

Wireframe Documentation

Analysing Google Apps Store dataset



Presented By:

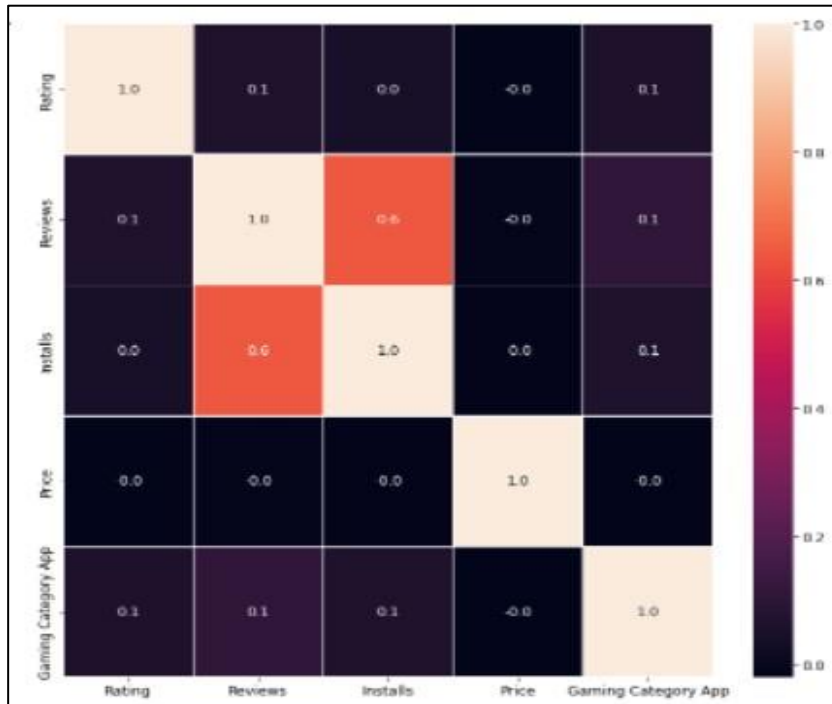
Ishita Shetty

Contents

1. Correlation/ Heat Map	3
2. Based on Ratings	3
3. Based on Installs	6
4. Based on the Price	7
5. Based on Reviews	9
6. Based on Type	11
7. Tableau Dashboard	13

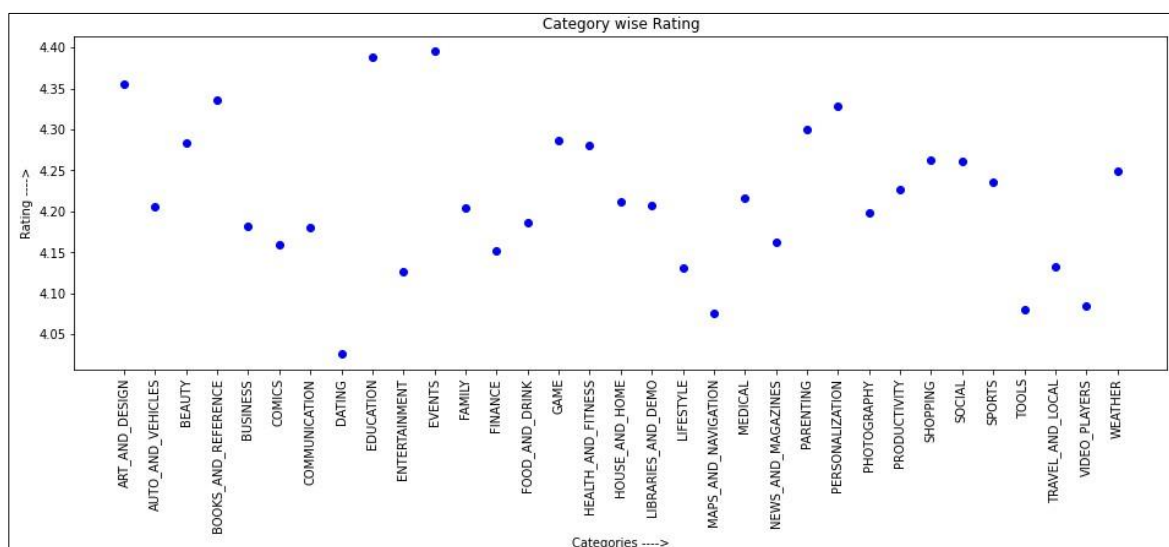
We Performed Exploratory Data Analysis on Jupyter Notebook and then created a Tableau Desktop Dashboard consisting of few parameters.

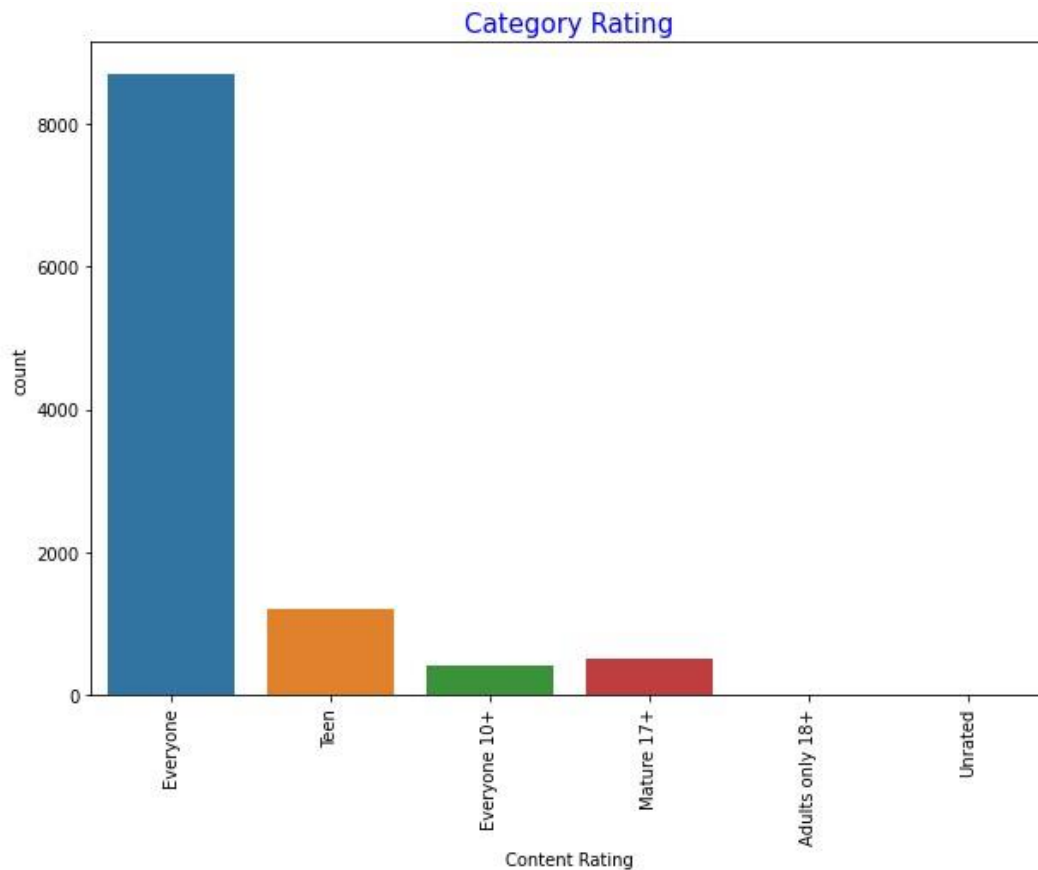
1. Correlation/ Heat Map



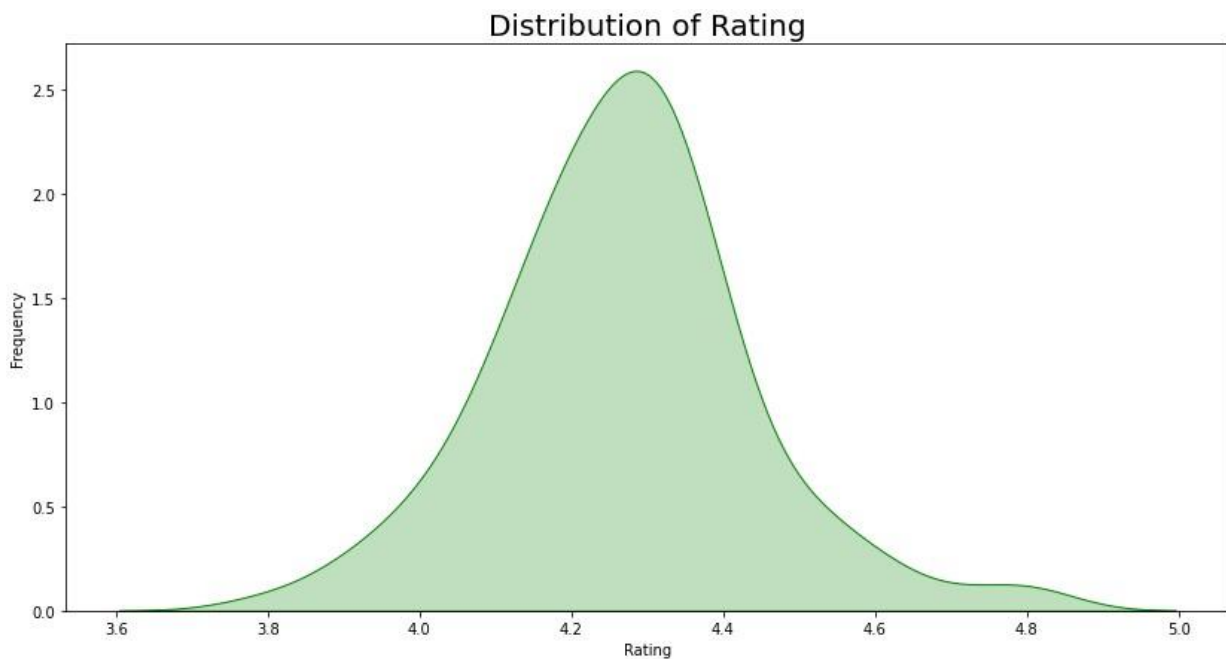
It depicts how each and every value is dependent on one another.

2. Based on Ratings

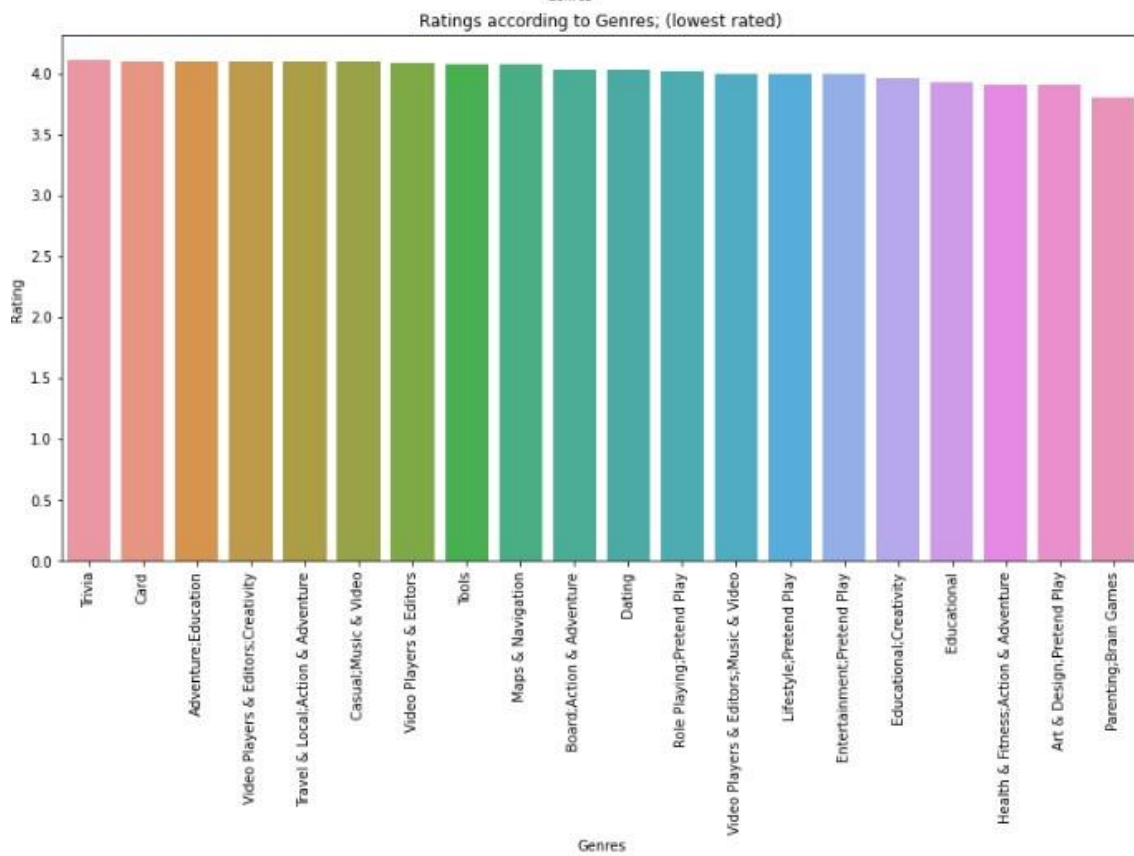
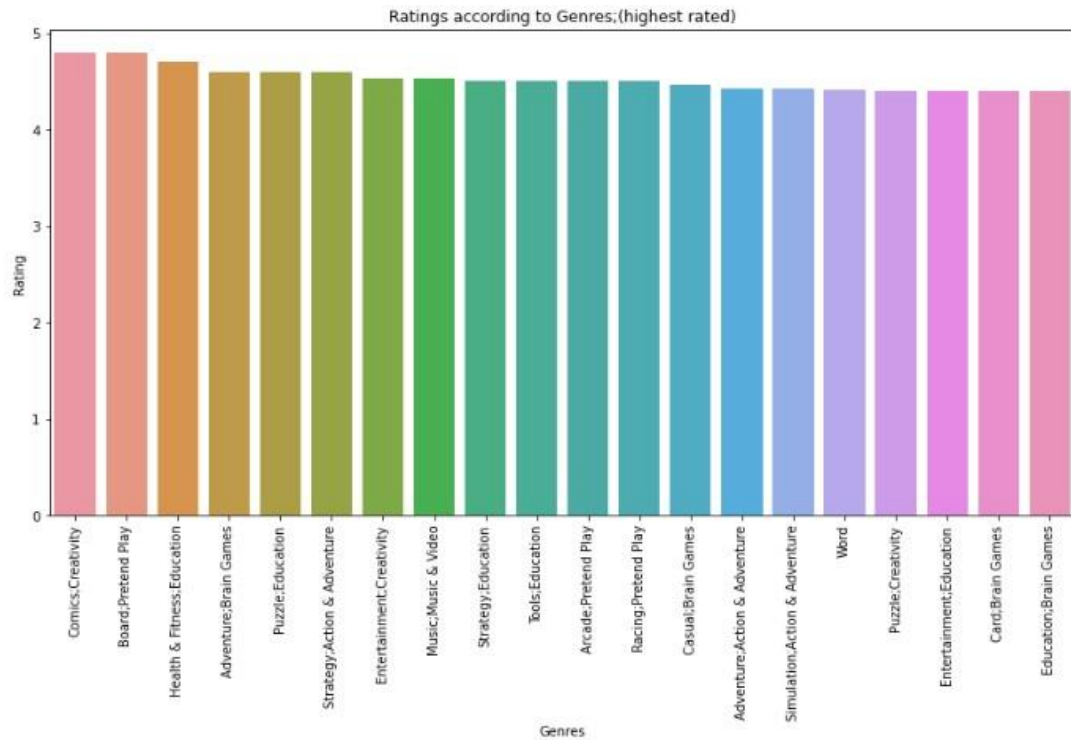




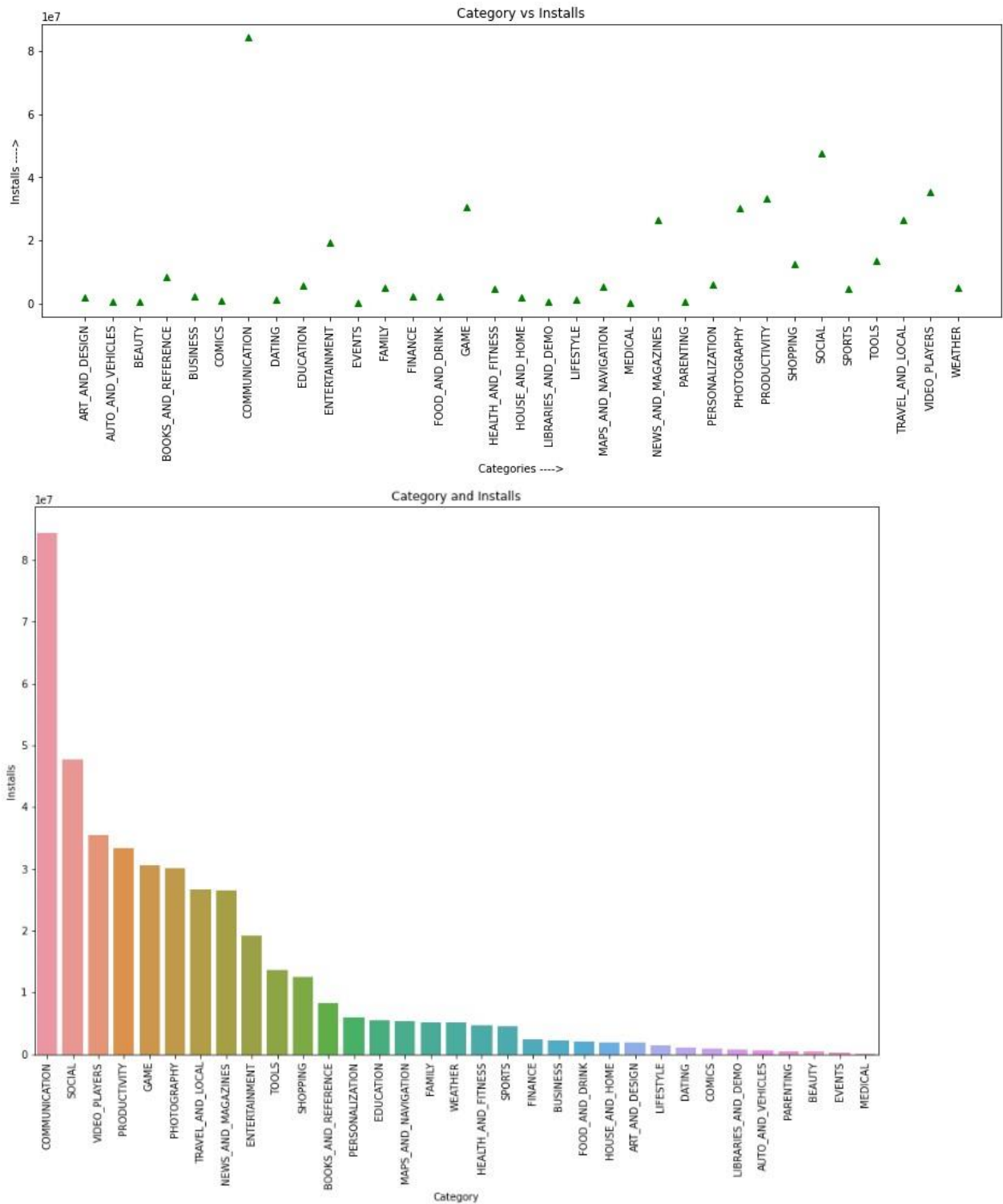
The apps which are available for everyone has the highest amount of ratings due to higher number of installs too.



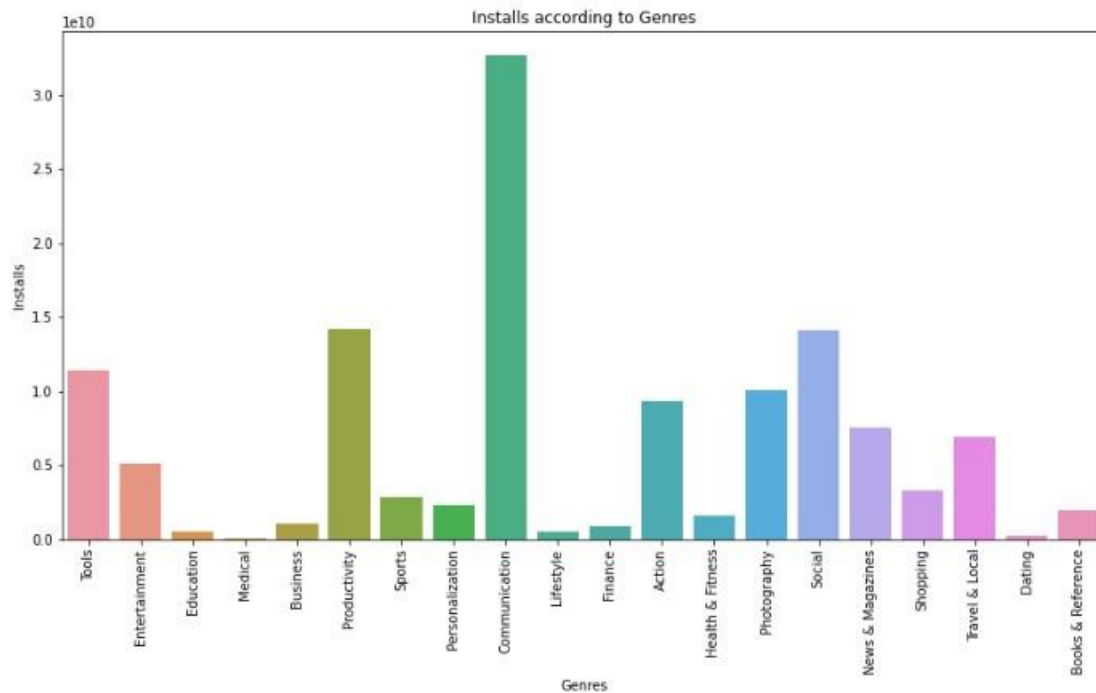
Highest and Lowest rated genres:



3. Based on Installs

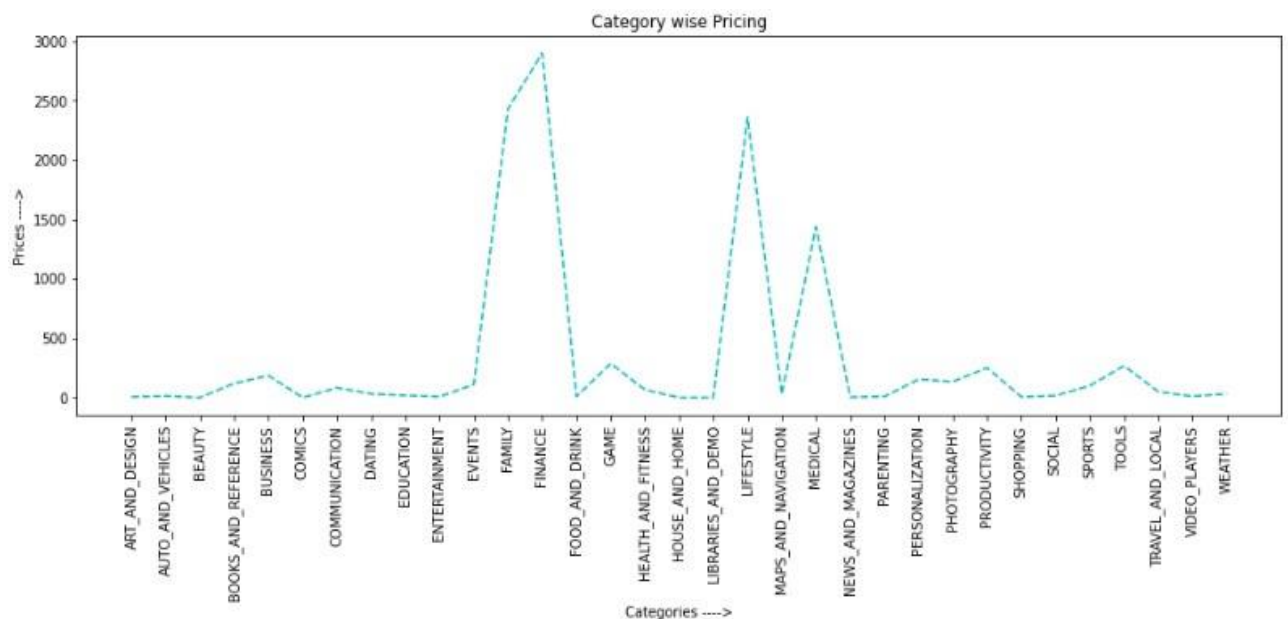


In this we can make out that the highest number of installs are that of apps used for communication.



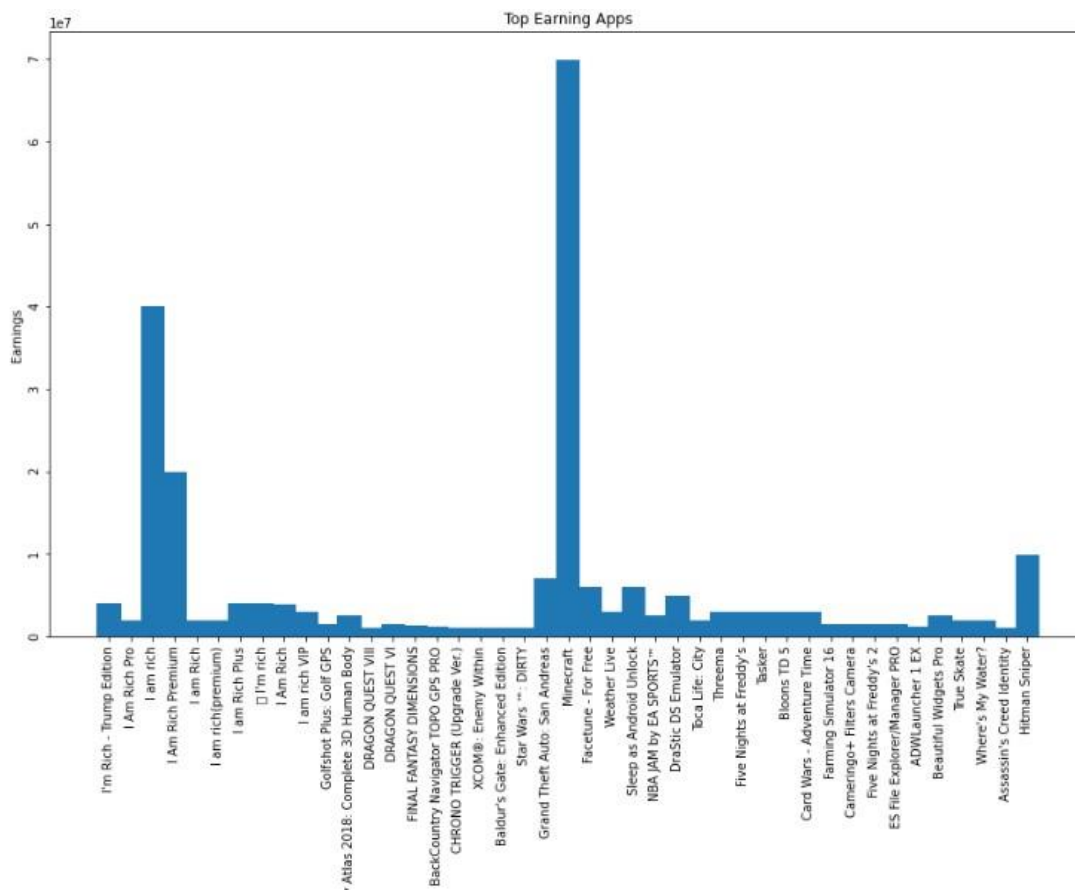
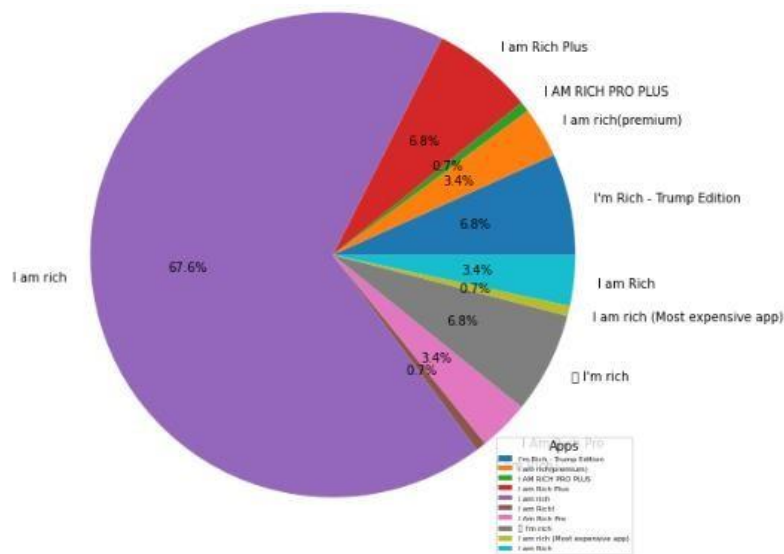
This shows the Genres that are installed the most in the Top 20 Genres.

4. Based on the Price



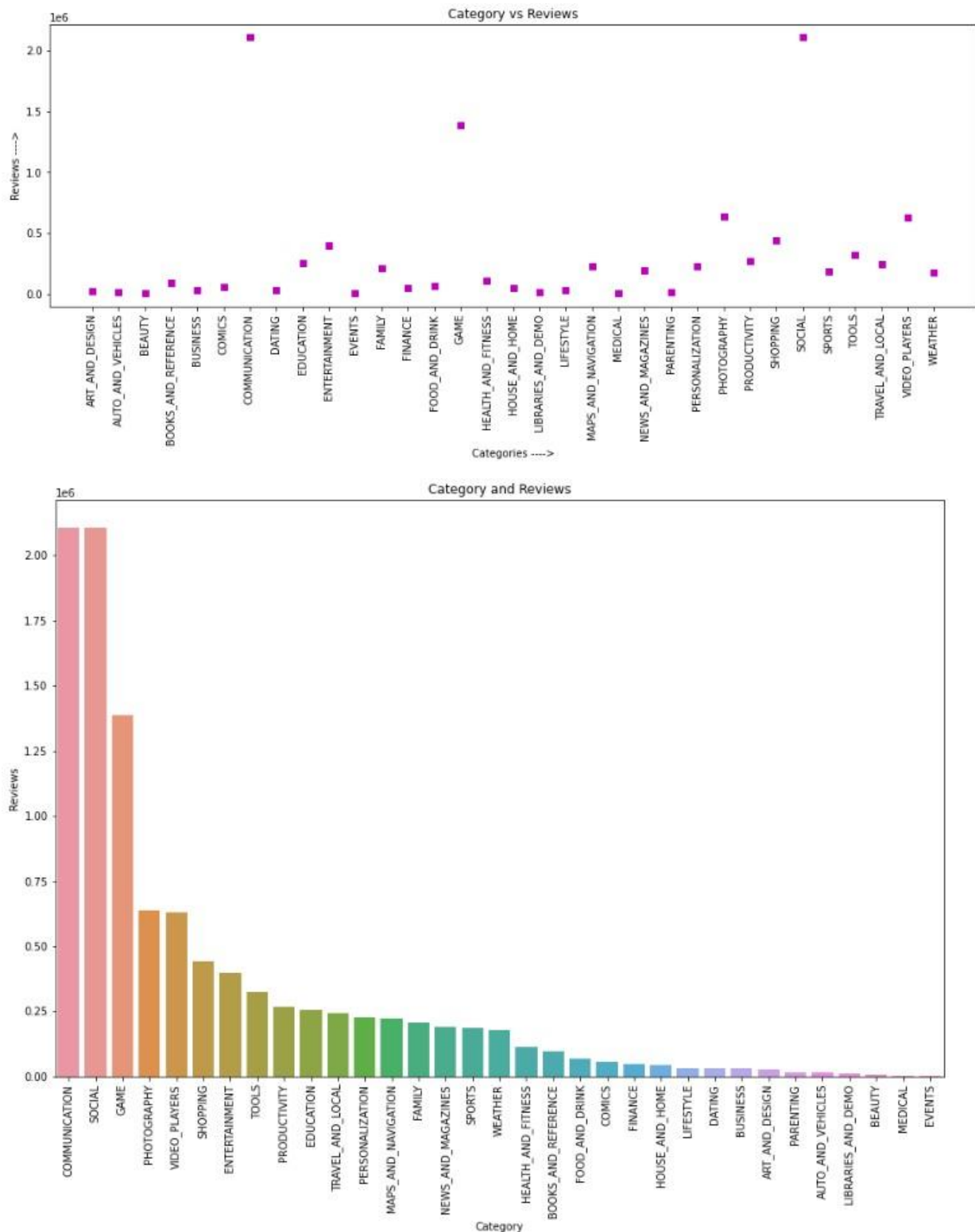
A peak at Finance based apps can be observed

Top 10 Expensive Apps

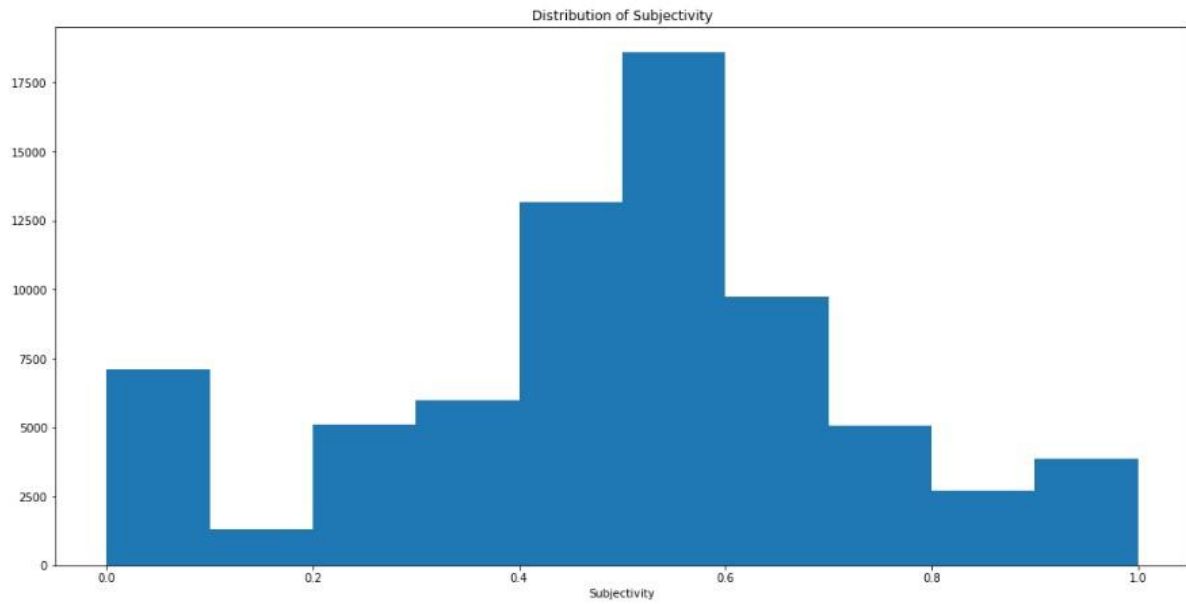


From this graph its clear that “Minecraft” makes the most money followed by the app titled “I am Rich” and “Hitman Sniper”

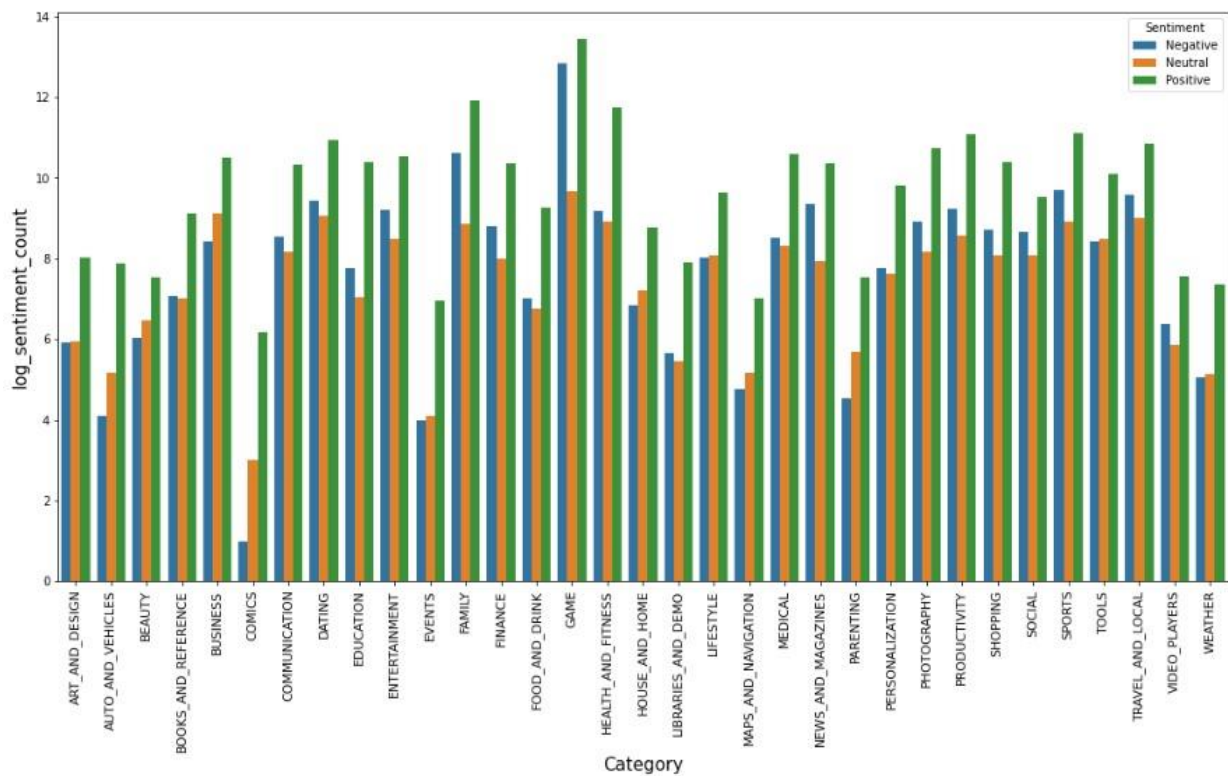
5. Based on Reviews



Here we can observe that communication, social and gaming have the highest number of reviews.

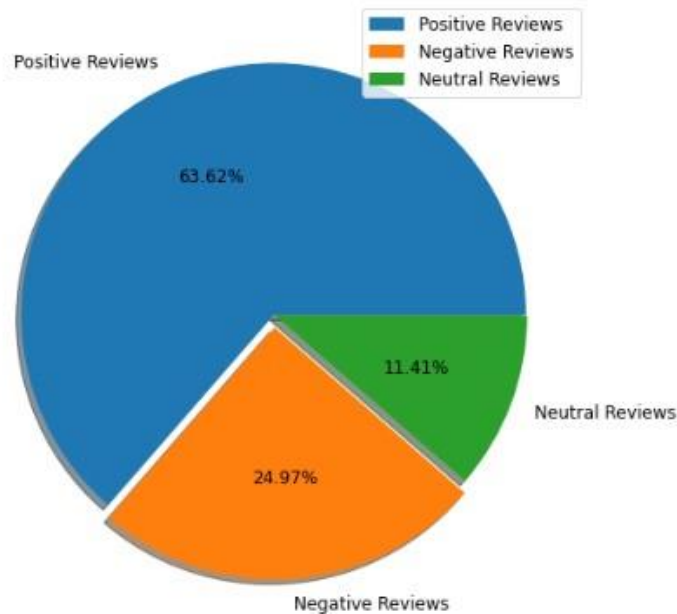


It can be seen that the maximum number of subjectivity lies between 0.42 to 0.6 which means maximum number of re-users use the application according to their experience.



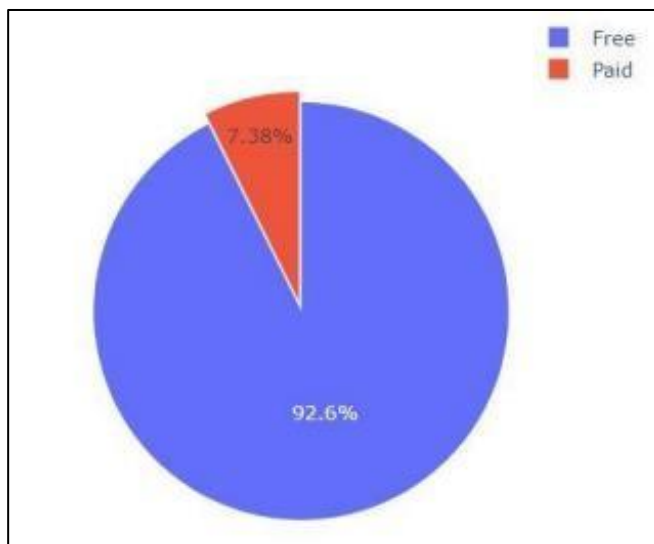
Graph Representing number of installs type wise according to Genres

A Pie Chart Representing Percentage of Review Sentiments

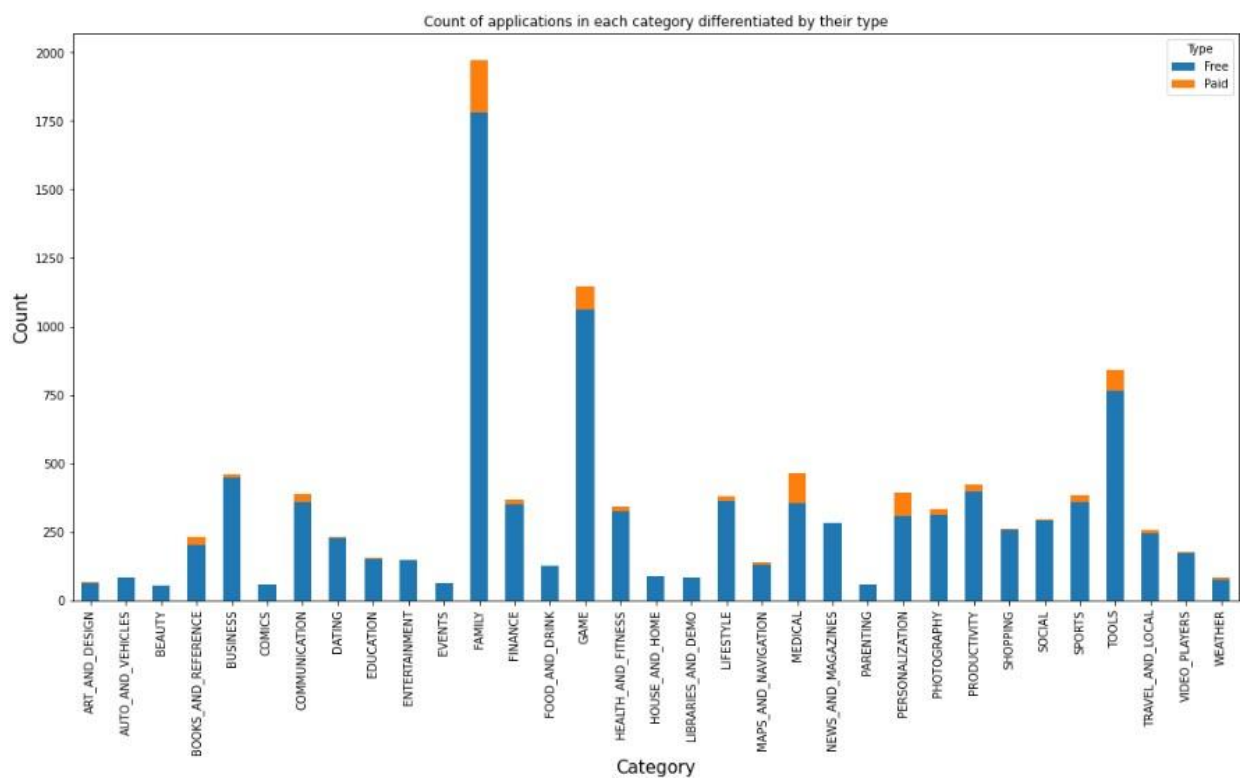


The blue portion which is the majority with 63.62% indicates the Positive reviews received. The orange portion represents the Negative reviews received and the green portion indicates neutral reviews. This insight is gained using the second dataset present that of the customer reviews.

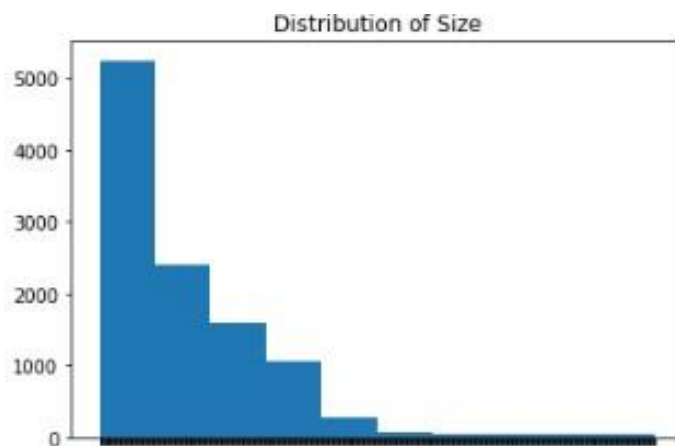
6. Based on Type



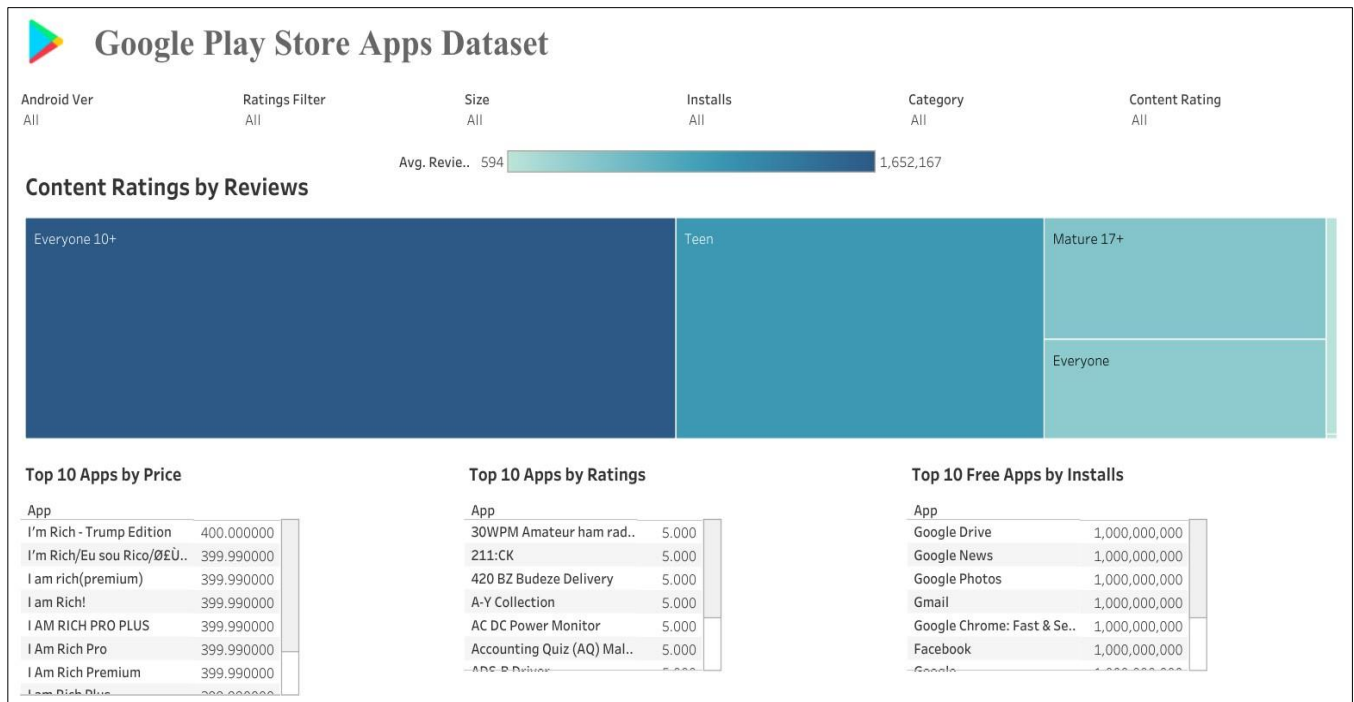
Here we can see that 92.6% apps are free and 7.38% apps are paid on Google Play Store, so we can say that Most of the apps on Google Play Store are free.



All sections without the orange part have apps that are free to install. The Family genre contains most number of paid apps out of all.



7. Tableau Dashboard



Link to the Tableau Dashboard:

<https://public.tableau.com/app/profile/ishita.shetty/viz/AnalyzingGoogleAppsStoreDataset/Dashboard>