**Sentiment Analysis of App Store reviews**

Executive Summary:

The sudden eruption of sentiment analysis, as well as opinion mining, has opened new possibilities to improve our information gathering interests. Generally it is seen that users make their decision to download the app based on various parameters like rating of the app, overall sentiment generated by the reviews of the app, price point of the application, i.e. whether the app is free or paid, the size of the app (it would seem people prefer apps that may be smaller in size as they occupy less space on their devices) etc. Also, the significance of these factors may vary based on the genre of the app i.e. whether the app belongs to the category lifestyle, food and drinks, health and fitness, books and reference, games and so on. Our endeavor in this project is to assess what is the effect of these parameters on the popularity of the app based on the app genre. We will use the number of downloads of the app as the popularity measure of our app.

Sentiment Analysis

Preprocessing

Google

Play Store

reviews

App Details

Model Learning

Assess App popularity

Prediction

Processed app data

Monetize

Mood Values

(Word association)

Model Training

Process flow:

Modelling and Exploratory Data Analysis:

Overall findings:

Conclusions: