In this project, you will do a comprehensive analysis of the Android app market by comparing over ten thousand apps in Google Play across different categories. You'll look for insights in the data to devise strategies to drive growth and retention. The [data](https://www.kaggle.com/lava18/google-play-store-apps) for this project was scraped from the [Google Play](https://play.google.com/store/apps?hl=en) website.