

# Data Analytics Project – Google Apps Review

- *This documentation displays the data analytics methodology used as a part of my data analytics certification course with google.*

## Goal:

To determine the top performing category in the Google play store and analyze user reviews to understand the expectations of users for developing and launching the new app in play store.

The Objective of the analysis is to answer how and what app can be developed to generate more value. This helps business to what type of applications is popular among users and how the application is used when launched for free / Paid.

**Data source:** The dataset was collected from a trusted online community for Data analysts.

**Data credibility:** To trust the results obtained from the dataset, The Below ROCCC method is used to identify the fairness of the analysis.

### 1. Reliability:

The dataset possesses only 10,000 applications out of million applications available in the play store, however, this can be a reliable sampling since the data has applications created in different genres / category.

### 2. Originality:

As the dataset is collected directly scrapped from the Google play store, it can be reliable data source to proceed for further analysis.

### 3. Comprehensiveness:

The data possess sufficient information to get an initial idea about user's feedback and trends of various category of applications, however, the technical functionality and the objective of the application to be developed might need further analysis before developing the product.

### 4. Current:

The data was last updated 3 years ago and hence the current review, download rates and other subjective matter might be varied.

### 5. Cited:

The dataset was collected from a popular online community (Kaggle).

## Process:

**Tools to perform Analysis:** To clean and transform the data to appropriate format, Excel application is picked, and Power BI has been chosen to display the reports as a dashboard.

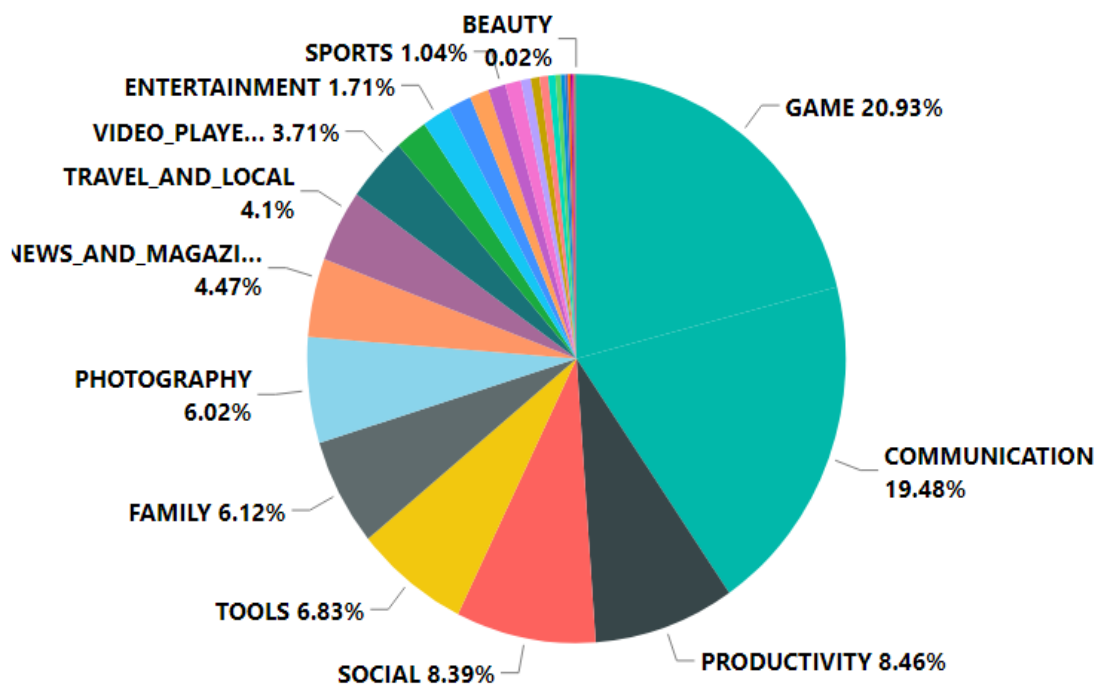
**Data Cleaning:** The integrity of the data is judged by ROCCC concept and to revise the cleaning process each change is tracked on a changelog.

## INSIGHTS GATHERED:

Based on the analysis, below are the insights gathered and suggested for a business to understand what sort of application can a company choose and how can it be maintained and offered for a better user response.

- From the visuals, it is seen that Applications under Games, communication categories have huge audience than any other categories, hence an Android App developing team building a competitive application in this category could open a wider audience.

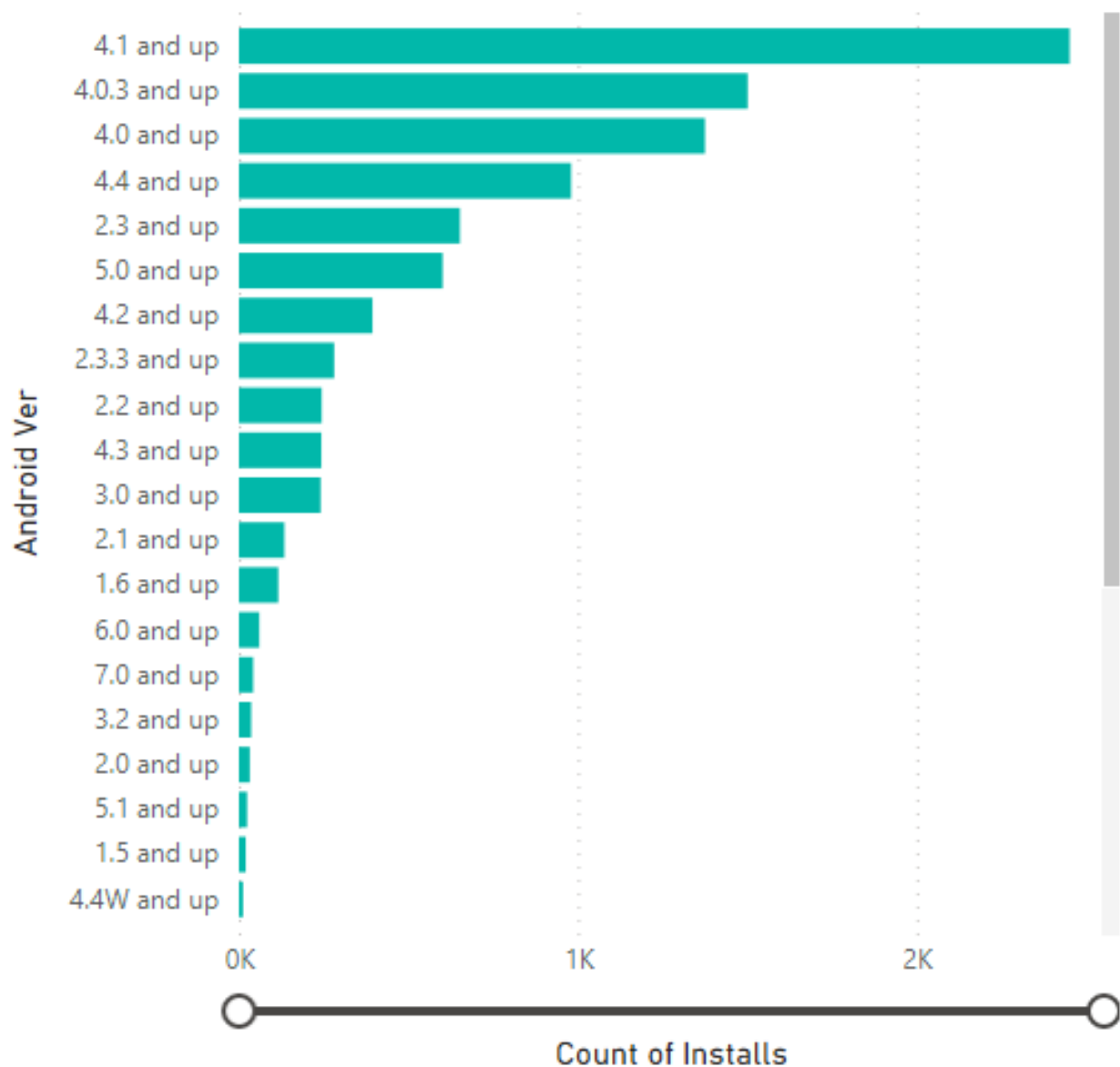
Market\_Volume\_By\_Category



- From the below Viz and keeping the growing trend in mind, a developing team should focus on application that supports atleast Android version 4.4 and above, as most of the users use the latest android version.

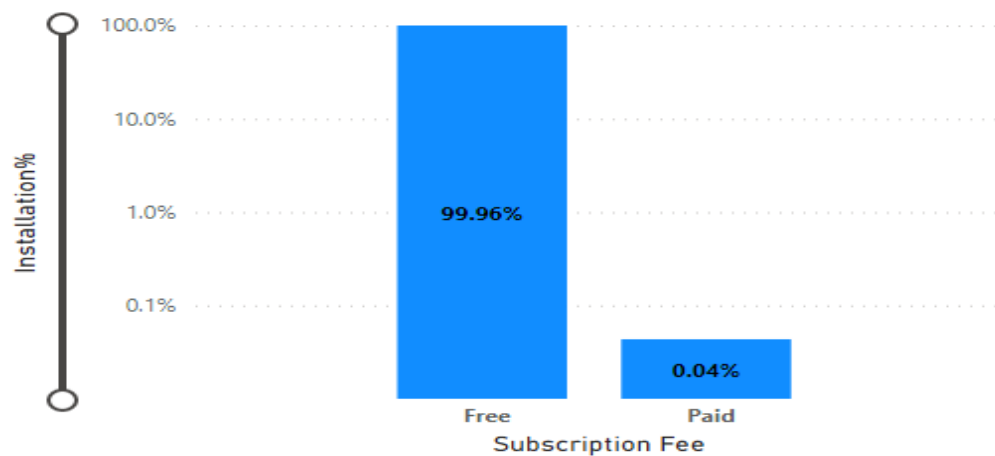
***(NOTE: As the dataset presented was last updated before couple of years, the precise recommended version would be even higher right now).***

## Insallation\_X\_Android Version



- From the subscription charges, it is clear that, the apps that are launched for free has very huge installations rate than the paid apps. Hence this fact should be strongly considered before launching the application. Any feature that mandatorily needs a paid subscription should be considered laid upon the free base application to increase application downloads.

%installation by Type



- From the final plot, we can notice that, higher the rating, the installation of the application gets more. Hence post launch, the team should encourage the users to rate the application and get feedback, which could also bring potential ideas to optimize the application further.

Rating\_x\_Installation

