**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:** |
| Individual Project  **Name** = Chetan Chandrabhan Chaudhari  **Email**= [chetanre7@gmail.com](mailto:chetanre7@gmail.com)  Google Drive Link-  <https://drive.google.com/drive/folders/1uuBV5RCSTq5xMnCt-3_OAhjmftB1kW3l?usp=sharing> |
| **Please paste the GitHub Repo link.** |
| GitHub Link: - <https://github.com/chetanre7/Google-Play-Store-app-review> |
| **Please write a short summary of your Capstone project and its components. Describe the problem statement, your approaches and your conclusions. (200-400 words)**  **Project Name- Play Store App Review Analysis:**  Google Play store launched in 2008 as a way for users to download apps and  games for the new Android operating system. The store added support for  paid apps in 2009 in the US and UK, and expanded too more international  markets in 2010. It also launched the Google eBook store that same year. In  2011, Google Music launched, and the Android Market added support for both  books and movie rentals in the US that same year. In Play Store App Review  Analysis, we will deal with applications and data associated with it.  In the first evaluation, I check all the data frames and values associated with it.  Then checked all the null values and data types. Exploratory Data Analysis of  Play store app data, we need to first find out about the applications which are  available for free and those which are paid. Finding individual data related to  free and paid apps. I found out free applications are widely popular as  compared to paid applications. Free applications consist of more than 92% of  the total applications. So, the application revenue model should be more  focused on business after application installation.  I found that most of the apps having rating more than 4.0 this are confirmed with higher reviews. We observe that main source of income on google play store is not paid apps. The app category of Gaming and Communication is in higher demand as compare to other though there are fewer gaming apps available in play store. Developer must increase gaming and communication apps in google play store.  Even the highest amount of application is family category, but the achieved reviews for the app is very small. User is likely to review social applications compare to other categories. Applications with exceptional size or requiring payment to be installed have  less scope in the market as compared to their opposite ones. So, developers  need to be mostly focused on age-friendly, category, and size of the  application |