Business Problem Statement:

The goal is to analyze the Google Play Store Apps dataset to derive insights into the app market. We aim to understand the factors that contribute to an app's success, including its user ratings, reviews, and category. We want to explore user sentiments towards apps by analyzing the user reviews dataset. Additionally, we can see insights into the popularity of app categories based on the total number of installs and the sentiment polarity of user reviews. The ultimate objective is to provide recommendations for app developers to enhance their app's performance and user satisfaction.

Overview of dataset:

- Provide the overview of dataset by how many total unique apps and categories in our dataset.

Explore App Categories and Counts:

- Retrieve the unique app categories and the count of apps in each category.

Top-rated Free Apps:

- Identify the top-rated free apps.

Most Reviewed Apps:

- Find the apps with the highest number of reviews.

Average Rating by Category:

- Calculate the average rating for each app category.

Top Categories by Number of Installs:

- Identify the app categories with the highest total number of installs.

Average Sentiment Polarity by App Category:

- Analyze the average sentiment polarity of user reviews for each app category.

Sentiment reviews by App Category

- Provide the distribution of sentiments across different app categories.