### **Playstore Data Analysis**

### **Problem & background**

This Data Analysis is for getting insights about the mobile apps w.r.t its future business approaches and development of mobile apps. This study has been summarised from the historical data available from the Google Play store from June 2012 till February 2019. It also helps to know the trend involved in the categories of mobile app availability, usability, and users' expectation.

### **Solution**

* **MOST USED ANDROID VERSION:** 4.1 AND UP
* **SOCIAL, SPORTS MOB APPS:** ART\_AND\_DESIGN, AUTO\_AND\_VEHICLES, BEAUTY,BOOKS\_AND\_REFERENCE, BUSINESS, COMICS, COMMUNICATION, DATING,EDUCATION, ENTERTAINMENT, EVENTS, FAMILY, FINANCE, FOOD\_AND\_DRINK, GAME, HEALTH\_AND\_FITNESS, HOUSE\_AND\_HOME, LIBRARIES\_AND\_DEMO, LIFESTYLE, MAPS\_AND\_NAVIGATION, MEDICAL, NEWS\_AND\_MAGAZINES, PARENTING,PERSONALIZATION, PHOTOGRAPHY, PRODUCTIVITY, SHOPPING,, SPORTS, TOOLS, TRAVEL\_AND\_LOCAL, VIDEO\_PLAYERS, WEATHER.
* **THE MOST INSTALLED CATEGORY:** GAMES BY 35086.02 MILLION
* **TOTAL CATEGORIES:** 33
* **TOTAL 5 STAR RATING APPS:** 271
* **TOP 10 APPS BASED ON RATING:** ROBLOX, CBS SPORTS APP - SCORES, NEWS, STATS & WATCH LIVE, DUOLINGO: LEARN LANGUAGES FREE ,8 BALL POOL, CANDY CRUSH SAGA, ESPN, ZOMBIE CATCHERS, BOTMASTERS, SNIPER 3D GUN SHOOTER: FREE SHOOTING GAMES – FPS SUBWAY SURFERS

### **Methodology & Project scope**

* The dataset includes app names, categories, Android versions, ratings, reviews, installs, app size, update history, and current versions.
* The dataset underwent cleaning to remove inconsistencies, missing values, and outliers.
* Calculating most used android versions.

### **Goals & KPIs**

#### Which is the most used Android version?

#### Which all categories of mob apps are existing from this dataset?

#### Which is the most installed category of mob app from this dataset?

#### How many total categories are there?

#### Which apps have got 5-star ratings?

#### Which are the top 10 mob apps based on ratings?

### **Concepts Used**

* **Concept 1:**  FILTER, PIVOT TABLES, SHORTING
* **Concept 2:**  COUNTA, SUMIF, AVERAGE
* **Concept 3:**  CHARTS, GRAPHS

### **Conclusion**

Our Mobile Apps Playstore Data Analysis has shed light on the mobile app landscape's trends and user behaviours. Through historical data exploration, we've identified Android version preferences, popular app categories, and highly rated apps. These insights offer valuable guidance for strategic decision-making and user-focused app development.

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### **Project owner**

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