

# Capstone Project Submission

## Instructions:

- i) Please fill in all the required information.
- ii) Avoid grammatical errors.

**Team Member's Name, Email and Contribution:**

### **1. Ankita Gupta**

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#### **Contribution:**

- Gather a dataset containing information about apps on the Play Store.
- Data cleaning
- Exploratory Data Analysis
- App ratings and reviews analysis
- Visualize the geographical distribution of app users.
- Conduct statistical tests to validate hypotheses or relationships
- Provide recommendations for app developers or marketers based on the analysis.

**Please paste the GitHub Repo link.**

Github Link:- [https://github.com/ankitagupta010/Play\\_store\\_app\\_review\\_analysis](https://github.com/ankitagupta010/Play_store_app_review_analysis)

**Please write a short summary of your Capstone project and its components. Describe the**

**problem statement, your approaches and your conclusions. (200-400 words)**

**Problem Statement:** "Investigate and analyze the Play Store dataset to derive actionable insights for app developers and marketers. The goal is to understand the factors influencing app success, user engagement, and revenue generation. Key aspects to explore include app categories, ratings, installations, user reviews, and geographical trends. The analysis aims to provide recommendations for app developers and marketers to enhance their app's performance and user satisfaction."

In the given EDA we try to understand and evaluate Google Play Store Data that has been provided by studying various heads like 'Application', 'Type', 'Installs', 'Rating', etc.

**Step Involved:**

Loading the dataset, Reading the data, Cleaning the data, EDA on basis of Dataset

**Conclusions:**

- Google Play Store has 2 types of applications, mainly Free and Paid.
- There are various categories amongst which there are multiple applications- Three major apps are Family, Tools and Games.
- Applications receive both Ratings and Reviews and can be respectively graded too.
- Applications are installed by various users and mostly installed applications can be found, along with the information of their category, rating, type etc.
- Business, Game, Family and Tools have the highest number of applications.
- Free applications make 98% of the total of Applications, with a total count of more than 8000.
- Communication, Games and Tools are the most installed Application category.
- Most of the apps with higher rating range of 4.0-4.7 are having high amount of reviews and installs.