EXPLORATORY DATA ANALYSIS OF GOOGLE PLAY STORE APPS

Market Trends, App Performance & User Behavior

TOOLS USED

Python, Pandas, Matplotlib, Seaborn & Plotly

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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
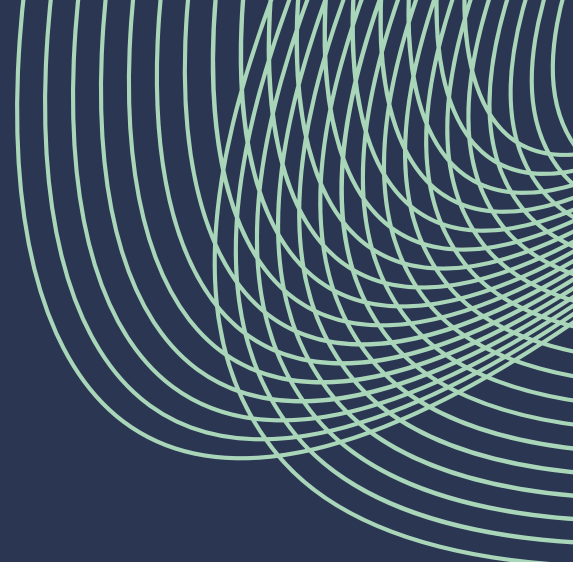
04 Exploratory Analysis

- 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

KEY QUESTIONS EXPLORED

- Which app categories are most popular ?

- Do free apps get more installs than paid apps ?

- How does price affect ratings ?

- What factors influence high ratings ?

- Are more reviews linked to better ratings ?

DATA OVERVIEW

The dataset provides key information about Google Play Store apps, including ratings, reviews, installs, price, category, and type. Additional details like content rating, genres, app size, last update, and Android version capture app characteristics and trends.

Data Source: Kaggle

Dataset Features	Feature Description
App	Name of the application as listed on the Google Play Store
Category	Primary category under which the app is classified
Rating	Average user rating of the app on a scale of 1 to 5
Reviews	Total number of user reviews submitted for the app
Size	Storage size of the app as reported on the Play Store
Installs	Approximate number of times the app has been installed by users
Type	Indicates whether the app is Free or Paid
Price	Price of the app (0 indicates a free app)
Content Rating	Target age group suitability (e.g., Everyone, Teen, Mature)
Genres	Specific genre or sub-genres associated with the app
Last Updated	Date when the app was most recently updated
Current Ver	Current version of the application
Android Ver	Minimum Android OS version required to run the app