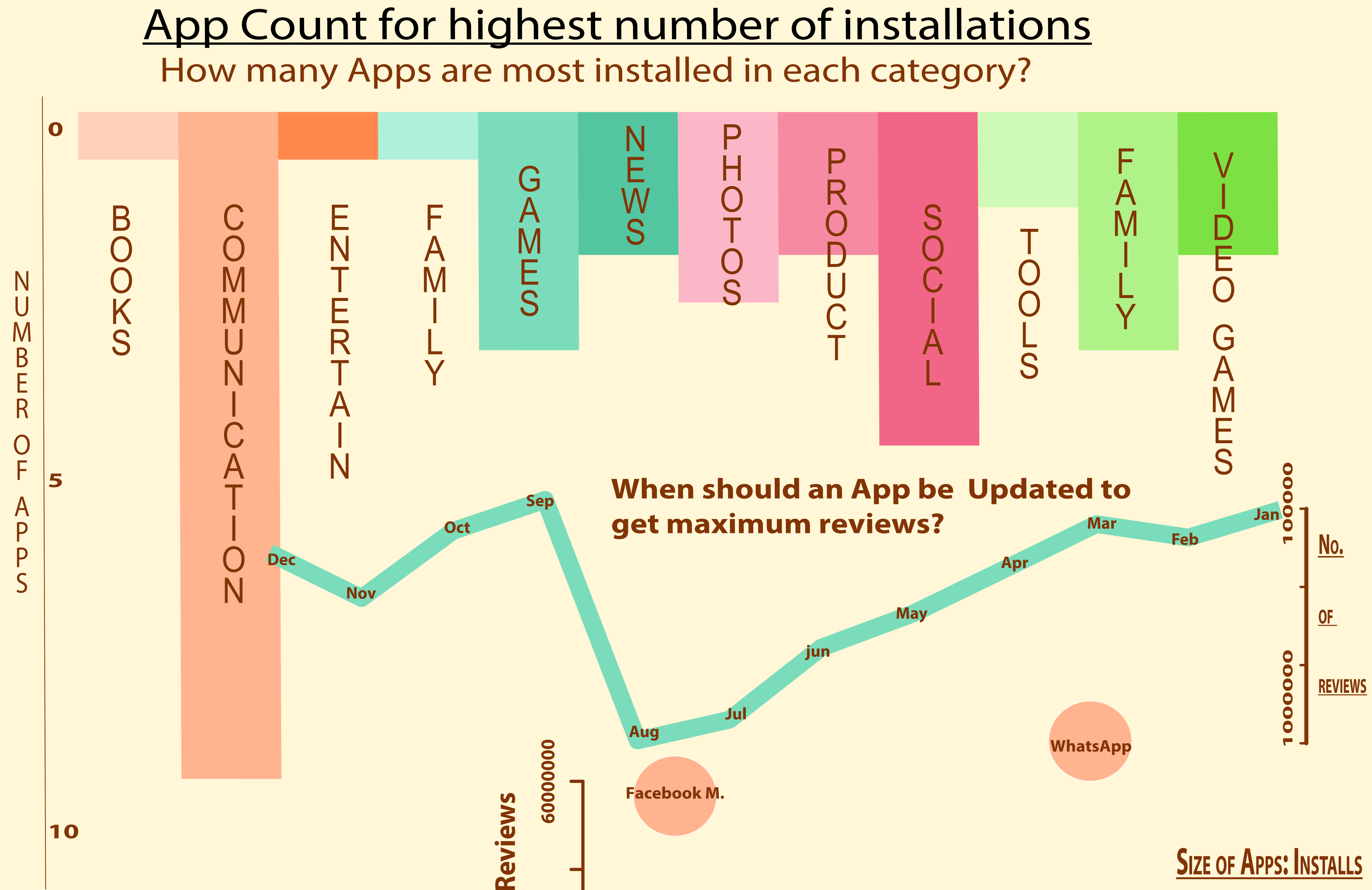


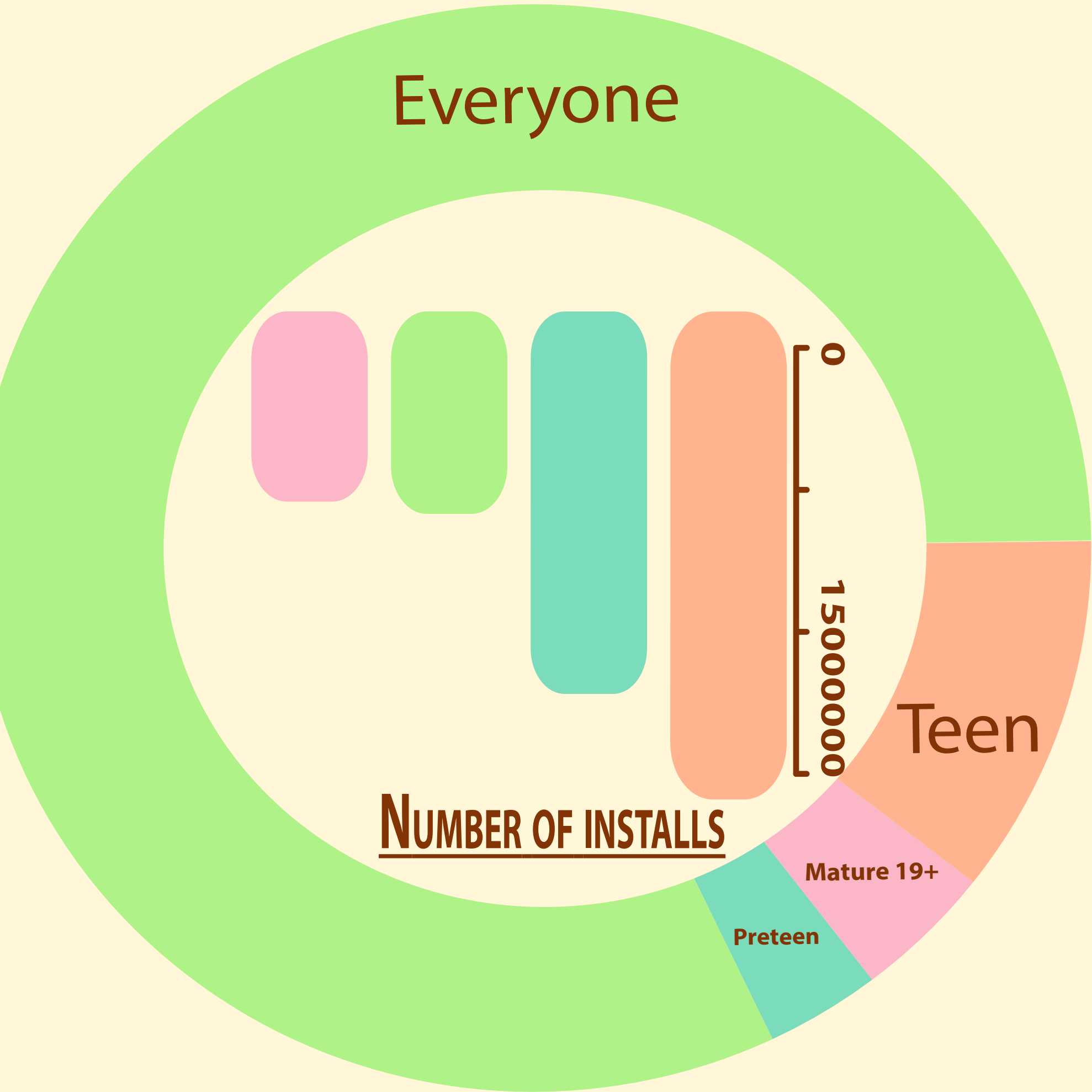
Story & Motivation

A novice App developer wants to deploy a new App in the massive Play store. He is need of a quick trend analysis. The reviews tell him about the different categories of Apps in the market, how many users install these Apps and at what point in time, the reviews given by various users and many more metrics , he observes that help him decide the Pricing and audience capture strategy for the new App he is going to design and make him more equipped to enter the gigantic ocean of the Play store market.



APP DISTRIBUTION ACCORDING TO CONTENT CATEGORY

Does number of Applications in an audience category affect the number of installs?



DATASET DESCRIPTION

Rows: 9656 Columns:15 Formula ans: >5700

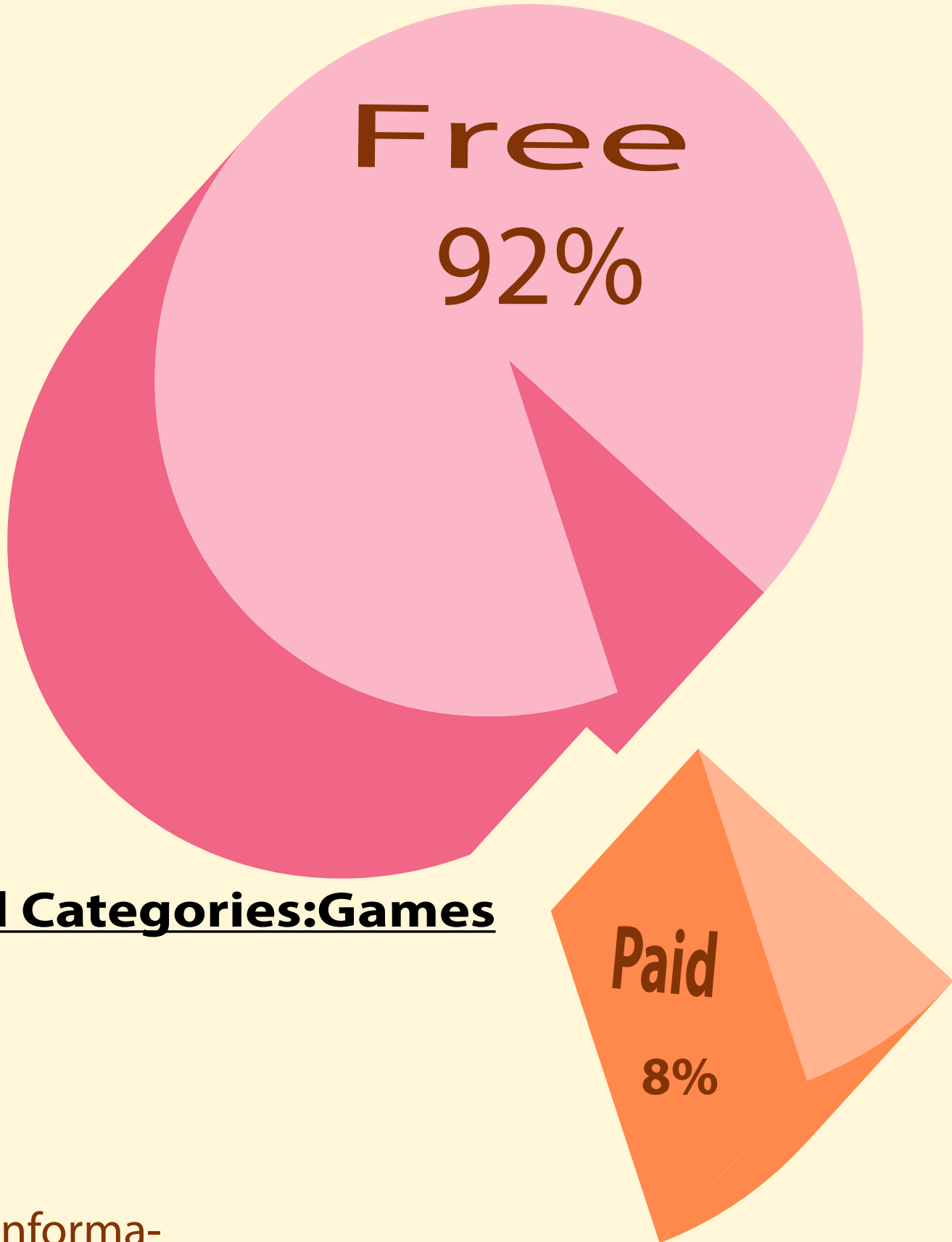
This dataset is about the Google Play Store which has an App for almost everything you can imagine. It contains information that ranges from App Categories to when the App was updated, basically metrics of what, when and how of the Application. The Dataset had to go through a few data type formattings, category variable conversions, removing null and blank values and many more changes.

Audience

- App Developers
- App Owners
- Market Researchers

Top Paid Categories:Games
Games
Personal
Photos
Tools

Pricing



SOURCE:
<https://www.kaggle.com/lava18/google-play-store-apps>