

# Project Statement

The goal is to analyse the Google Play Store Apps dataset to derive insights into the app market & understand the factors that contribute to an app's success including its user ratings, total downloads, and type (free or paid). We explored the top-rated categories with its most popular apps with its average user ratings and total downloads.

## Problem statements

1. Show total no. of apps and categories present in Google Play Store.
2. Which categories has the highest number of downloads.
3. Show top rated categories.
4. Which are the top-rated apps from each category.
5. Show most installed apps from each category.
6. Top free vs paid apps with no. of installs and average rating.

## Steps to Follow

1. Download the dataset from Kaggle.
2. Data cleaning using excel,
  - i. Deleting blank values.
  - ii. Removing duplicates.
  - iii. Formatting the columns.
3. Data Visualization using power bi.

## Conclusions

- Most popular apps in a category have an avg user rating of 4.2.
- As the no. of installs increases average rating decreases.
- Top rated and popular apps are mostly free.
- Paid apps have below average rating and downloads.