**Presentation Guidelines**

You are free to structure your presentations to your liking, but students tend to have success with the following format.

\* Title Slide

  \* Include the name of the Project and Group Members

\* Motivation & Summary Slide

  \* Define the core message or hypothesis of your project.

  \* Describe the questions you asked, and *\_why\_* you asked them

  \* Describe whether you were able to answer these questions to your satisfaction, and briefly summarize your findings

\* Questions & Data

  \* Elaborate on the questions you asked, describing what kinds of data you needed to answer them, and where you found it

\* Data Cleanup & Exploration

  \* Describe the exploration and cleanup process

  \* Discuss insights you had while exploring the data that you didn't anticipate

  \* Discuss any problems that arose after exploring the data, and how you resolved them

  \* Present and discuss interesting figures developed during exploration, ideally with the help of Jupyter Notebook

\* Data Analysis

  \* Discuss the steps you took to analyze the data and answer each question you asked in your proposal

  \* Present and discuss interesting figures developed during analysis, ideally with the help of Jupyter Notebook

\* Discussion

  \* Discuss your findings. Did you find what you expected to find? If not, why not? What inferences or general conclusions can you draw from your analysis?

\* Post Mortem

  \* Discuss any difficulties that arose, and how you dealt with them

  \* Discuss any additional questions that came up, but which you didn't have time to answer: What would you research next, if you had two more weeks?

\* Questions

  \* Open-floor Q&A with the audience

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**## Copyright**

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Presentation Guidelines

You are free to structure your presentations to your liking, but students tend to have success with the following format.

\* Title Slide: Analysis of the Google Play Store

\* Include the name of the Project and Group Members

What makes a good app?

\* Motivation & Summary Slide

The interest in technology, games, music, and movies, our group researched the interested topics and decided to explore the Google Play Store to determine what makes a great app. After attributes were essential in determining

\* Define the core message or hypothesis of your project.

\* Describe the questions you asked, and \_why\_ you asked them

\* Describe whether you were able to answer these questions to your satisfaction, and briefly summarize your findings

\* Questions & Data

\* Elaborate on the questions you asked, describing what kinds of data you needed to answer them, and where you found it

\* Data Cleanup & Exploration

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. The dataset is chosen from Kaggle. It is the web scraped data of 10k Play Store apps for analyzing the Android market. It consists of a total of 10841 rows and 13 columns.

\* Describe the exploration and cleanup process

Exploratory Data Analysis:

Key Observations and Implementing Procedure

The key observations of the dataset peaked interest in the apps performance, app reviews, number of installs, app rating, patterns and trends. Upon the initial review of the data the group formulated questions based on what we would want to know about an app and factors.

Implementing Procedure consisted of the group brainstorming what would make a great app a

Performance

Reviews

Installs

Patterns

Ratings

\* Discuss insights you had while exploring the data that you didn't anticipate

\* Discuss any problems that arose after exploring the data, and how you resolved them

\* Present and discuss interesting figures developed during exploration, ideally with the help of Jupyter Notebook

\* Data Analysis

\* Discuss the steps you took to analyze the data and answer each question you asked in your proposal

\* Present and discuss interesting figures developed during analysis, ideally with the help of Jupyter Notebook

\* Discussion

\* Discuss your findings. Did you find what you expected to find? If not, why not? What inferences or general conclusions can you draw from your analysis?

\* Post Mortem

\* Discuss any difficulties that arose, and how you dealt with them

\* Discuss any additional questions that came up, but which you didn't have time to answer: What would you research next, if you had two more weeks?

\* Questions

\* Open-floor Q&A with the audience

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## Copyright

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The presentation requirements for Project 1 are as follows.

Your presentation must:

\* [ ] Be at least 8-10 min. long

\* [ ] Describe the core message or hypothesis for your project.

\* [ ] Describe the questions you and your group found interesting, and what motivated you to answer them

\* [ ] Summarize where and how you found the data you used to answer these questions

\* [ ] Describe the data exploration and cleanup process (accompanied by your Jupyter Notebook)

\* [ ] Describe the analysis process (accompanied by your Jupyter Notebook)

\* [ ] Summarize your conclusions. This should include a numerical summary (i.e., what data did your analysis yield), as well as visualizations of that summary (plots of the final analysis data)

\* [ ] Discuss the implications of your findings. This is where you get to have an open-ended discussion about what your findings "mean".

\* [ ] Tell a good story! Storytelling through data analysis is no different than in literature. Find your narrative and use your analysis and visualization skills to highlight conflict and resolution in your data.