



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

Dataset Data			
Category	App Name	Rating	Reviews
Utilities	Tkp Cacized	4.5	100 Ratings
Productivity	CpcandediPly	4.8	500.957 Reviews
Communication	Corrioye	4.2	10 Ratings
Productivity	Meadayâzciveiore	4.0	100 Ratings
Productivity	Adonsing	4.5	100 Ratings
Productivity	Opp lcAladat	4.8	100 Ratings
Productivity	Deeviagly	4.5	100 Ratings
Productivity	Fwariotlee	4.2	100 Ratings
Productivity	Gaphioiset	4.8	100 Ratings
Productivity	Krioaybfiss	4.5	100 Ratings
Productivity	Pomedorxored	4.0	100 Ratings
Productivity	A0gflaz66 SAILIN	4.8	100 Ratings
Productivity	B2,110%6	4.5	100 Ratings
Productivity	Knoce	4.2	100 Ratings
Productivity	Erekcardapte as0	4.0	100 Ratings
Productivity	Fumastfons	4.5	100 Ratings
Productivity	Barhoorartieicks	4.8	100 Ratings
Productivity	Enitshakling	4.2	100 Ratings
Productivity	Honide-afiooen	4.5	100 Ratings
Productivity	Raorinadls	4.0	100 Ratings
Productivity	22.Zee1.2	4.5	100 Ratings
Productivity	Olipis Slaatirsy	4.8	100 Ratings
Productivity	Opjyrluted	4.2	100 Ratings
Productivity	TT.	4.5	100 Ratings
Productivity	App	4.0	100 Ratings
Productivity	Heax	4.5	100 Ratings
Productivity	Birardotimy	4.2	100 Ratings
Productivity	Ilroþke	4.8	100 Ratings
Productivity	Liorabfode	4.5	100 Ratings
Productivity	Cuooiel	4.2	100 Ratings
Productivity	DI.	4.5	100 Ratings
Productivity	Srinty	4.0	100 Ratings
Productivity	Darvynenhors	4.5	100 Ratings
Productivity	Spchort	4.2	100 Ratings
Productivity	Napcoit	4.8	100 Ratings
Productivity	Apyle4.7146	4.5	100 Ratings
Productivity	Garill	4.2	100 Ratings
Productivity	Niere-6472318	4.5	100 Ratings

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 GAME
& 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