

Playstore App Reviews Analysis-

EDA

Instructions:

- i) Please fill in all the required information.
- ii) Avoid grammatical errors.

Team Member's Name, Email and Contribution:

There are 4 members in my team included me.

1. Abhishek Jain klearpixeloff@gmail.com

- Contributed in notebook for data cleaning, data manipulation and in EDA Visualization.
- Contributed in PPT by making sure all the points to be covered.

2. Khushboo Chaurasia sharmakhushboo771@gmail.com

- Contributed in notebook for data cleaning, data manipulation and in EDA Visualization.
- Contributed in Technical Documentation in content of problem statement goal of project and steps involved.

3. Dheeraj Gedam dheerajgedam2501@gmail.com

- Contributed In notebook helped with Google drive data connectivity and data cleaning.

4. Kalpita Malviya 99kalpita@gmail.com

- Contributed In notebook helped with Google drive data connectivity and data cleaning, data manipulation and in EDA Visualization.
- Solution of Business Objective.
- Contribution for the content of PPT and Technical Documentation.

Please paste the GitHub Repo link.

1. **Abhishek Jain**

https://github.com/Klearpixeloff/EDA_google_play_store_data_analysis

2. **Khushboo Chaurasia**

3.

https://github.com/Geniuskhushboo/google_play_store_data_analysis

4. **Dheeraj Gedam**

<https://github.com/dheerajgedam/playstoreEDA.git>

5. **Kalpita Malviya**

<https://github.com/kalpitamalviya/Play-Store-App-Data-Analysis>

Please write a short summary of your Capstone project and its components. Describe the problem statement, your approaches and your conclusions. (200-400 words)

In this data set there are two data given. First Data set is about to Deep information of Apps on Play store containing 10841 rows and 13 columns and Second Data set is about to user reviews containing 64295 rows and 5 columns. The analysis of Google Play Store application aided to build most reliable and more interactive applications. This would be very useful for app developers to build an application focused on certain discussed category in this analysis. This analysis will help in building the application with precise and accurate objectives.

In the initial phase, we focused more on the problem statements and data cleaning, in order to ensure that we give them the best results out of our analysis. Our major challenge was data cleaning, In Data Cleaning, we have performed few steps to ensure the data quality such as replace object data type to nan values. During the Data Cleaning we have there are 5 columns has numerical values.

After cleaning the data set, we have performed Exploratory Data Analysis to understand our dataset like number of installations for each category We explore the correlation between the size of the app and the version of Android on the number of installs and so on.

Our motive in whole project was to analyze the data and find out main components that affect users' decision to download app. After completion of analysis, I concluded that user prefer more of free apps. Most of the apps present in play store is more or less of same size so size doesn't affect their decision much.

It was found that Most of the apps that are present on the google play store have rating in between 4 and 5. Also it was observed that Maximum number of applications present in the dataset are of small size.

From the results and process we have implemented, we can conclude that we have achieved this group project objective which is analyzing the Google Play Store apps and determine trends of the Google Play Store and both of our research questions. The Google Play Store Apps report provides some useful insights regarding the trending of the apps in the play store. As per the graphs visualizations shown above, most of the trending apps (in terms of users' installs) are from the categories like GAME, COMMUNICATION, and TOOL even though the number of available apps from these categories are twice as much lesser than the category FAMILY. The trending of these apps are most probably due to their nature of being able to entertain or assist the user. Besides, it also shows a good trend where we can see that developers from these categories are focusing on the quality instead of the quantity of the apps.

Other than that, the charts shown above actually implies that most of the apps having good ratings of above 4.0 are mostly confirmed to have high number of reviews and user installs. There are some spikes in term of size and price but it shouldn't reflect that apps with high rating are mostly big in size and pricy as by looking at the graphs they are most probably are due to some minority. Furthermore, most of the apps that are having high number of reviews are from the categories of SOCIAL and GAME like Instagram, Clash of Clans etc.

Even though apps from the categories like FAMILY, SOCIAL, COMMUNICATION and ENTERTAINMENT of having the highest number of installs, rating and reviews are reflecting the current trend of Android users, they are not even appearing as category in the top 5 most expensive apps in the store (which are mostly from FINANCE and LIFESTYLE). As a conclusion, we learnt that the current trend in the Android market is mostly from these categories which either assisting, communicating or entertaining apps.