



Unveiling the Android App Market

Analyzing Google Play Store Data Data Analytics Internship

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Problem Statement

Analyze Play Store
app data

Understand
category
distribution

Study ratings &
popularity

Perform sentiment
analysis

Visualize market trends

Dataset Overview

10,841

Total Apps

13

Features
columns

Includes: Category, Rating, Reviews, Size, Installs, Price

Additional Reviews dataset used

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Made with GAMMA

Data Cleaning

- Removed duplicate apps
- Handled missing ratings
- Converted Installs to numeric
- Cleaned Price column
- Corrected data types

Ratings & Popularity Analysis



Average Rating

- Majority apps rated above 4.0
- Free apps dominate market
- Most installs in Social & Communication

Category Exploration

Most Apps:
FAMILY category

Followed by Q&A
& TOOLS

Some categories
underrepresented

Distribution uneven

Pricing & Size Analysis

92%

apps are free

- Paid apps small percentage
- App sizes vary widely
- Larger apps often games



Sentiment Analysis on Reviews

Reviews dataset analyzed

Positive sentiment dominant

Word frequency analysis performed

Used NLP techniques

Visualization Techniques



Bar charts

Category distribution



Scatter plots

Rating vs Reviews



Heatmap

Correlation analysis



Pie chart

Free vs Paid apps