

# EXPLORATORY DATA ANALYSIS OF GOOGLE PLAY STORE APPS

Market Trends, App  
Performance & User Behavior



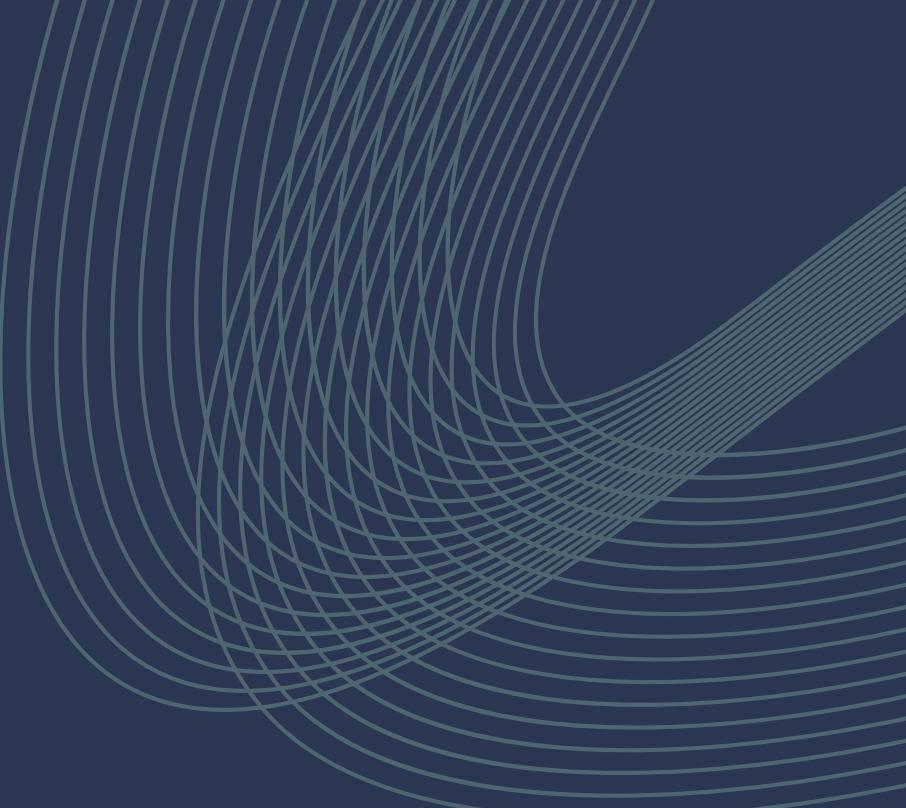
Google Play

## TOOLS USED

Python, Pandas, Matplotlib, Seaborn & Plotly

## PRESENTED BY

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# PROBLEM STATEMENT & OBJECTIVE

## **Problem Statement:**

The Google Play Store hosts millions of apps across different categories. It's challenging to understand trends, user preferences, and which types of apps are most successful.

## **Objective:**

To explore the dataset of Google Play Store apps and uncover patterns, insights, and trends that can help app developers and businesses make better decisions.



# EDA WORKFLOW

For this analysis, a structured workflow was followed, involving data collection, understanding, cleaning, exploration, and summarization of insights to allow a clear understanding of the dataset and its trends.

- 01 Data Collection**
  - Gathered the Google Play Store dataset from Kaggle
- 02 Data Understanding & Anomaly Detection**
  - Looked at data distributions
  - Found missing values, outliers, and unusual patterns
- 03 Data Cleaning & Treatment**
  - Fixed missing or incorrect values
  - Standardized formats for consistency
- 04 Exploratory Analysis**
  - Univariate Analysis: e.g., Ratings, Installs, Prices
  - Bivariate Analysis: Rating vs Reviews
  - Multivariate Analysis: Reviews vs Rating vs Installs
- 05 Insights & Reporting**
  - Summarized patterns and trends
  - Highlighted key findings for developers and businesses