**Capstone Project Submission**

**Instructions:**

i) Please fill in all the required information.

ii) Avoid grammatical errors.

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| **Team Member’s Name, Email and Contribution:** |
| |  |  |  | | --- | --- | --- | | Rupesh Tomar | Rupeshtomardgr8@gmail.com | Done the whole project on my own. Prepared the coding notebook, analyzed the data, visualize the data, prepared the presentation, technical documentation, prepared the summary. |   **Please paste the GitHub Repo link.** |
| GitHub Link: -  Google Drive Link: https://drive.google.com/drive/folders/1WEeMc1vdbKRHs\_gTokbfwDFwYHD7Lq4l?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)** |
| Data science can be summarized into five steps: capture, maintain process, analyze, and communicate. [With around three million apps available on Google Play Store](https://www.statista.com/statistics/266210/number-of-available-applications-in-the-google-play-store/), developing apps that stand out amongst the competition poses a challenge for app developers. To differentiate themselves in this oversaturated market, they need to pinpoint essential factors that play a role in customers’ decision-making process.  Before we start our Data Science process which is Data Preparing, Data Cleansing and Data Analysis. In Data Cleansing, we have performed few steps to ensure the data quality such as removing NAN values. With the cleansed data, we have performed Exploratory Data Analysis to understand our dataset like number of installation for each category and so on.  Our motive in whole project was to analyze the data and find out main components that affect users’ decision to download app. After completion of analysis I concluded that user prefer more of free apps. Most of the apps present in play store are more or less of same size so size doesn’t affect their decision much.  We found most popular category of apps on two basis - Number of Installs and Number of reviews. Personalization wins in former criteria whereas Sports wins in later criteria.  The dataset contains immense possibilities to improve business values and have a positive impact. It is not limited to the problem taken into consideration for this project. Many other interesting possibilities can be explored using this dataset.  From the results and process we have implemented, we can conclude that we have achieved this group project objective which is analyzing the Google Play Store apps and determine trends of the Google Play Store and both of our research questions. |