**Problem Statement:**

The Play Store apps data has enormous potential to drive app-making businesses to success.

Questions which I’d like to get an answer using the dataset are:

1. Top 5 apps viewed by users based on their reviews.
2. Which one has highest rating and this will help us to understand users interests towards specific products etc.,
3. Identify the ratio of reviews based on number of installs
4. How these top 5 apps vary with each other in terms of pricing, rating etc.,
5. Usage of free apps versus paid apps? Do people see the free apps differently compared to paid apps?

**Hypothesis:**

Highest rated paid or free app and/or with highest reviews may have more installs.

**Dataset Context:**

The number of application (apps) offered in the Google Play store as of doing this project is estimated to have 2.9 million. The data set was obtained from Kaggle, and the author of this dataset, Lavanya Gupta, extracted data on 10,000 of these apps.

<https://www.kaggle.com/lava18/google-play-store-apps/data>

Author obtained the dataset through scraping the store, which uses dynamic page loading. Dynamic page loading means that the store page displays the apps based on what Google knows about the user requesting the page.

**Methods for Testing Solution:**

Find top/popular apps based on number of reviews, ratings, pricing etc., and determine which one has more installs and identify the products customers are interested etc., This will help us to determine the interests, type of product, geography etc., which in turn will drive company’s bottomline.

**Audience:**

* Android Developers
* All Business who wants to reach people directly through Apps
* Supportive data insights for potential investors in the company especially startups.