Google Playstore Report

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Google Playstore Analysis Summary

Top 3 best rated app genres

1. Strategy
2. Word
3. Role Playing

Top 3 most installed app genres

1. Communication
2. Tools
3. Video Players & Editors

Most expensive app genres

1. Medical
2. Business
3. Shopping

Highest earning app genres

1. Education
2. Books & Reference
3. Medical

Methodology

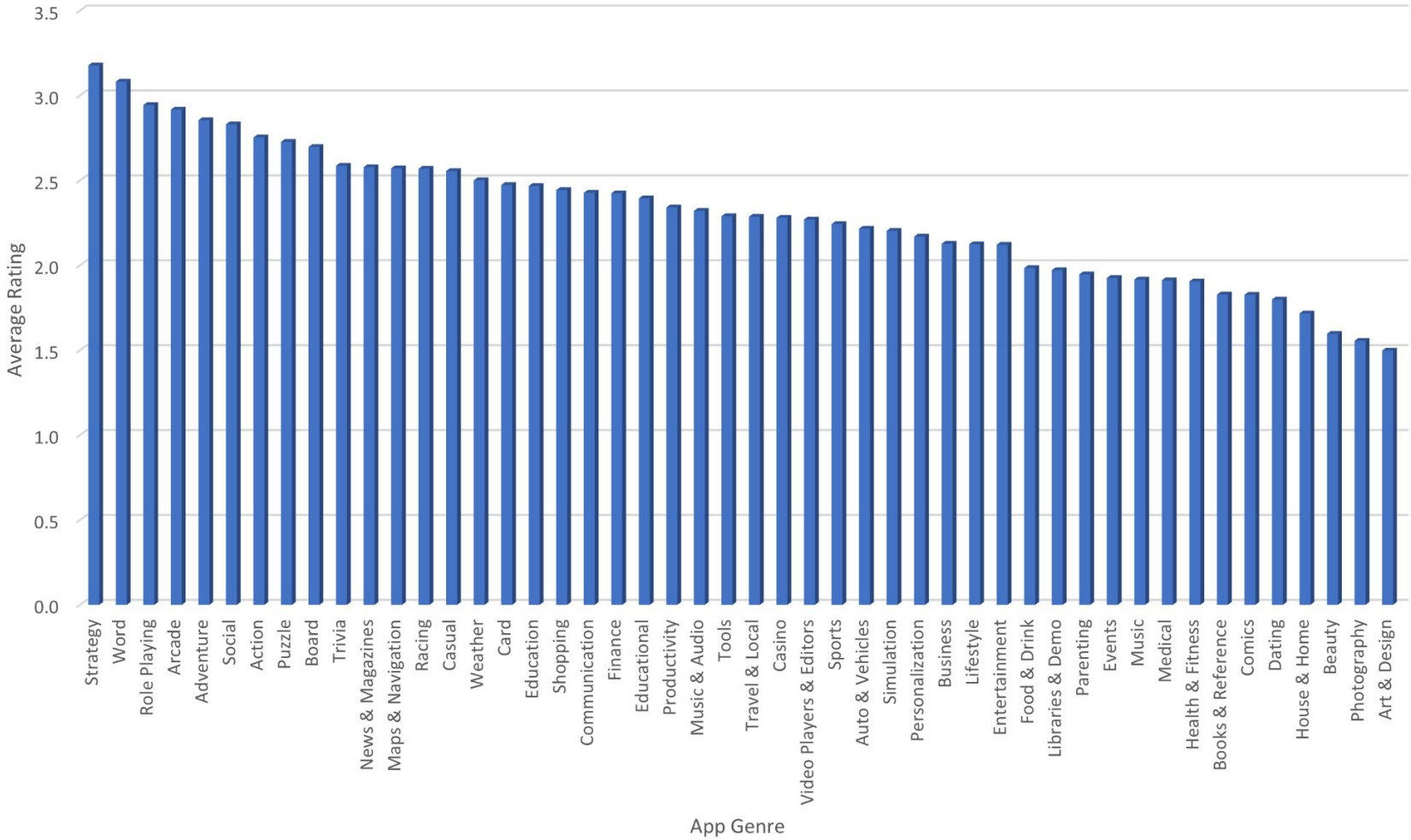
NOTE: Due to hardware limitations, apps are analyzed by genre rather than individually to avoid computer crashes

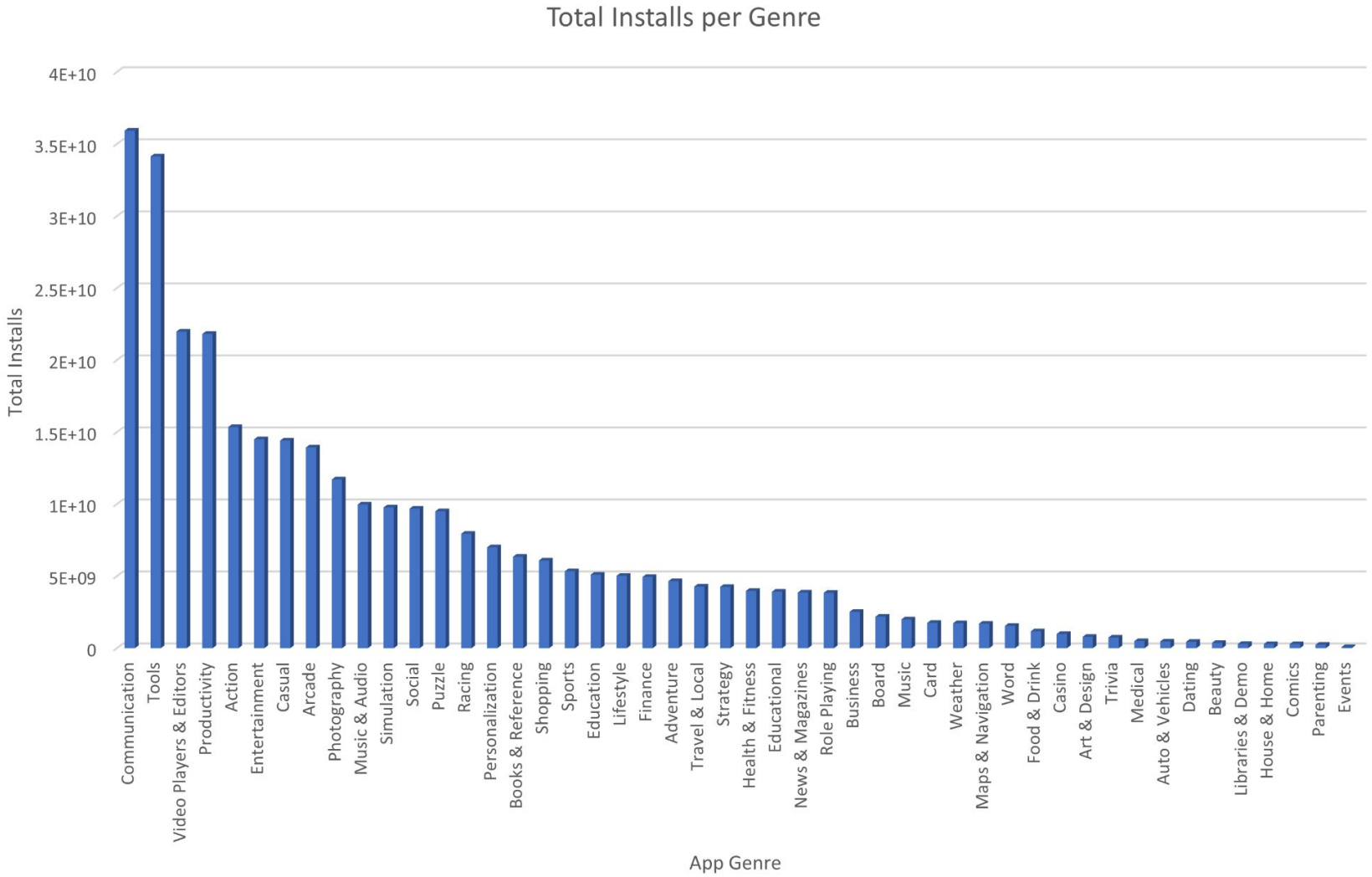
Cleaning

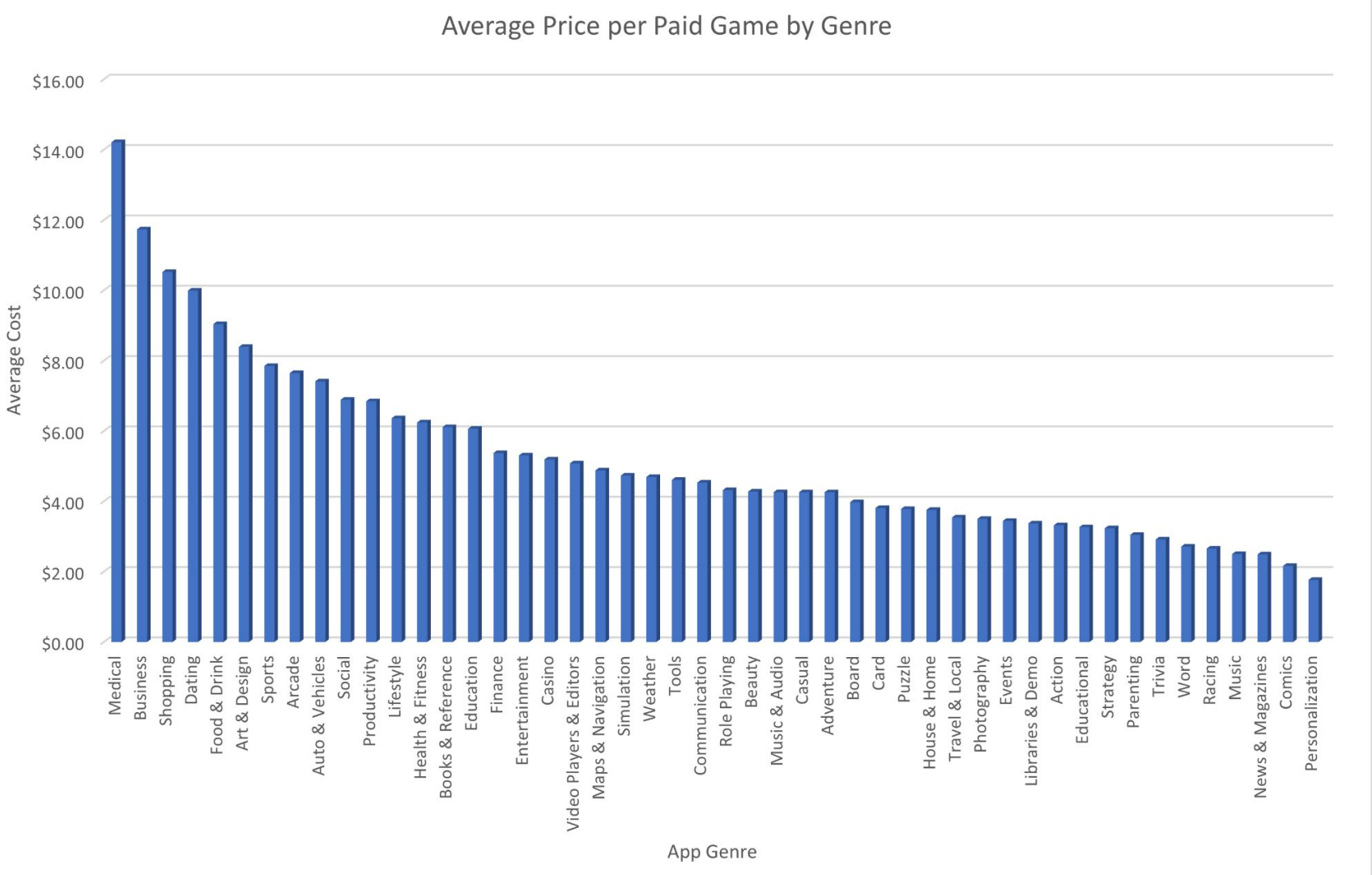
1. Check for duplicates and remove via “Remove duplicate” on excel
2. It is unnecessary to clean corrupted data in app names since they will not be used

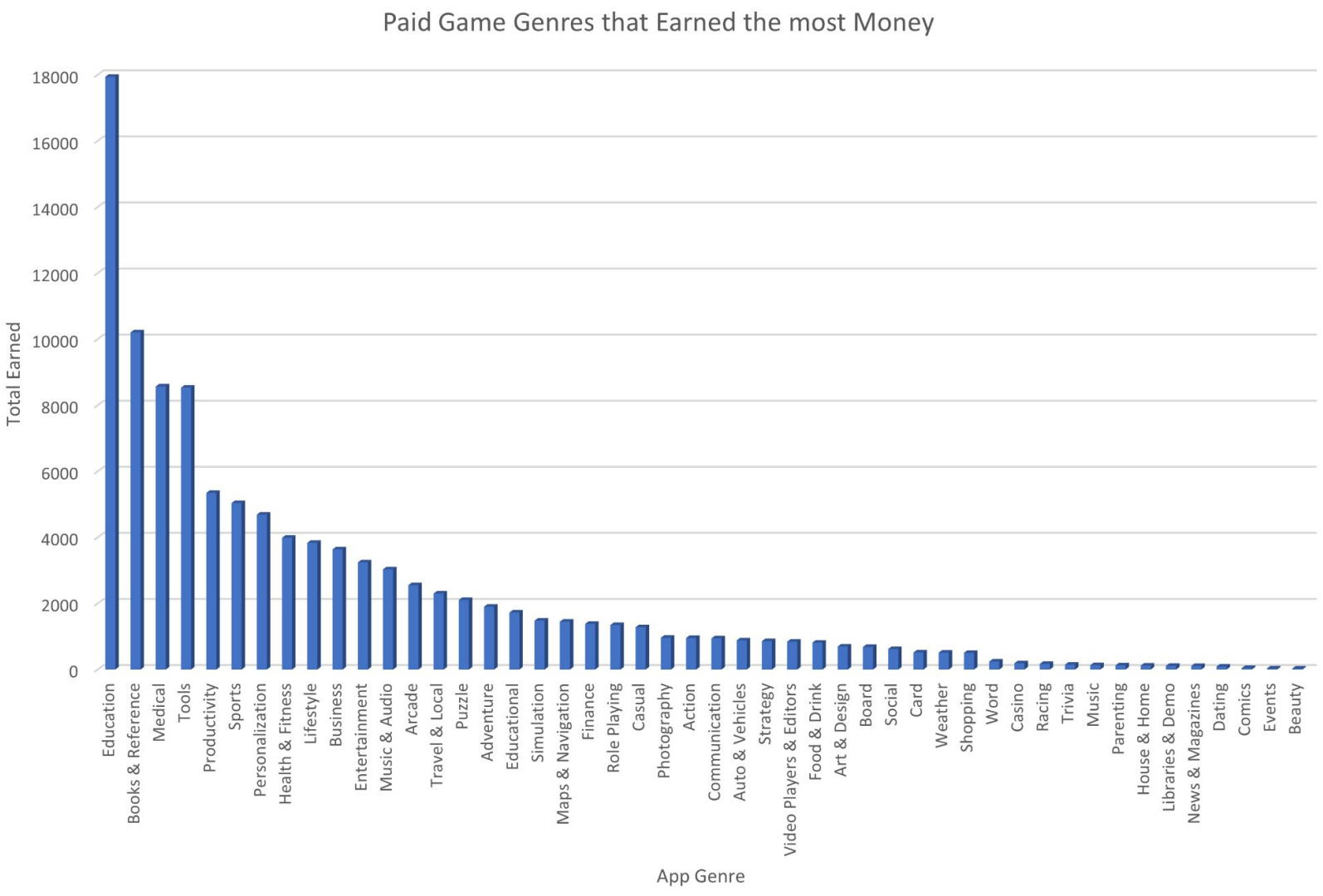
Data Analysis

1. CSV file is turned into a table
2. Table is made into a pivot table
3. Put Genres in “Rows” and the thing to measure in the “Values”. Apply any necessary filters
4. Sort from largest to smallest


Average Rating of App Genres over 500 Installs
Average Rating
3.5
3.0
2.5
2.0
1.5
1.0
0.5
0.0
Strategy
Word
Role Playing
Arcade
Adventure
Social
Action
Puzzle
Board
Trivia
News & Magazines
Maps & Navigation
Racing
Casual
Weather
Card
Education
Shopping
Communication
Finance
Educational
Productivity
Music & Audio
Tools
Travel & Local
Casino
Video Players & Editors
Sports
Auto & Vehicles
Simulation
Personalization
Business
Lifestyle
Entertainment
Food & Drink
Libraries & Demo
Parenting
Events
Music
Medical
Health & Fitness
Books & Reference
Comics
Dating
House & Home
Beauty
Photography
Art & Design
App Genre


Total Installs per Genre
Total Installs
4E+10
3.5E+10
3E+10
2.5E+10
2E+10
1.5E+10
1E+10
5E+09
0
Communication
Tools
Video Players & Editors
Productivity
Action
Entertainment
Casual
Arcade
Photography
Music & Audio
Simulation
Social
Puzzle
Racing
Personalization
Books & Reference
Shopping
Sports
Education
Lifestyle
Finance
Adventure
Travel & Local
Strategy
Health & Fitness
Educational
News & Magazines
Role Playing
Business
Board
Music
Card
Weather
Maps & Navigation
Word
Food & Drink
Casino
Art & Design
Trivia
Medical
Auto & Vehicles
Dating
Beauty
Libraries & Demo
House & Home
Comics
Parenting
Events
App Genre


Average Price per Paid Game by Genre
$16.00
$14.00
$12.00
$10.00
$8.00
$6.00
$4.00
$2.00
$0.00
Average Cost
Medical
Business
Shopping
Dating
Food & Drink
Art & Design
Sports
Arcade
Auto & Vehicles
Social
Productivity
Lifestyle
Health & Fitness
Books & Reference
Education
Finance
Entertainment
Casino
Video Players & Editors
Maps & Navigation
Simulation
Weather
Tools
Communication
Role Playing
Beauty
Music & Audio
Casual
Adventure
Board
Card
Puzzle
House & Home
Travel & Local
Photography
Events
Libraries & Demo
Action
Educational
Strategy
Parenting
Trivia
Word
Racing
Music
News & Magazines
Comics
Personalization
App Genre


Paid Game Genres that Earned the most Money
Total Earned
18000
16000
14000
12000
10000
8000
6000
4000
2000
0
Education
Books & Reference
Medical
Tools
Productivity
Sports
Personalization
Health & Fitness
Lifestyle
Business
Entertainment
Music & Audio
Arcade
Travel & Local
Puzzle
Adventure
Educational
Simulation
Maps & Navigation
Finance
Role Playing
Casual
Photography
Action
Communication
Auto & Vehicles
Strategy
Video Players & Editors
Food & Drink
Art & Design
Board
Social
Card
Weather
Shopping
Word
Casino
Racing
Trivia
Music
Parenting
House & Home
Libraries & Demo
News & Magazines
Dating
Comics
Events
Beauty
App Genre

Google Playstore Reviews Analysis Summary

Of the 10 data samples…

1. All apps were **generally liked**
    a. The app with the **most** positive reviews is **Font Keyboard**
    b. The app with the **least** positive reviews are **Whatsapp** and **Roblox**

2. Regardless of whether a person liked or disliked an app, their decision was usually made with **personal opinion** rather than objective fact
    a. The app with the most subjective opinions is **Font Keyboard**
    b. The app with the least objective opinions are **Snapchat** and **Whatsapp**

Generally, apps with more objective reviews also had lower reviews

Methodology

Cleaning

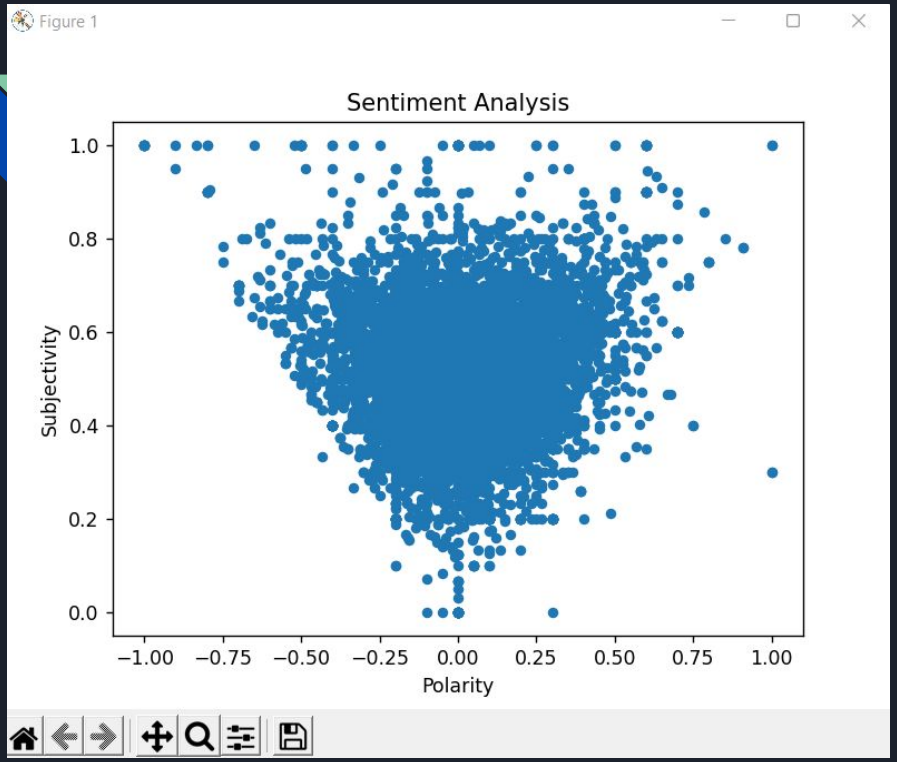
1. Use search function to find all rows with link to an app (ex: snapchat.com). Due to the way the csv file is formatted, this selects all the reviews from a specific app
2. Copy and paste all search and selected to new csv file
3. Check for duplicates and remove via “Remove duplicate” on excel
4. Use search and replace function to remove descriptions from reviews
5. Use Power Query to remove all special character from files
6. Remove any empty rows

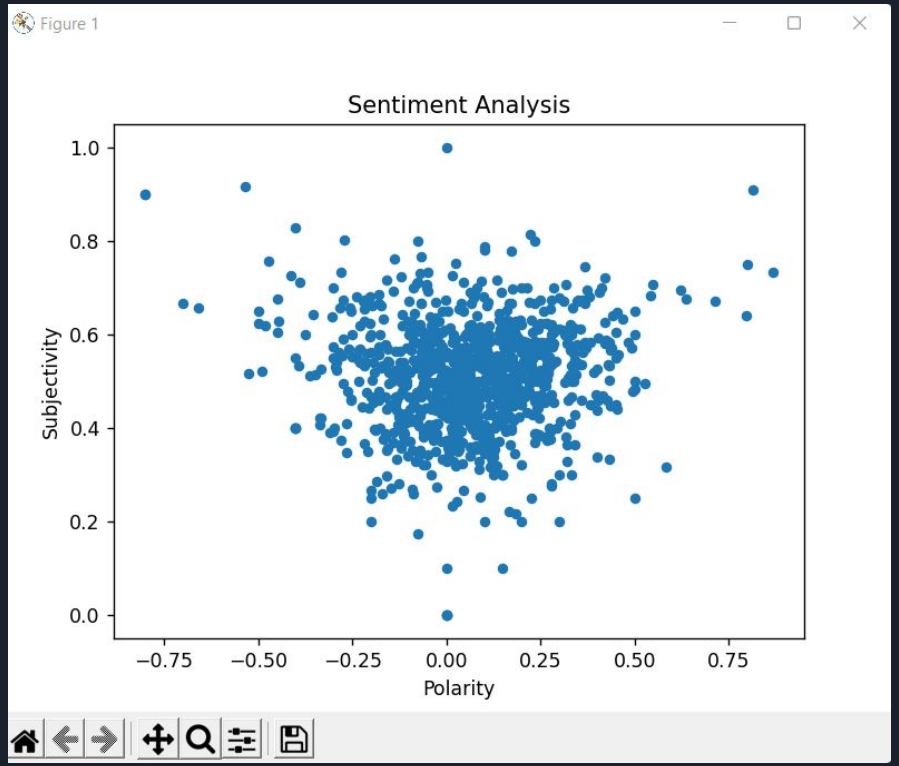
```python
from textblob import TextBlob
import csv
import pandas as pd
import matplotlib.pyplot as plt

with open('Among_Us.csv', 'r') as csv_file: #Insert name of csv file here to analyze

    pol = []
    sub = []
    print("Loading graph, please wait...")

    rows = csv.reader(csv_file)
    for row in rows:
        sentence = row[0]
        blob = TextBlob(sentence)
        pol.append(blob.sentiment.polarity)
        sub.append(blob.sentiment.subjectivity)

    data = {'Polarity': pol,
            'Subjectivity': sub}

    df = pd.DataFrame(data, columns=['Polarity', 'Subjectivity'])
    df.plot(y='Subjectivity', x='Polarity', kind='scatter')
    plt.title('Sentiment Analysis')
    plt.show()

    def avg(lst):
        return sum(lst)/len(lst)

    average = avg(pol)
    print("Average of polarity:", round(average, 2))
    average = avg(sub)
    print("Average of subjectivity:", round(average, 2))
```

Methodology contd.

Data analysis

1. Import csv files into python
2. Make one list for polarity (pol) and one for subjectivity (sub)
3. Use textblob to analyze and assign a value to each review
4. Save those values into pol and sub
5. Plot the data from the two lists using pandas
6. Find and print the average polarity and subjectivity of each app



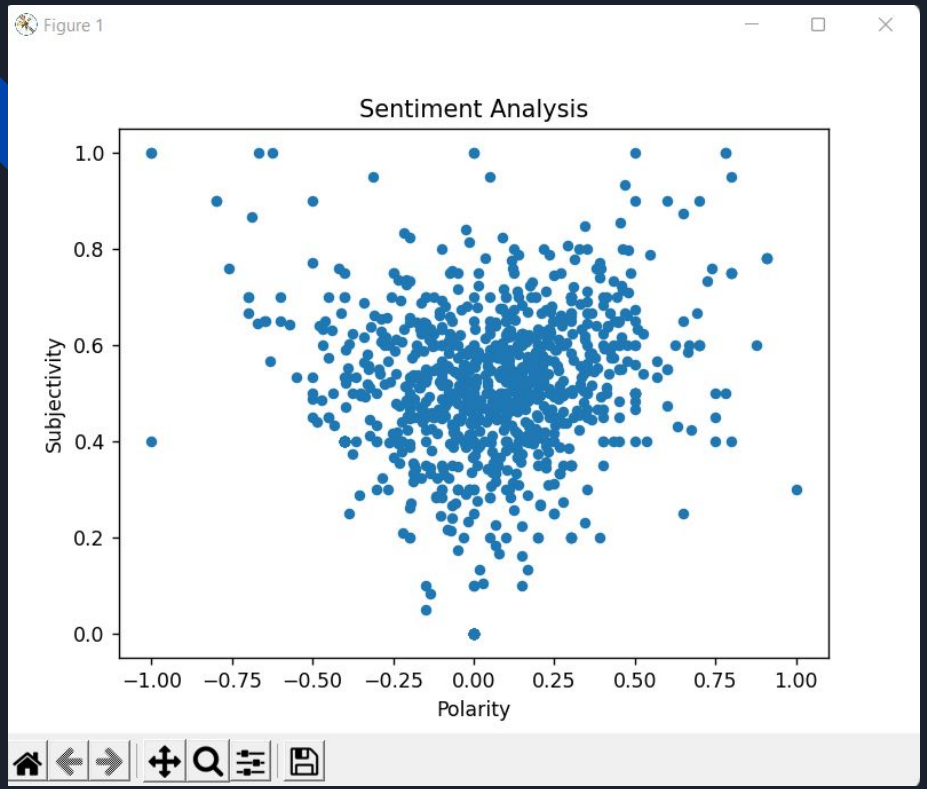


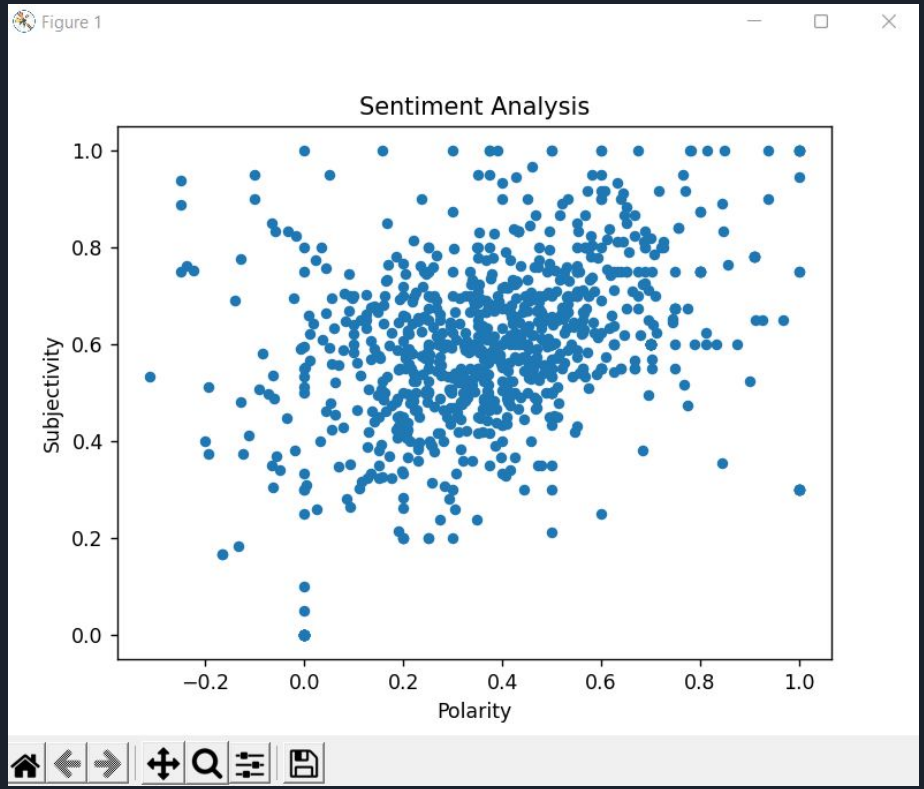
Among us

- Average polarity: 0.03
- Average Subjectivity: 0.5

Brawl Stars

- Average polarity: 0.06
- Average Subjectivity: 0.51



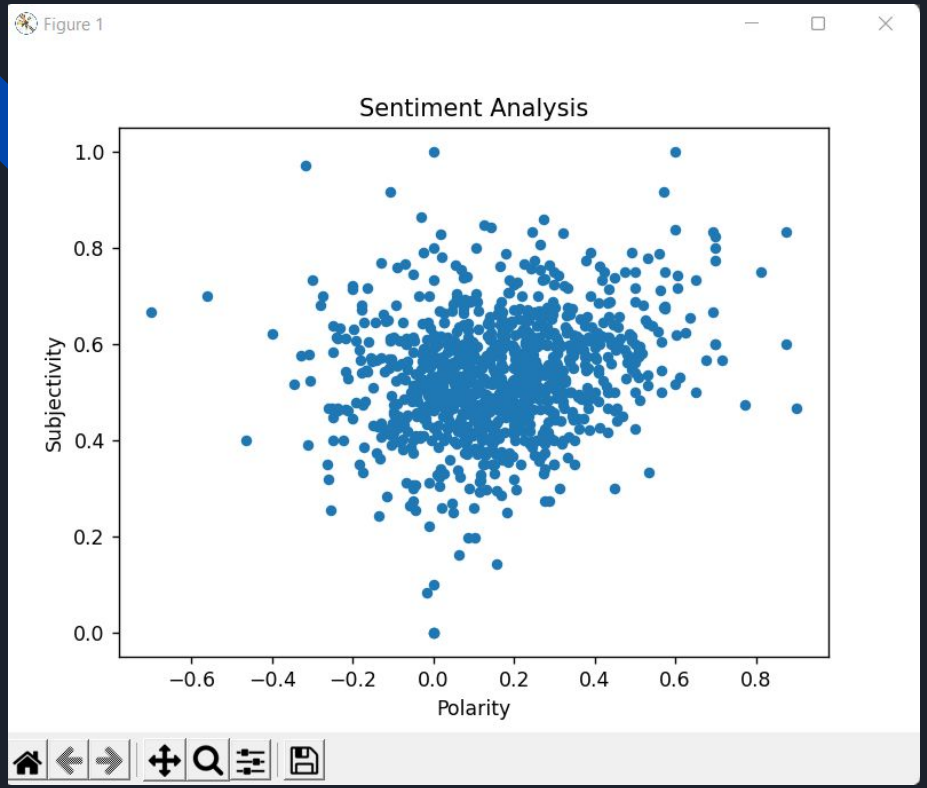


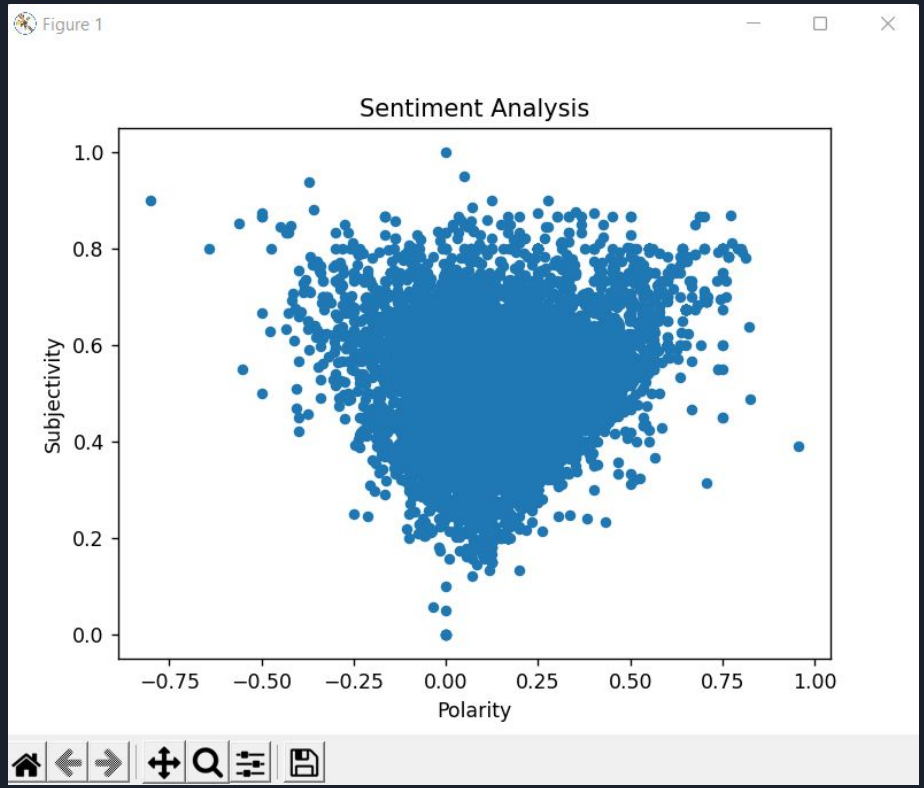
Build a Bridge

- Average polarity: 0.06
- Average Subjectivity: 0.51

Font Keyboard

- Average polarity: 0.38
- Average Subjectivity: 0.6



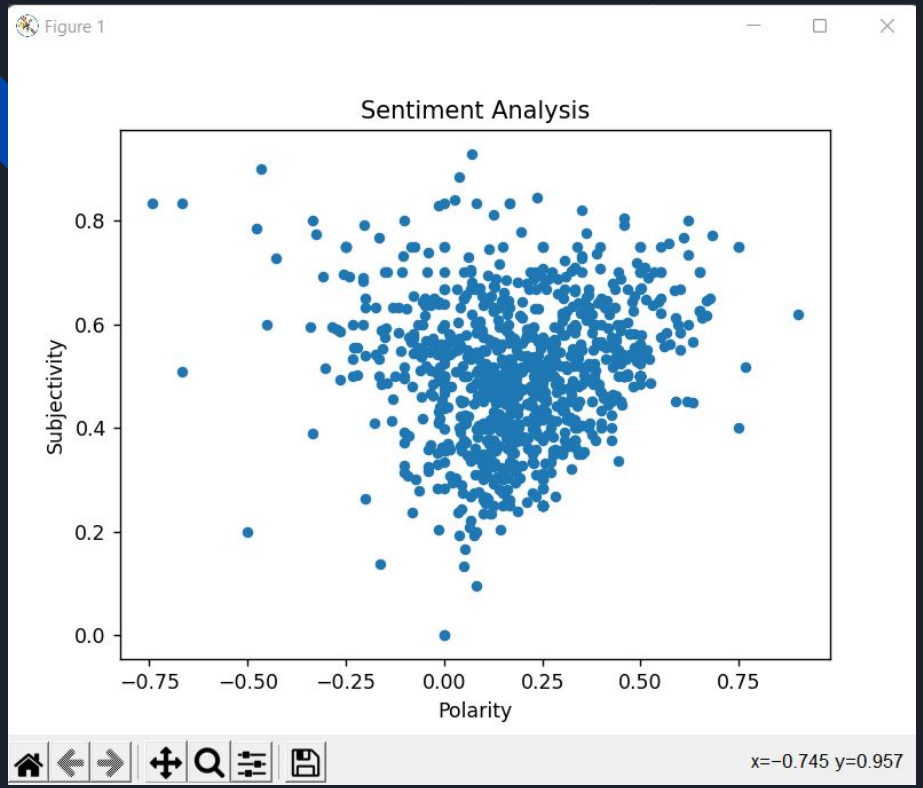


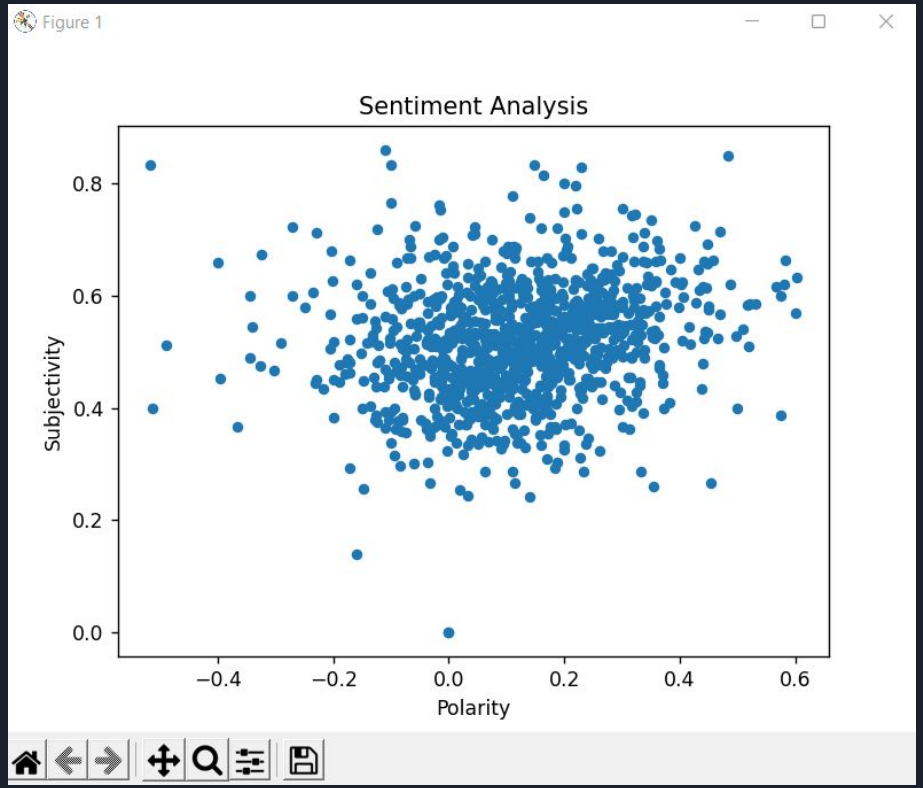
Gacha Life

- Average polarity: 0.16
- Average Subjectivity: 0.53

Font Keyboard

- Average polarity: 0.18
- Average Subjectivity: 0.52



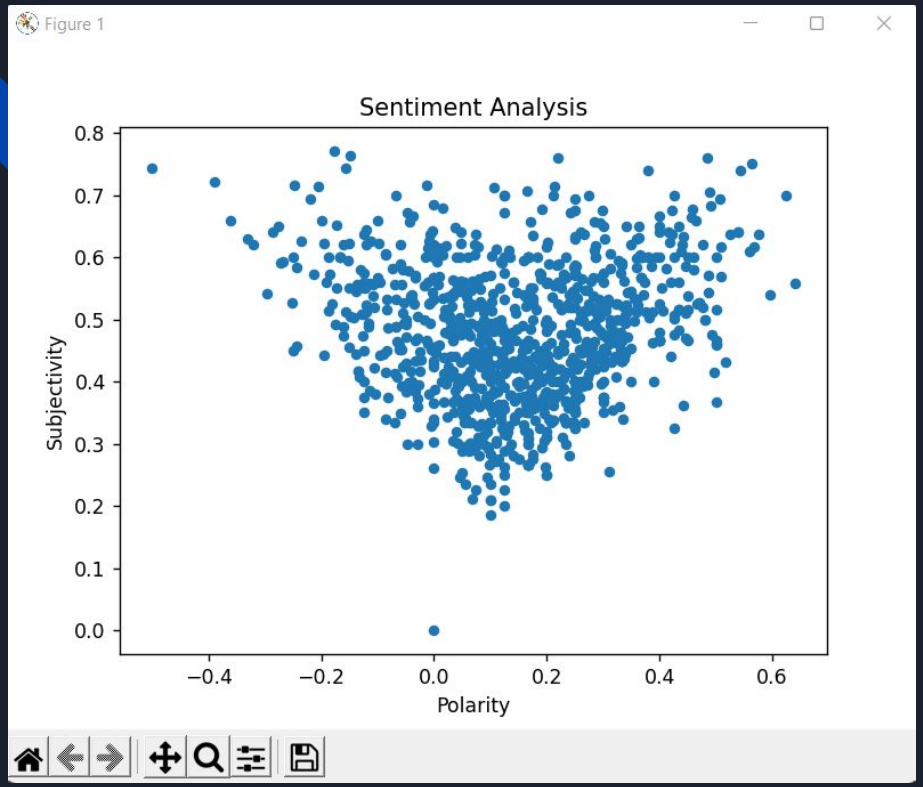


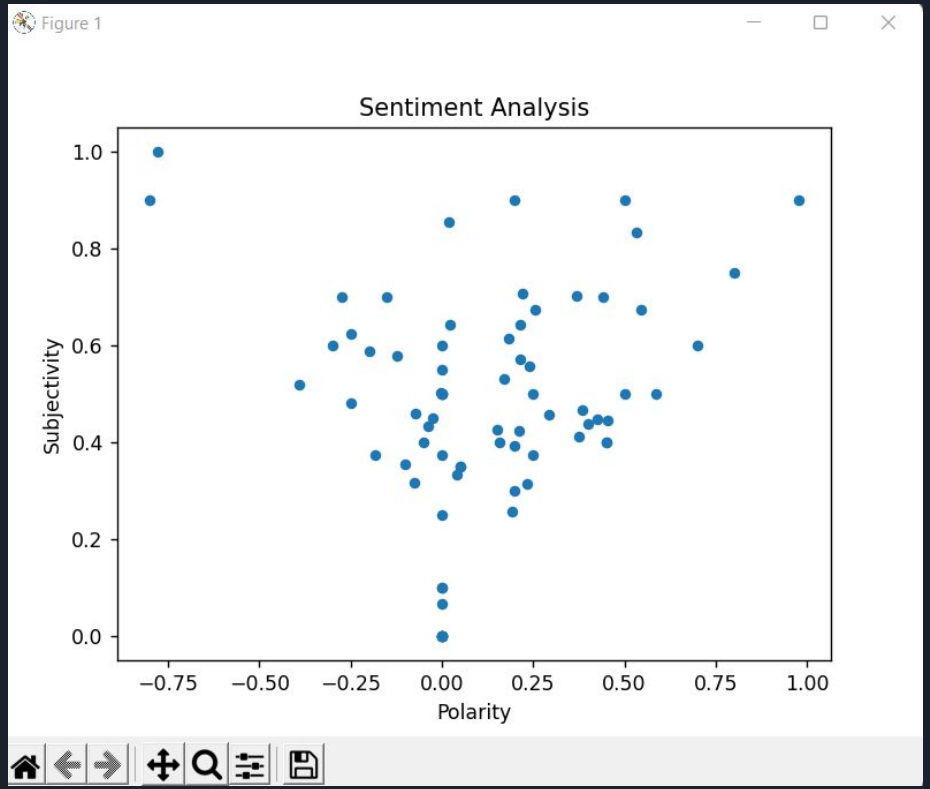
Netflix

- Average polarity: 0.21
- Average Subjectivity: 0.51

Roblox

- Average polarity: 0.12
- Average Subjectivity: 0.52





Snapchat

- Average polarity: 0.15
- Average Subjectivity: 0.47

Whatsapp

- Average polarity: 0.12
- Average Subjectivity: 0.47