

TSWD – Final Project Part II

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About our Project -

My final project for TSWD is analyzing google playstore data to uncover patterns, trends, and useful insights which will be useful to the consumers and developers of android alike.

The goal of our project is to analyze the google playstore dataset - 'googleplaystore.csv' [obtained from Kaggle] and draw valuable insights, patterns & trends for consumers and developers, which will enable them to choose better and make better business decisions. Google Play Store app data has enormous potential to drive app-making businesses to success. Actionable insights can be drawn for developers to work on and capture the Android market.

We need this project to find meaning in the dataset and use it to make informed decisions and to help both the consumer and the developers make the right choices.

We'll be analyzing the data using Jupyter Notebook & Tableau and plot graphs wherever necessary and finally conclude.

Some of our analysis targets developers whereas some targets consumers whereas some are useful for both consumers and developers alike. Needlessly, the analysis can be understood and enjoyed by both customers and developers alike.

In this project, I plan to analyse these three important aspects –

1. Which is the best-selling category in Google Playstore?

Analyzing the apps based on their category and plotting a bar graph and finding out which category of apps is the most downloaded.

We're going to compare the attributes - 'Category of the app' & 'Installs' to understand which category of apps that the customer wants to. The targeted audience of this analysis is the developers. This analysis will help them to understand which category of app they can target to get a wider consumer base resulting in maximization of profit.

Additionally, we'll also be analyzing the age group i.e. which age group largely downloads the apps belonging to that category, so that the developers can specifically design apps, keeping that age group in mind.

2. Which is the most stable Android version

Analyzing out which is the most popular and stable android version most apps run on, by plotting a graph.

The targeted audience of this analysis is the developers. This analysis will help them understand which android version is popular among consumers and help them to choose the appropriate android version which can run their app without any hassle.

3. Does App Size matter?

Analyzing the apps based on their size by plotting a graph and finding out the average size of the app the customers can afford to install.

We're going to compare the attributes - 'App size' & 'Installs' to understand the average size of apps that the customer can afford to download. The targeted audience of this analysis is both the developers and the consumers. This analysis will help the developers to develop the apps keeping the app size in mind, and also for customers, as they can also think and compare the apps on the basis of its size (whether the app is too large or not for its purpose) before downloading it.

LIMITATIONS -

The limitations of our dataset are that it is 3 years old. So, we are not able to understand and analyze the latest patterns and trends.
