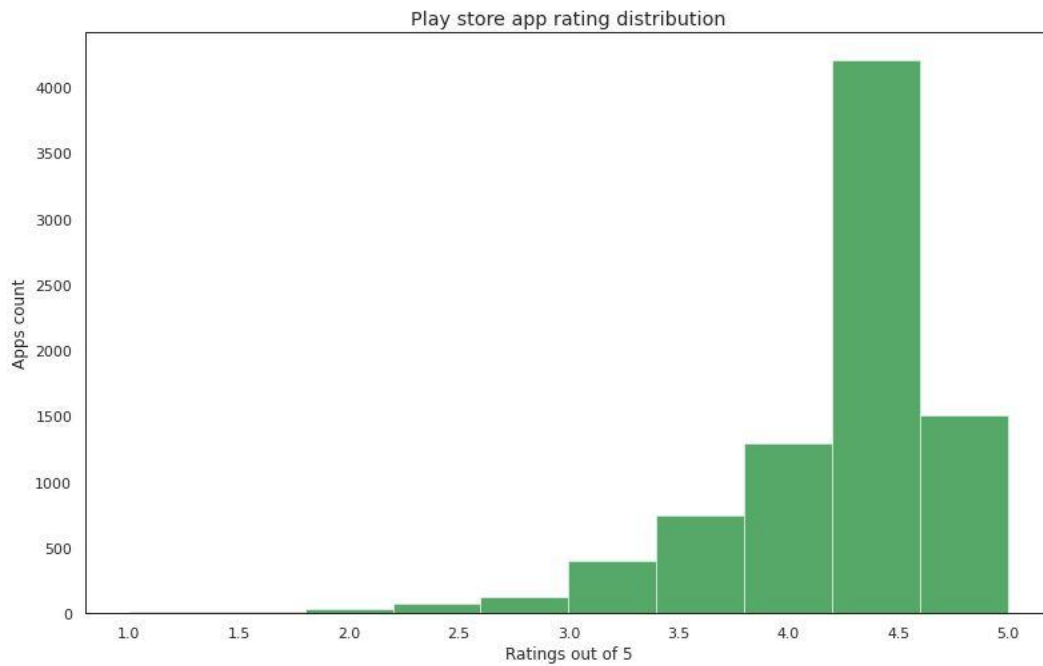


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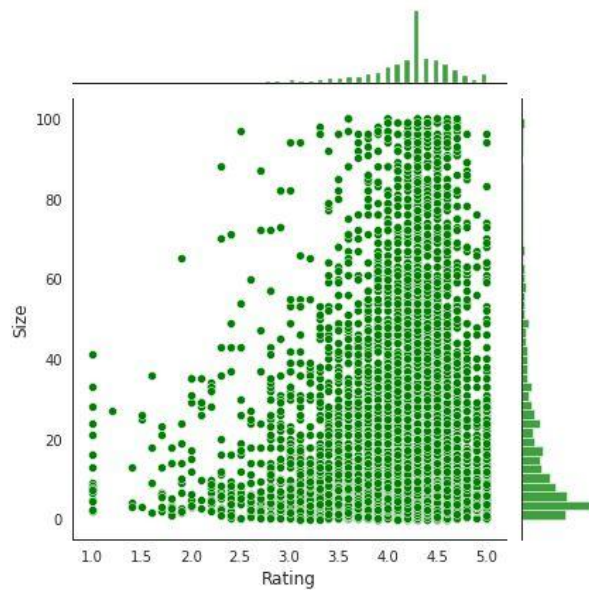
Category Wise count of App



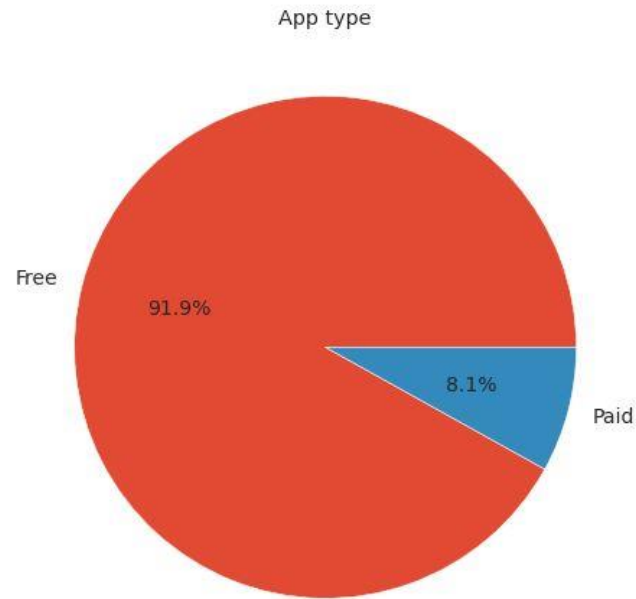
Rating of Apps

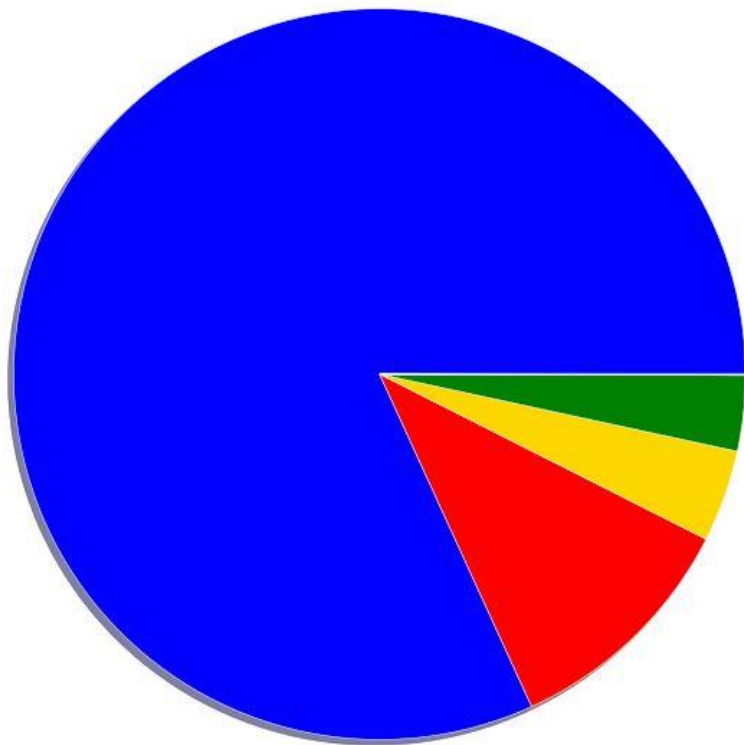


Size of Apps

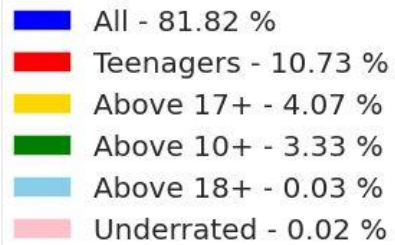


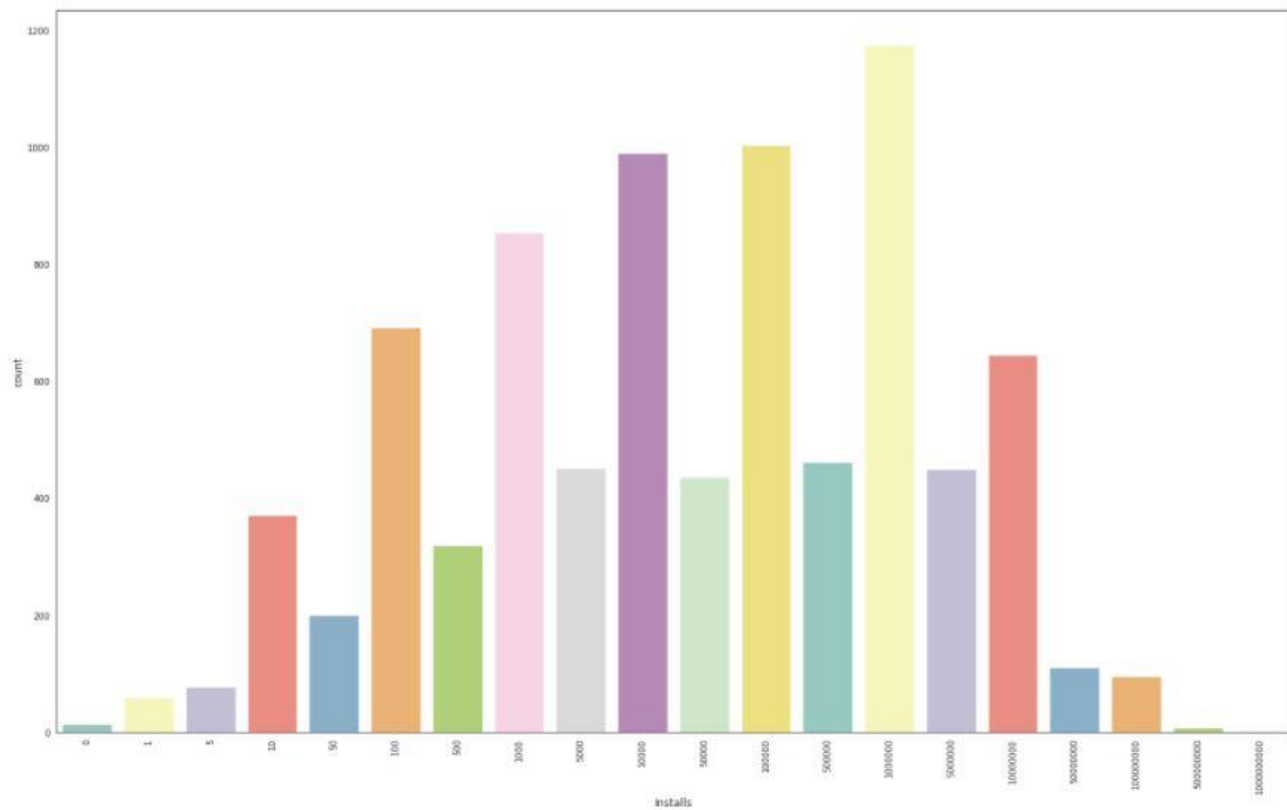
Price Category

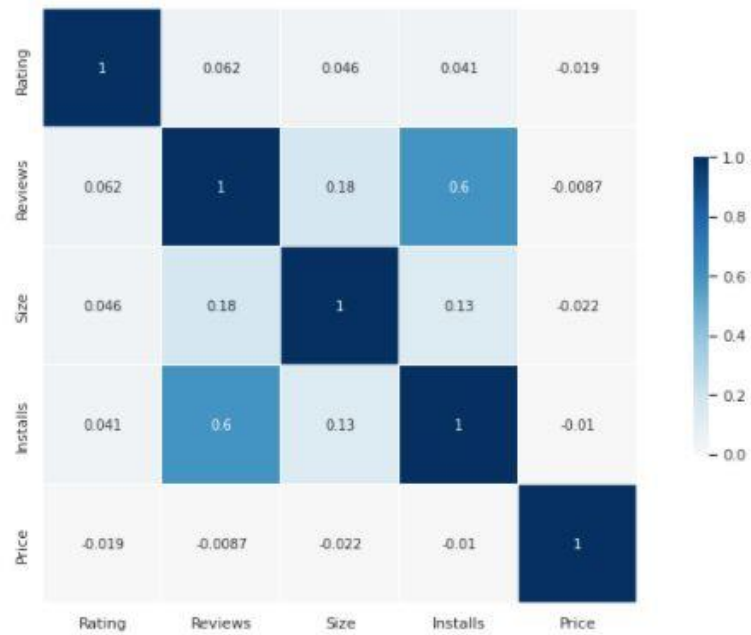




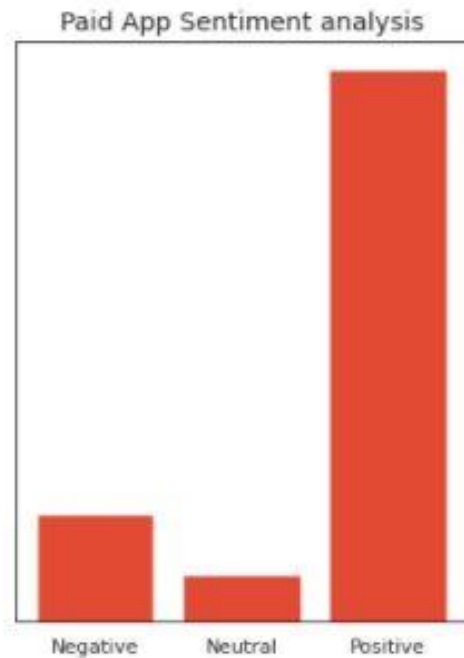
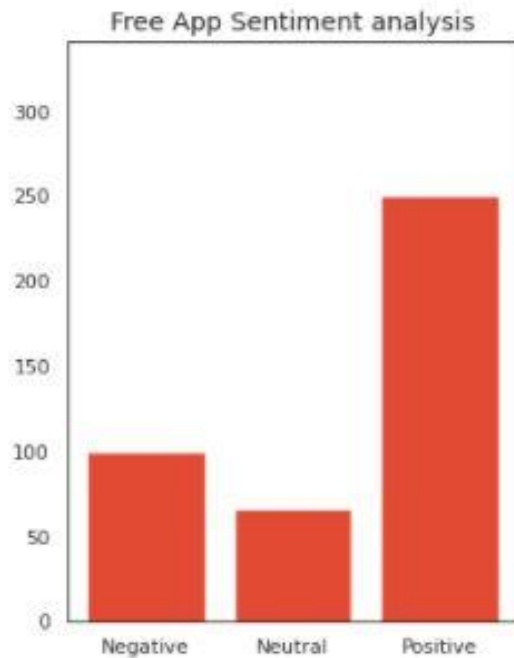
Content Rating Pie Chart

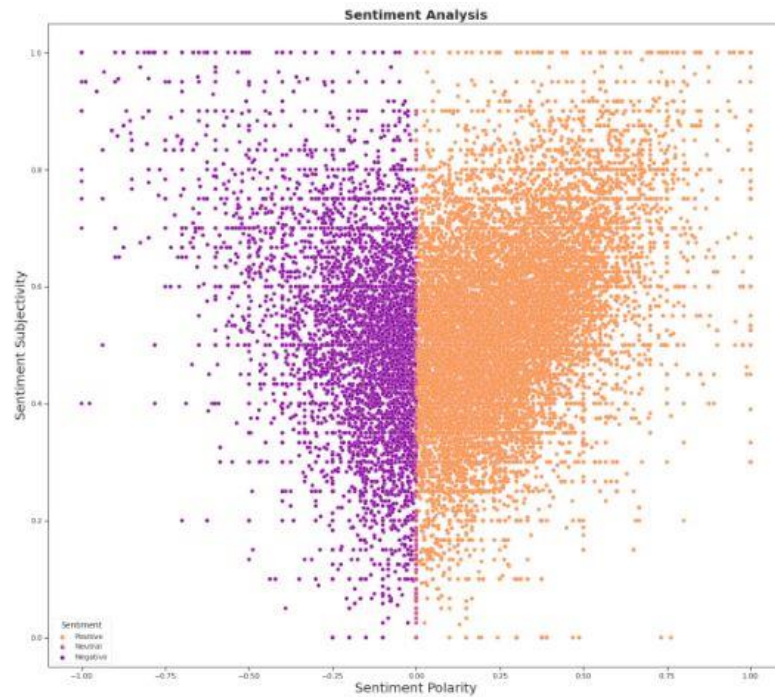




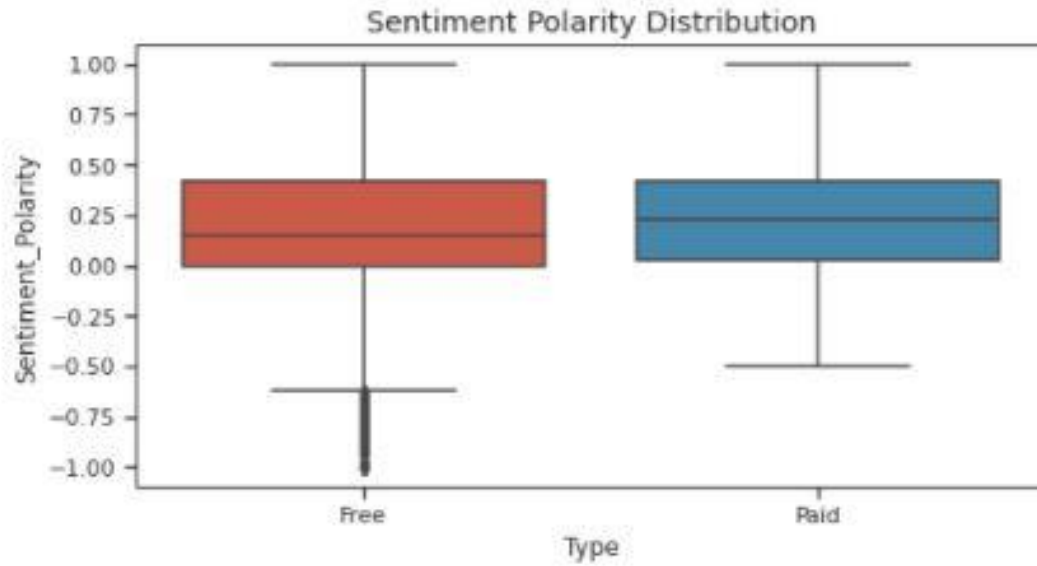


SENTIMENT ANALYSIS OF USER REVIEW





Sentiment Polarity



WORDCLOUD plot for positive and negative reviews

CONCLUSIONS

1. The most popular App Category is "Game".
2. A large number of Apps fall into "Family" Category i.e., this is the category with highest number of subsequent apps.
3. The total average rating of Play Store Apps is 4.18.
4. The App Categories with least and highest average ratings are "Dating" and "Events" respectively.
5. Free apps are highly popular when compared to Paid apps.
6. Most of the apps receive Positive reviews i.e., about 63.5%. Free apps might have a broader range of reviews than Paid apps, but the median of Sentiment Polarity is higher in Paid apps.