DATA ANALYTICS REPORT

JANUARY 2026

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

Tejas Jadhav

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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