# PERFORMANCE ANALYSIS

**ON**

**Google Play Store Apps**

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## INTRODUCTION

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.

## ANALYSIS OF DATA

Analysis on the data of maximum and minimum rating gives us the deep understanding of the efficiency of apps, individually grouped by its category.

Rating analysis is carried out individually in a compact way with particular rating number in order to distinguish between the performance of the product on a scale.

Analysis takes a deep dive when the condition applied for filtering the data is more than one, for instance rating value and the category is the condition in the google play store which is combined together to get the performance results of required conditional shade of data.

Analysis of the data based on the number of installation of the app gives the understanding of the usage of apps in all category, which in turn paves the way for change in its future updates.

Analysis on the roots of genres gives the insights of the human trends on how the app reaches the particular group and also gives the valuable information of creating new set of apps for that particular group on the requirement and acceptance.

## CONCLUSION AND RESEARCH FINDING

This part of analysis summarizes the findings and conclusions of the study. Performance analysis on google play store was to done to provide information and suggestion in an environment which is more subject to change, this analysis will guide to understand the need of the customer and update requirements on the day to day usage of the apps.

Analysis of rating gives the information about their performance level for the purpose of improving their performance as needed by the customers.

## SQL QUERY FOR ANALYSIS OF DATA

```
LOAD DATA LOCAL INFILE 'C:\\SQL Assignment\\Research Project\\Work File\\googleplaystore_app_data.csv'

INTO TABLE googleplaystore_app_data

FIELDS TERMINATED BY ','

ENCLOSED BY '"'

LINES TERMINATED BY '\r\n' IGNORE 1 ROWS;


LOAD DATA LOCAL INFILE 'C:\\SQL Assignment\\Research Project\\Work File\\user_reviews.csv'

INTO TABLE user_reviews

FIELDS TERMINATED BY ','

ENCLOSED BY '"'

LINES TERMINATED BY '\r\n' IGNORE 1 ROWS;



select distinct Category

from googleplaystore_app_data;
```

```
select app, max(rating), Category

from googleplaystore_app_data

group by category;

select app, min(rating), category

from googleplaystore_app_data

group by category;


select app, rating , category

from googleplaystore_app_data

where rating ='2'

group by app;


select app, rating , category

from googleplaystore_app_data

where rating ='3'

group by app;


select app, rating , category
```

```
from googleplaystore_app_data

where rating ='2' and category = 'travel_and_local';


select app, rating , category

from googleplaystore_app_data

where rating ='3' and category = 'travel_and_local';


select app,rating, installs

from googleplaystore_app_data

where rating = '4' and category = 'business';


select app,rating, installs

from googleplaystore_app_data

where rating = '3' and category = 'business';


select app,rating, category

from googleplaystore_app_data

where rating = '3' and genres = 'everyone'

order by  app;
```

```
select app,rating, category

from googleplaystore_app_data

where rating = '3' and genres = 'teen'

order by  app;
```