Play Store App Review Analysis

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1.Abstract:

The Play Store App Review Analysis seeks to Overview of the development of apps. In Which it contained the size of the apps, number of installs, rating, content rating and this overall features of app from the play store.

Our experiments can help to understand what is the criteria to installs any types of apps. So the business problem can judge quickly and solve them by using sorting, cleaning and data analysis.

*Keywords: Data cleaning, Data analysis.*

2.Problem Statement

Data provides an (row) has values for category, rating, size, and more. Another dataset contains customer reviews of android.

Each app has been classified in different types of category which has given restriction for some users or we can say that its divide into mature, teen, 18+, etc.

The main objective is to build a EDA which helps in the overview of the development of apps from the play store very quickly and efficiently.

* Apps: Different apps from play store.
* Category: Each app has been classified according to their types of works. Ex. Photo editor is belonging to Art and design.
* Rating: The rating of apps varies from 1.0 to 4.0.
* Size: The total size of the apps in play store.
* Installs: The number of installs for apps.
* Type: There are two types of apps, paid and free.
* Content: This classified as according to the age of customer.
* Last Update: The date in which the app is updated.
* Current Version: The current version of the apps.
* Android version: The required version of apps.

3.Introduction:

Play Store has the largest platform in entire global network which is a collection of enormous apps. Play store is very convenient for all users which can get all apps from one platform. Customer always preferred to installs apps after going through Rating and reviews.

4. Types of Apps

\* Paid Apps

\* Free Apps

5. Reason for app to be paid.

Paid Apps obviously result in a higher average revenue per download, they have a higher perceived value and users are generally more loyal to Apps they pay for. If you have a large customer/follower base, then a paid app can work in your favour.

However, for a business that just wants to build its brand image and get its name out there, a paid app might not be the best idea.

With free apps, there is literally zero download threshold. Nothing is standing in the way of the user. They can download your App on a whim, test it out and decide if they like it. Free Apps generally receive more downloads than paid Apps.

6. How the Play Store App Work.

At its basics, the ranking algorithm of both Google Play Store and App Store work the same. However, I also noticed some concrete differences regarding the importance of some factors during my work with various apps.

So this are the key points in which App Store differs from Google Play App Store is stronger focused on Keywords (Optimize your app meta data - Title, Description, Keywords!)- Only ratings and reviews for the latest app version are displayed on App Store (encourage your users to leave some reviews).

There’s a higher focus on App Quality on App Store (updating your app is not as easy as on Google Play) Hope it was helpful! **Disclaimer**: I am the CEO of **App Radar**. We create solutions to optimize your app publishing process and make it easier to optimize your apps for a higher visibility within the app stores. If you have any further questions, you can contact me anytime

7.What Review saying?

The reviews are of three types:

1. Positive Sentiment- The customer which allow to give their positive feedback regarding their apps.
2. Negative Sentiment- The apps not perform well accordingly customer. So the customer allowed to give their negative feedback for the apps.
3. Neutral sentiment- This type of sentiment are classified as neutral reviews.

8.Steps involved:

* Fill Missing value  
   After loading the dataset we performed this method by

replacing nan values with zero. This procedure giving us a

approach to tackle with the null value and making a

foundation strong.

* Data cleaning

In this process we convert all string contained data to numeric data. As instead of this we will unable to do the EDA on the data of play store.

* Exploratory data analysis

In this procedure we simultaneously work with each features from our dataset and clearly visualize each and every point of aspects. This gives a graphically representation of entire dataset.

* Extraction of un-useful data

In entire data some features has un-useful for the data analysis. So it’s better to extract this kind of features from our dataset.

* Correlation of data

This procedure helps us to know the relation between the features and useful for time saving in analysis duplicates type of data.

9.Conclusion

That's it! We reached the end of our exercise.

The dataset contains possibilities to deliver insights to understand customer demands better and thus help developers to popularize the product. Dataset can also be used to look whether the original ratings of the app matches the predicted rating to know whether the app is performing better or worse compared to other apps on the Play Store.

We are all work with different datasets which contain reviews and rating and all other features. We get some insights for working on the real world project. We fill first missing value and done the base part that is cleaning, then from that we gone with visualization on different datasets.

We sort some question and try to give the answer of that question that was the key point for our project.

Let us Keep calm and get relaxed the discussion is over here....

Abstract:

CCo