**Capstone Project Submission**

**Instructions:**

i) Please fill in all the required information.

ii) Avoid grammatical errors.

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| **Team Member’s Name, Email and Contribution:** |
| 1. Name: - Avinash Yadav Email ID: -[avinet1995@gmail.com](mailto:avinet1995@gmail.com)  * Contributed In notebook helped with google diver data connectivity and data cleaning, data manipulation, and in EDA Visualization * Contributed for the contents of ppt. * Contributed in Technical Documentation in content of problem statement goal of project and steps involved.  1. Name: - Deepika Email ID: - yadavdeepika729@gmail.com  * Contributed in notebook for data cleaning, data manipulation, and in EDA Visualization and finalizing the conclusion. * Contributed in presentation PPT with points to be covered and all the images to me it look good * Contributed in Technical Documentation in content of problem statement goal of project and steps involved. |
| **Please paste the GitHub Repo link.** |
| Github Link:- https://github.com/avinashyadav11/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)** |
| The Internet is a true gold mine of data. E-commerce and review sites are brimming with a lot of untapped data with a prominent potential to convert into meaningful insights that can help with robust decision making. Here, we explore using data science and machine learning techniques on data retrieved from one such avenue on the internet, the **Google Play Store**. The Play Store apps data has enormous potential to drive app-making businesses to success. Actionable insights can be drawn for developers to work on and capture the Android market.  The **objective** of this project is to deliver insights to understand customer demands better and thus help developers to popularize the product. To clarify, the ‘popular’ in this project means a high number of installations.  Some key observations at first glance include how the performance of the App can be improved from the reviews obtained and different patterns that could be found to get more business values out of the same. We found most popular category of apps on two basis - Number of Installs and Number of reviews.  For apps currently having low ratings, developers should undoubtedly raise their ratings at first, either by incentivizing ratings or adding new features. They also need to shorten the update cycle, making sure every update lifts customer experience and introducing new features. Incentives for rating should be provided as most customers are not willing to rate an app unless they have superior/ inferior experience. By taking advantage of the word-of-mouth marketing strategy, the apps will become popular among customers. |