

EDA & Data Preprocessing on Google App Store Rating Dataset.

Domain: Mobile device apps

Context: The Play Store apps data has enormous potential to drive app-making businesses to success. However, many apps are being developed every single day and only a few of them become profitable. It is important for developers to be able to predict the success of their app and incorporate features which makes an app successful. Before any such predictive-study can be done, it is necessary to do EDA and data-preprocessing on the apps data available for google app store applications. From the collected apps data and user ratings from the app stores, let's try to extract insightful information.

Objective: The Goal is to explore the data and pre-process it for future use in any predictive analytics study.

Attribute Information:

Sln.	Attribute	Description
1.	App	Application name
2.	Category	Category the app belongs to.
3.	Rating	Overall user rating of the app
4.	Size	Size of the app
5.	Installs	Number of user reviews for the app
6.	Type	Paid or Free
7.	Price	Price of the app
8.	Content Rating	Age group the app is targeted at - children/Mature 21+ /Adult
9.	Genres	An app can belong to multiple genres (apart from its main category). For eg. a musical family game will belong to Music, Game, Family genres.
10.	Last Updated	Date when the app was last updated on play store.
11.	Current Ver	Current version of the app available on play store
12.	Android Ver	Min required Android Version.