Project Context:
      In this project we are working with a dataset that covers information about apps available on the Apple Store. The dataset was found on Kaggle.
      We start with a csv filled "AppleStore.CSV" which gives us information about the apps (app names, sizing bytes, ratings, supporting devices, etc) Additionally, we use a second dataset that tells us the overview of each application to see how it is perceived in the market.

Stakeholder:
In this case, it would be an aspiring app developer who needs data-driven insights to decide what type of app to build and so they are seeking answers to questions like:
- What app categories are most popular?
- What price should I let it be?
- How can I maximize user ratings?

EDA:
A couple of things I looked at are:
- Number of Apps per genre
- Overview of App Ratings
- Distribution of App Prices

Analysis :
      From the EDA above I analyzed:
- Apps with more supported languages and their ratings
- Genre of Apps with Low Ratings
- Check if there is correlation between the length of app description and user rating
- Top-Rated apps for each genre

Final Recommendations:
1. Paid Apps have better Ratings
    a. users who pay for an app may have higher engagement and perceived more value leading to the better ratings
    b. If creator thinks the quality of their app is good, they should charge users
2. Apps supporting between 10 and 30 languages have better ratings
    a. focusing on the right language is important versus quantity of languages
3. Finance and Book Apps have low ratings
    a. User needs are not being fully met so there is potential for high user ratings and market penetration
4. Apps with a longer description have better ratings
    a. A detailed well crafted app description can set click expectation and eventually increase the satisfaction of users
5. A new app should have a rating of 3.5 or higher
6. Games and Entertainment have a high volume of apps
    a. Market is saturated, so entering this space is challenging. However, there is high user demand in these sectors