

Project Statement

The goal is to analyze 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 it's most popular apps with it's average user ratings and total downloads.

Problem statements

1. Provide the overview of dataset by showing total no. of apps and categories present in our dataset.
2. Which categories has the highest number of downloads.
3. Which are the top rated categories.
4. Category wise top rated and most downloaded apps.
5. Top free vs paid apps with no. of installs.

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.