High Level Design

Google Play Store Data Analysis

**Overview:**

The google play store is one of the largest and the most popular android app stores. It has an enormous amount of data that can be used to make the various prediction and Analytical models. This dataset consists of 13 different features which is used to for data analysis.

**Introduction:**

Mobile application are one of the fastest growing segments of downloadable software application market. Out of all of the markets I choose Google Play Store due to its increasing popularity and recent fast growth. One of the main reasons of its popularity is the fact the about 81% of the apps are free of cost. Developers and users play key roles in determining the impact that market interactions have on future technology. However, the lack of a clear understanding of the inner working and dynamic of popular app markets impacts both the developers and users.

**Analysis Methodology:**

Our analysis approach is divided into three phases:

1. Data extraction (From the provided dataset)
2. Data cleansing
3. Visualization
4. Dashboard / Report Making

**Tools used:**

Business Intelligence tools used such as:

1. Excel -> Minor manipulation / original dataset reading.
2. Python
   * Pandas -> data frame manipulation
   * NumPy -> array
   * Seaborn -> visualization
   * Matplotlib -> visualization
   * Statistics -> math
3. Power BI -> creating Dashboard visuals.
4. Power Query -> manipulation over excel retrieved table.
   * M language

**Functional Architecture:**

**Analysis / reading of dataset over excel**

**+**

**Creation Pivot Tables form better understanding**

**Dataset gathered from Ineuron**

**Performing EDA over Python**

**+**

**Performing Statistical Analysis over python**

**+**

**Perform Observation over python**

**Perform various M-Language manipulation over Power BI**

**+**

**Building Dashboard over power BI**

KPIs (Key Performance Indicators)

Key indicators displaying a summary of the Google Play Store Analysis, and the relationship between the different attributes.

1. By the year increase popularity in the category of apps.
2. Reviews, Top rating, Free apps relationship with number of Installs.
3. Relationship between the App count in each category and the Free apps.