GOOGLE PLAY STORE ANALYSIS

PROJECT DETAIL

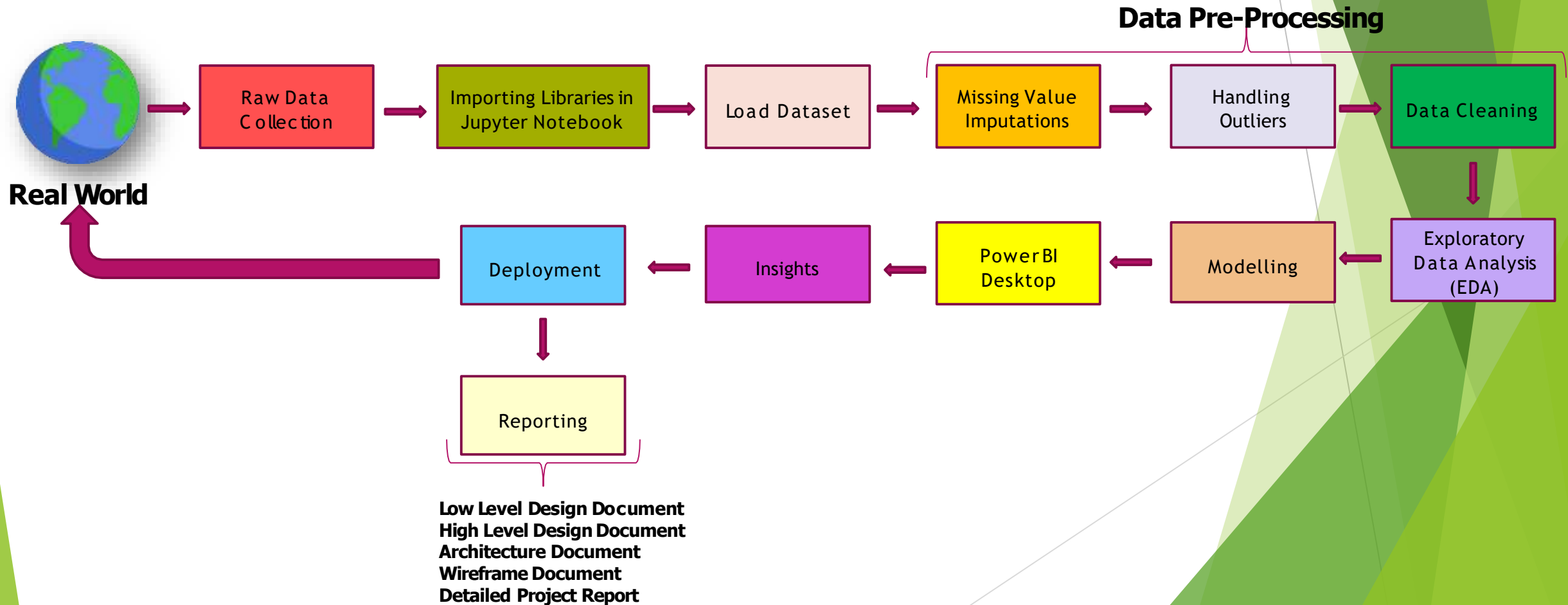|	
Project Title	Google Play Store – Analysis
Technology	Business Intelligence
Domain	Apps and Technology
Project Difficulty level	Advanced
Programming Language Used	Python
Tools Used	Jupyter Notebook, MS-Excel, MS-Power BI

OBJECTIVE

ʊ The goal of this project is to analyse the Apps in Google Play Store, based on a combination of features that describes the Apps.

PROBLEM STATEMENT

υ Google Play is a digital distribution service operated and developed by Google Inc. It serves as the official app store for the Android operating system, allowing users to browse and download applications developed with the Android SDK and published through Google. Google Play also serves as a digital media store, offering music, books, movies, and television programs.

υ A dataset is formed by taking into consideration some of the information of 10,000+ Apps in the playstore. I would like to analyze category, reviews, price, ratings and installs for this purpose and find out how they are inter-related.

ARCHITECTURE

Data Pre-Processing

Real World → Raw Data Collection → Importing Libraries in Jupyter Notebook → Load Dataset → Missing Value Imputations → Handling Outliers → Data Cleaning → Exploratory Data Analysis (EDA) → Modelling → PowerBI Desktop → Insights → Deployment → Real World

Deployment → Reporting

Low Level Design Document
High Level Design Document
Architecture Document
Wireframe Document
Detailed Project Report

DATASET INFORMATION

app: The name of the apps in the play store

category: The app category to which it belongs to

rating: The ratings for each app by users

reviews: The count of reviews by users for a particular app

size: The size of the app in KB's and MB's

installs: The count of installs of a particular app

type: The type of the app, whether the app is a free or paid version.

android version: Android version of the app to check for compatibility.

price: The price of each app for the paid app type.

content category: The type of content category to which it belongs to.
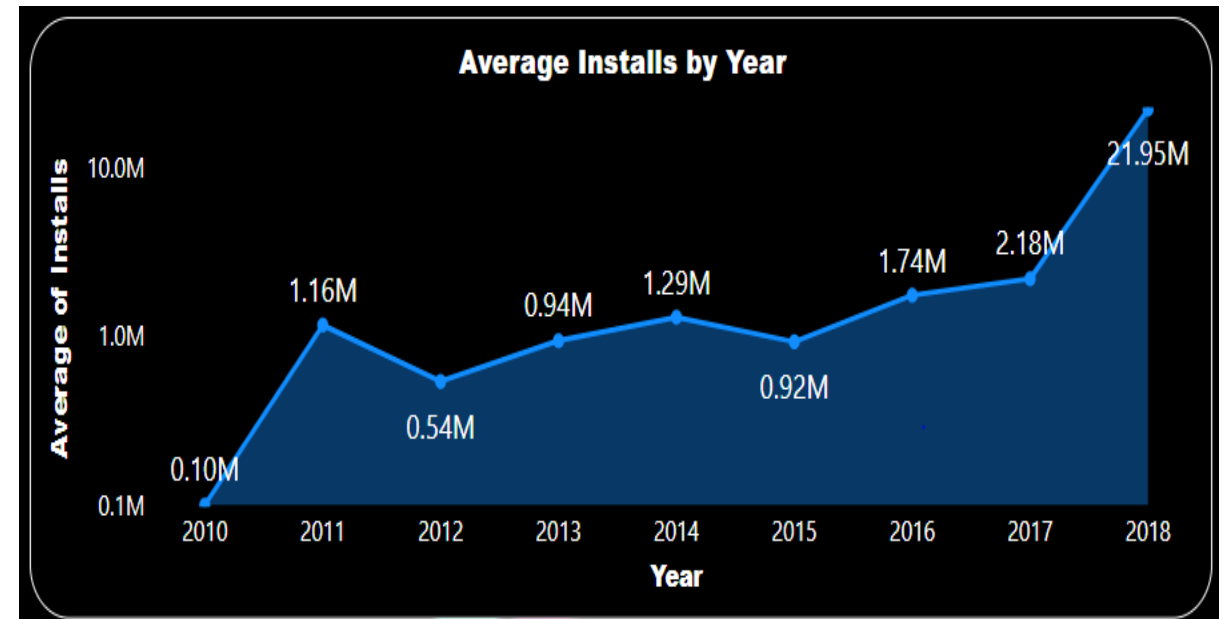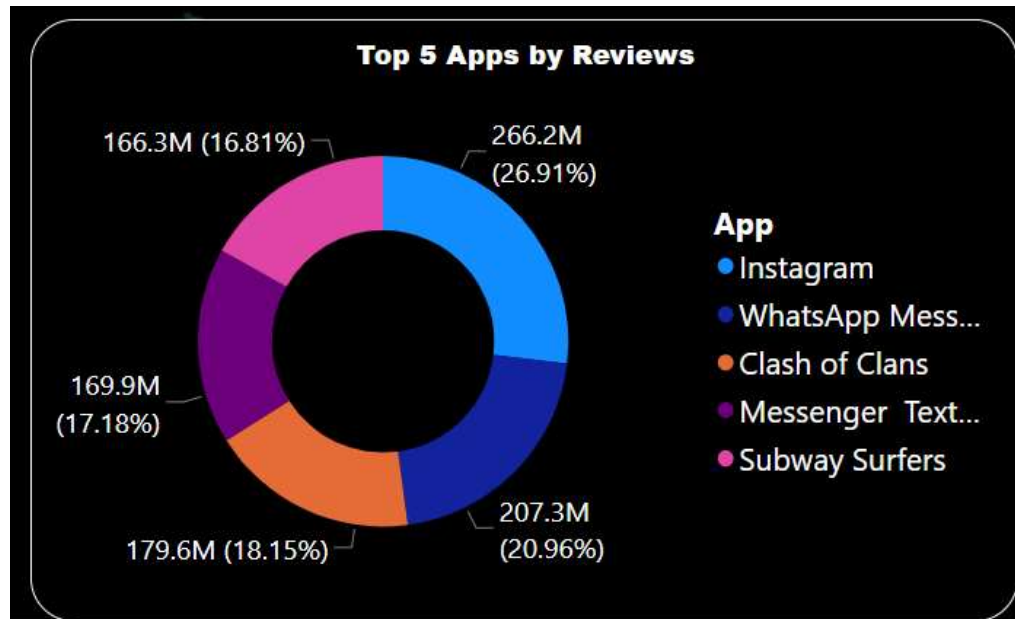
genre: The different genres available for the apps

Last updated: The date at which the app was last updated in the play store

**Current version:** The current version of the app after updating the app in the play store

INSIGHTS

Top 5 Apps based on reviews and average installs per year?

Top 5 Apps by Reviews

- 166.3M (16.81%)
- 266.2M (26.91%)
- 169.9M (17.18%)
- 179.6M (18.15%)
- 207.3M (20.96%)

App
- Instagram
- WhatsApp Mess...
- Clash of Clans
- Messenger Text...
- Subway Surfers

Average Installs by Year

- 2010: 0.10M
- 2011: 1.16M
- 2012: 0.54M
- 2013: 0.94M
- 2014: 1.29M
- 2015: 0.92M
- 2016: 1.74M
- 2017: 2.18M
- 2018: 21.95M

- 47.87% of Top 5 Apps come from only 2 Apps.

- The number of installs were at its peak in the year 2018 with 21.95 million installs which is 11 times the previous year

Which year had the highest reviews?

Average of Reviews by Year
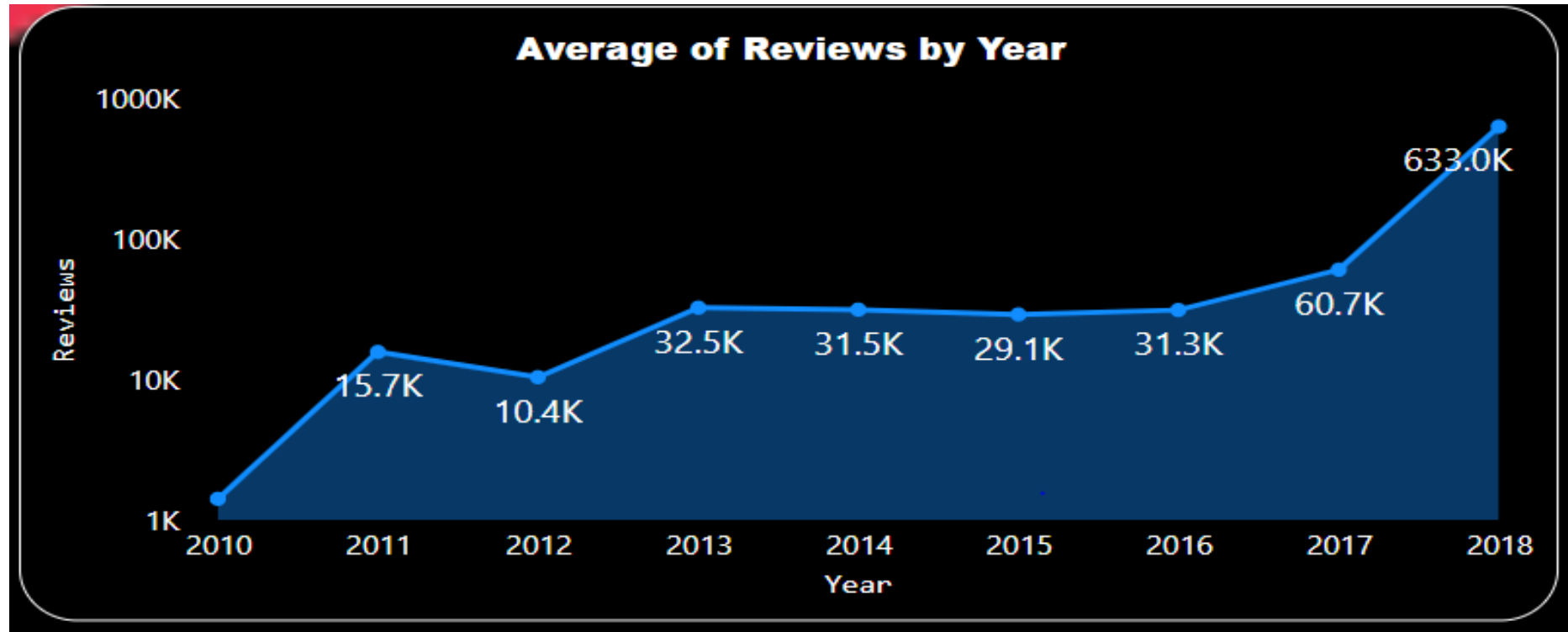
- Average Reviews were the highest in the year 2018 which is almost 10.5 times the previous year of 2017.

What apps in a particular category were most popular amongst all?

Total Reviews by App

Top 10 Apps(Overall)	Percent of Total Reviews
Instagram	47.28%
Facebook	27.76%
Snapchat	12.08%
Facebook Lite	3.05%
Badoo Free Chat & Dating App	2.69%
Pinterest	2.29%
Google	1.72%
Tumblr	1.57%
MeetMe Chat & Meet New People	1.12%
LinkedIn	0.44%

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Pinterest	2.29%
Google	1.72%
Tumblr	1.57%
MeetMe Chat & Meet New People	1.12%
LinkedIn	0.44%

- It seems the most popular social media apps among the top 10 apps had reviews of more than 75% of the total which are Instagram and Facebook

- It seems that 60% of top 10 apps based on reviews in the communication category had come from WhatsApp and Messenger.

KEY PERFORMANCE INDICATOR (KPI)

1. Average Rating for all apps of different categories.
2. Average Reviews for all apps of different categories and genre.
3. Total Apps present in the app store according to the data.
4. Total Apps with ratings of 5 irrespective of any category or genre.
5. Average installs of apps by users over a period of time.

CONCLUSION

• Out of the 11k total apps found in the data only 274 apps were having a rating of 5, that's about 2.5% of apps out of total apps which had such ratings.

• The number of installs were at its peak in the year 2018 with 21.95 million installs which is 11 times the previous best of 2.19 million in the year 2017.

• The Gaming category had an average install of 43.15 million compared to any other category in the year of 2018.

• The Social Media Apps had the bulk of the share in terms of most reviewed apps out of the top 5 apps.

• The average number of reviews increased by 10 times in the year 2018 compared to that of the previous year.

• Out of the top 10 apps, 3 apps took the bulk of the percent of total reviews which was around 79% of the total top 10 apps.

• The Social Media and the Gaming category are the most dominant categories with over 60% of total reviews and installs.

THANK YOU