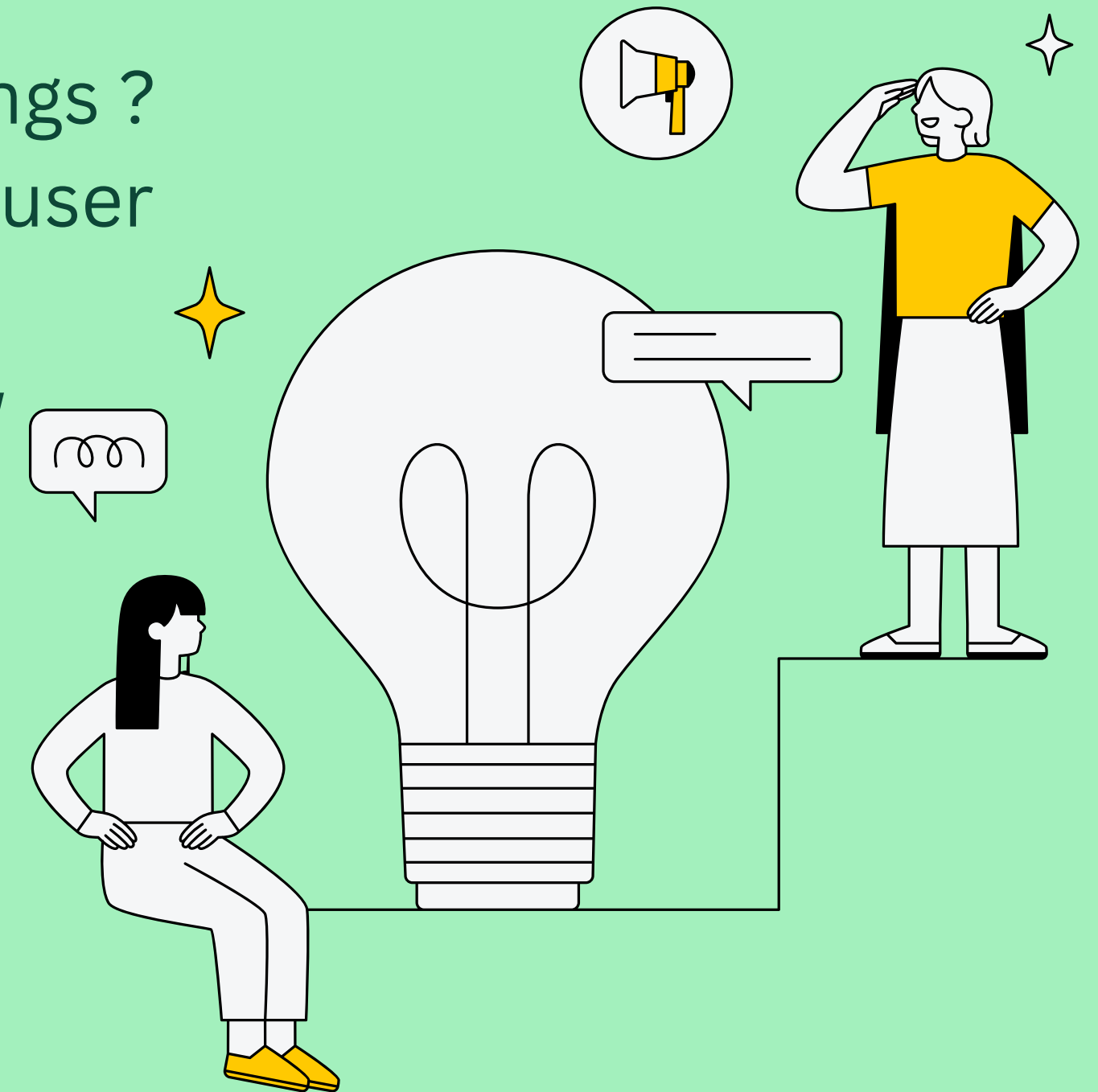


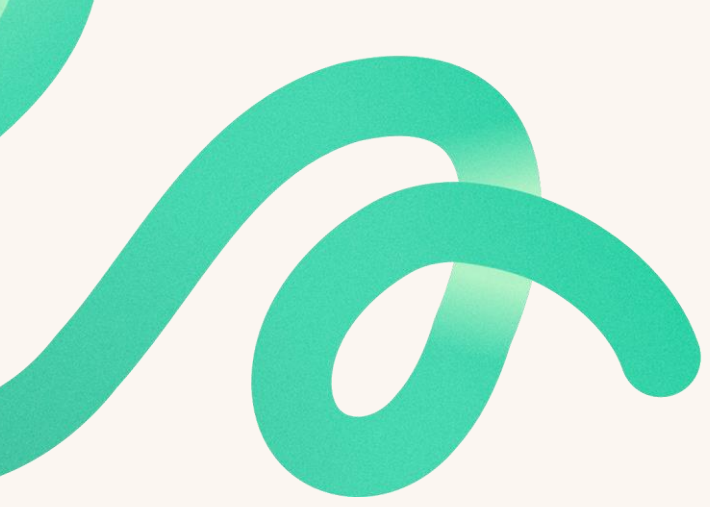


Google PlayStore Analysis

Analysis Objectives


- What is the relationship between app size and user ratings?
- How do different app categories perform in ratings ?
- Does the "Content Rating" affect app installs or user ratings?
- What is the distribution of app reviews, and how do they correlate with ratings?
- Are there any high-rated categories with relatively low installs?
- App updates Vs. rating
- Free & paid apps installs comparison
- Factors that contribute most to app popularity.



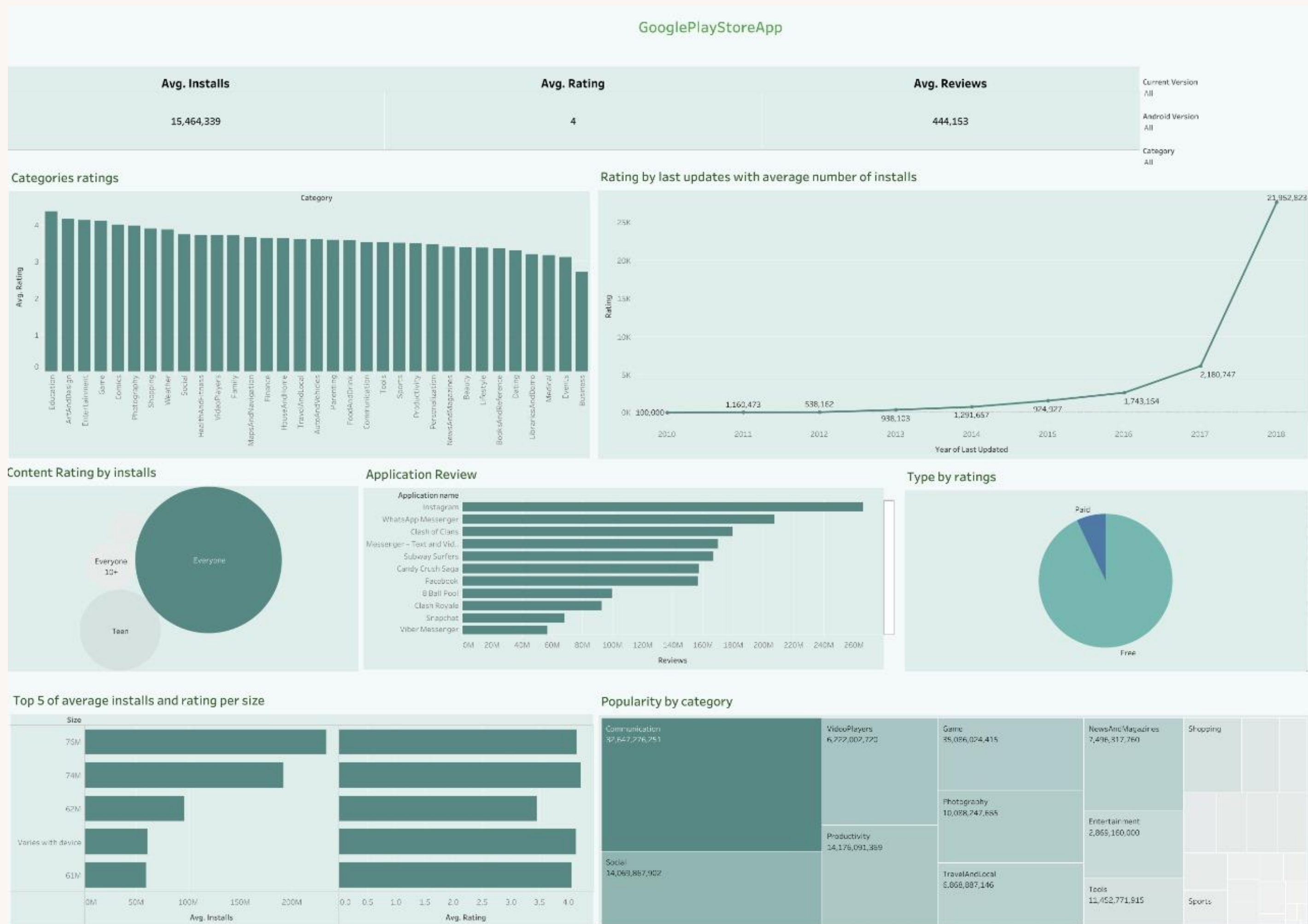


DATA CLEANING PROCEDURES

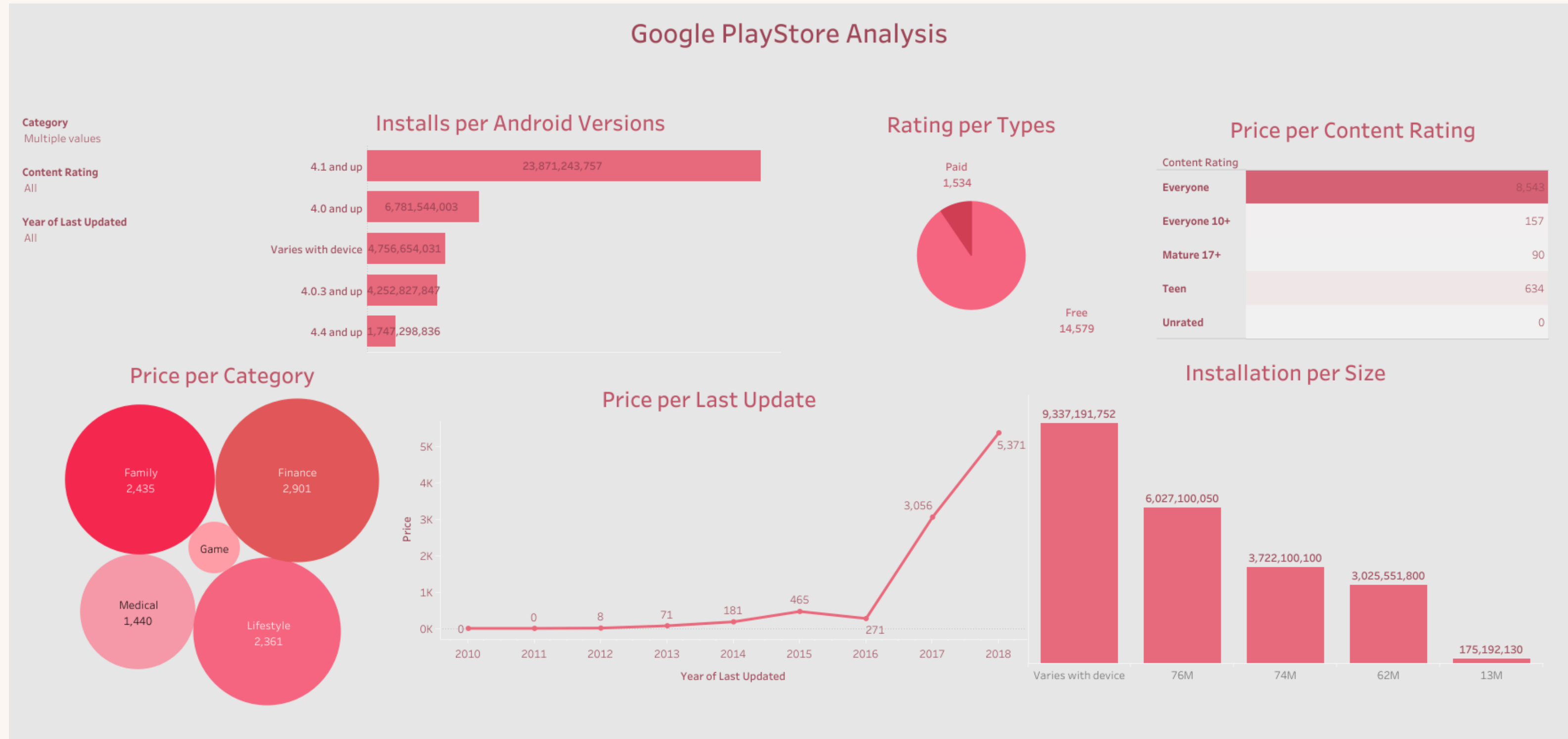
- Replace “reviews” with numerical as float
- Replace “Last Updated” to Date and time
- Change the date form
- Replace \$ with space then remove the space
- Delete the “Genres” column
- convert the column of “Category” to lowercase
- remove “_” in the column of “Category”

- Replace < Null> in the “Type”, “content”, and “rating” columns with <0>
 - Replace <Null> in the “Current Ver” and “ Android Ver” columns with “ top”
 - Delete the row of “ last update” containing <Null>
 - Replace <Null> in the “Reviews” column with mean
- 

Our Dashboard



Our Dashboard



https://public.tableau.com/app/profile/omnia.eshra/viz/GooglePlayStore_17272091292810/Dashboard1?publish=yes

Thank
you very
much!

