

The DataViz Challenge – Play Store Dashboard Project

Contribution - Individual

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GitHub Link: <https://github.com/kushboo10/PlayStoreDashboard>

This project is part of *The DataViz Challenge*, where the goal was to analyze and visualize a dataset using **Power BI** to create an interactive and meaningful dashboard. I selected the **Google Play Store Apps Dataset**, which I had already explored earlier during my **Exploratory Data Analysis (EDA)** project in Python.

Objective

The main purpose of this project was to understand app performance trends on the Google Play Store. I wanted to find out which app categories get the most installs, generate the highest revenue, and receive the best reviews. The final dashboard allows users to quickly see insights and compare categories in a visual and interactive way.

Steps Followed:

1. Data Cleaning

I started by cleaning the dataset using **Jupyter Notebook**. This included removing duplicates, fixing missing values, and correcting inconsistent data formats. I also used **Power BI** to further clean and organize the data using its built-in data transformation tools.

2. Data Transformation

Some columns in the dataset had long or unclear text, so I created new simplified columns for better visualization. For example, I grouped similar categories and adjusted naming formats to make charts easier to understand.

3. Dashboard Development in Power BI

I built multiple pages in Power BI, such as:

- **Category Analysis:** Showing top app categories by installs, revenue, and reviews.
- **Revenue Analysis:** Comparing total installs and revenue across categories.
- **Sentiment Analysis:** Visualizing user review sentiments (positive, negative, neutral).
- **App & Content Analysis:** Exploring free vs paid apps and content ratings.



Total Reviews

4bn

Total Apps

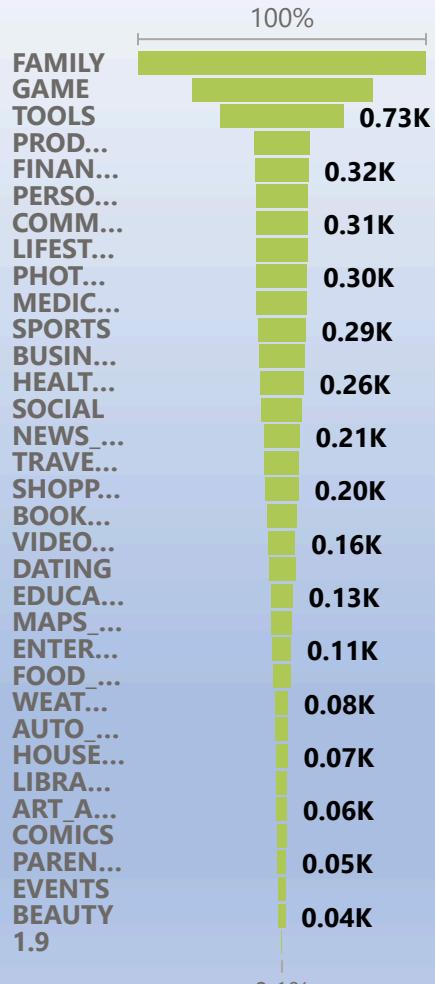
8181

Total Installs

147bn

Category Analysis

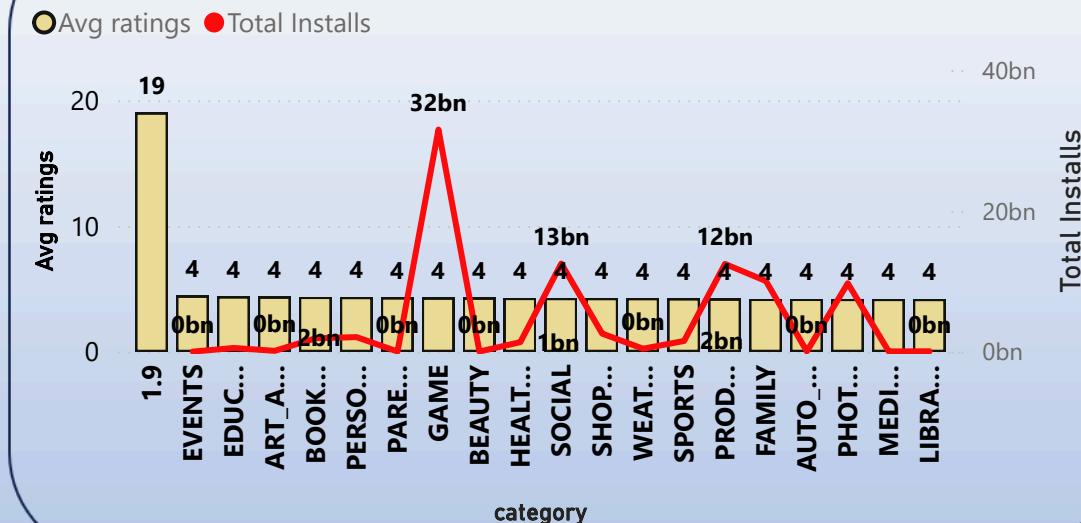
Count of app by category



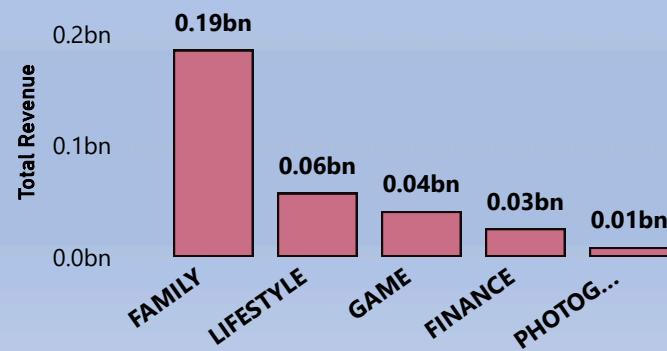
Top 10 category by Installs



Count of Installs and Average Rating by category



Top 5 category by Revenue



Top 5 category by Review





367M

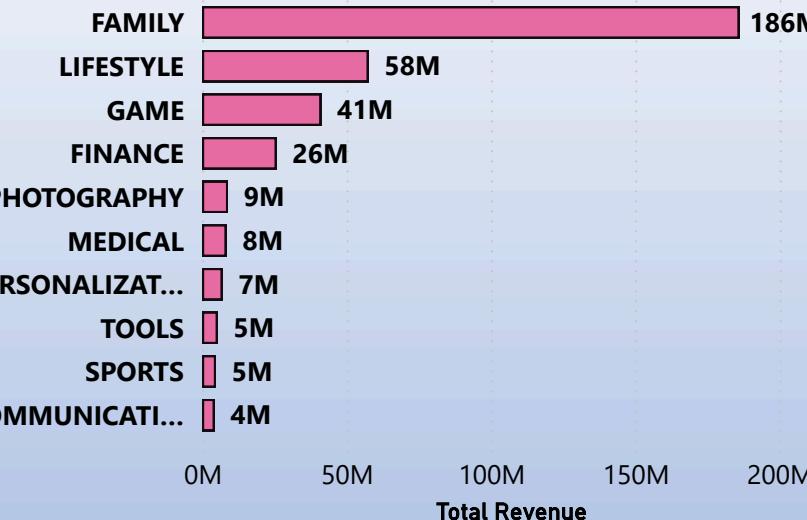
Total Revenue

8536

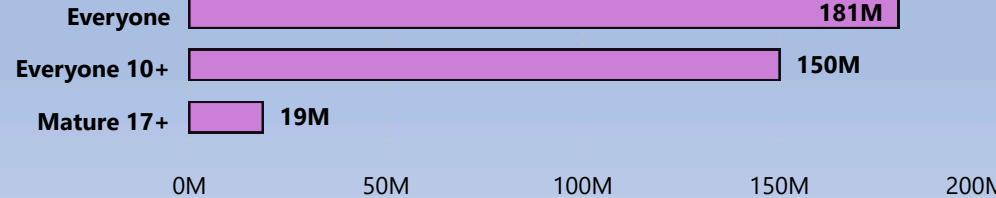
Total app cost

Revenue Analysis

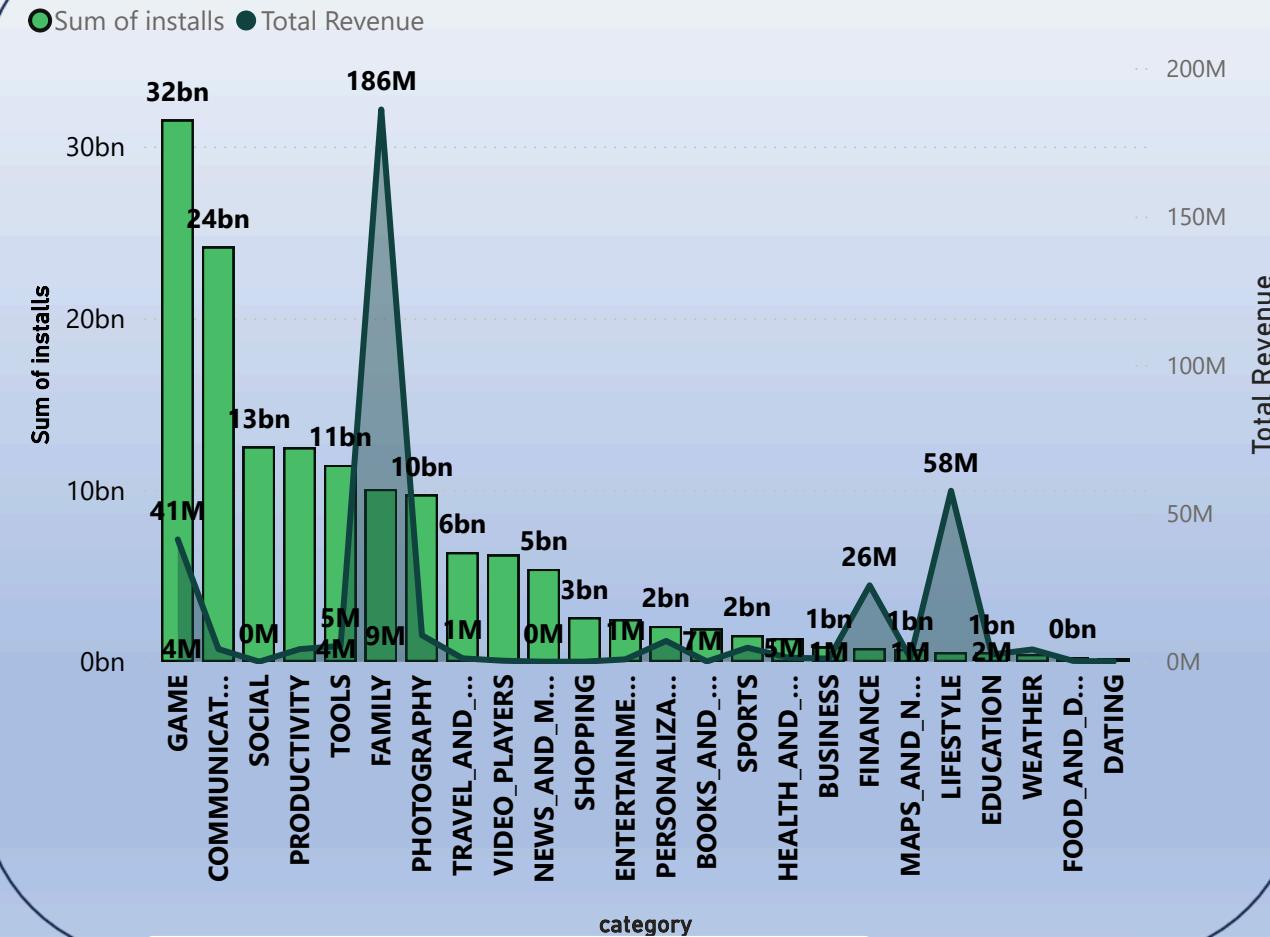
Total Revenue by category



Total Revenue by content_rating



Sum of installs and Total Revenue by category





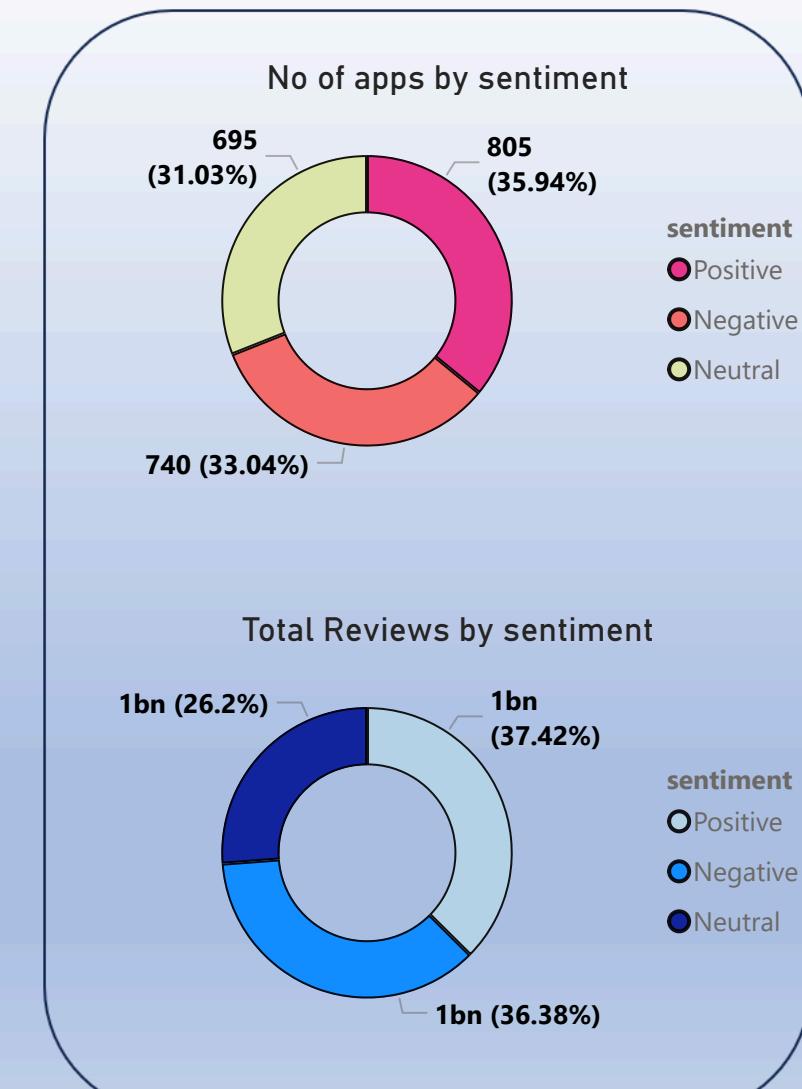
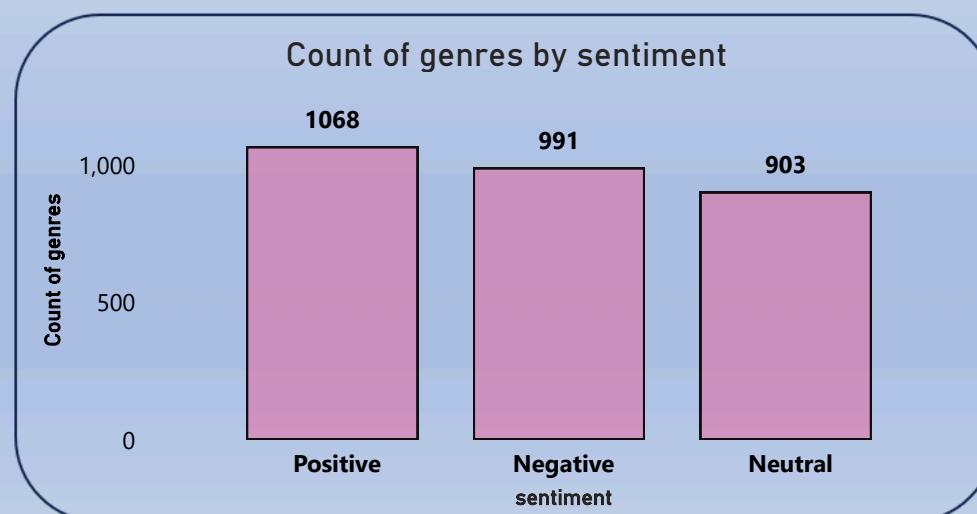
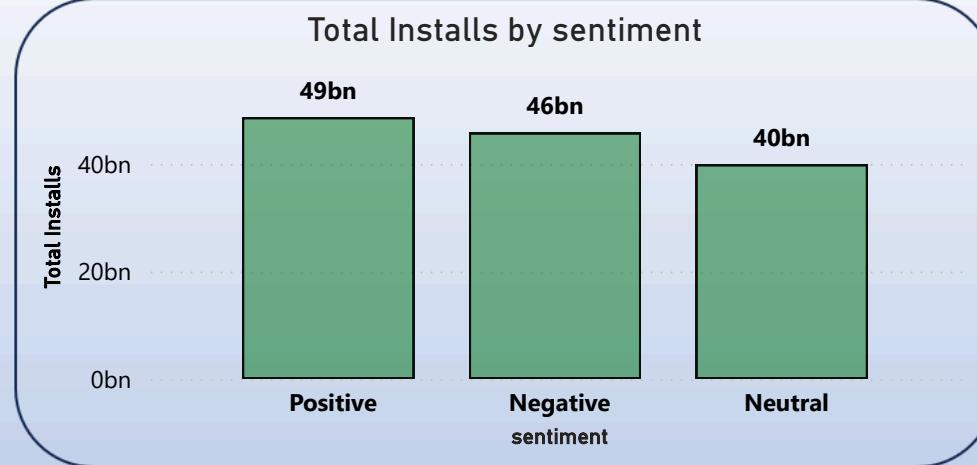
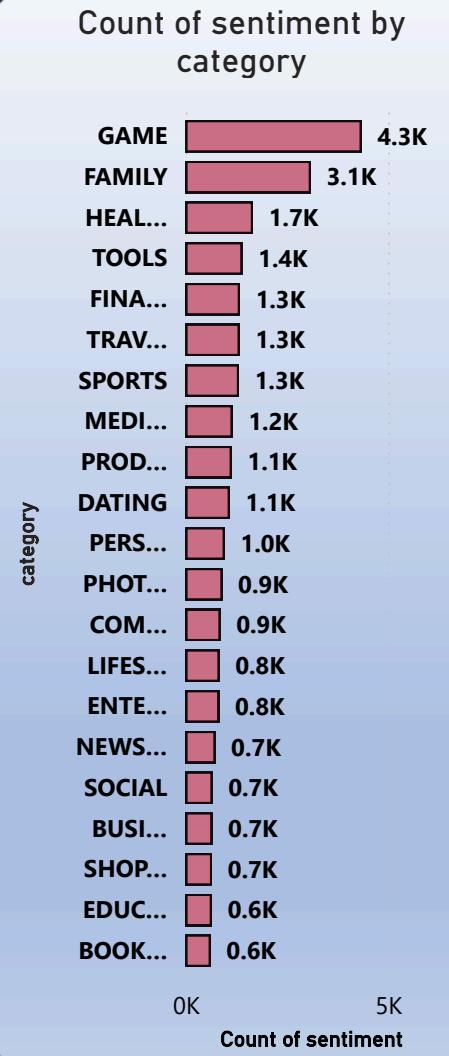
Sentiment Analysis

30K

Sentiment count

4bn

Total Reviews



App & Content Analysis

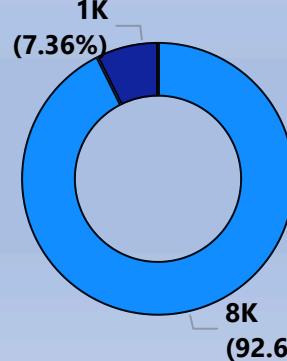
147bn

Total Installs

8181

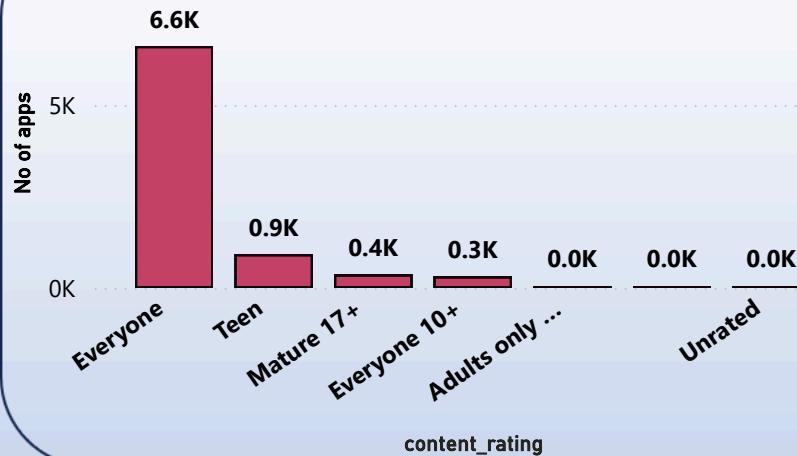
No of apps

Free Vs Paid apps

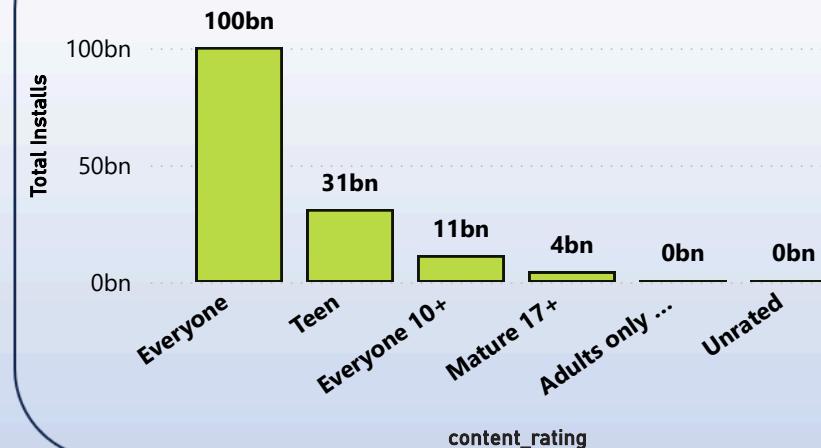


GOOGLE PLAY STORE DATA ANALYSIS

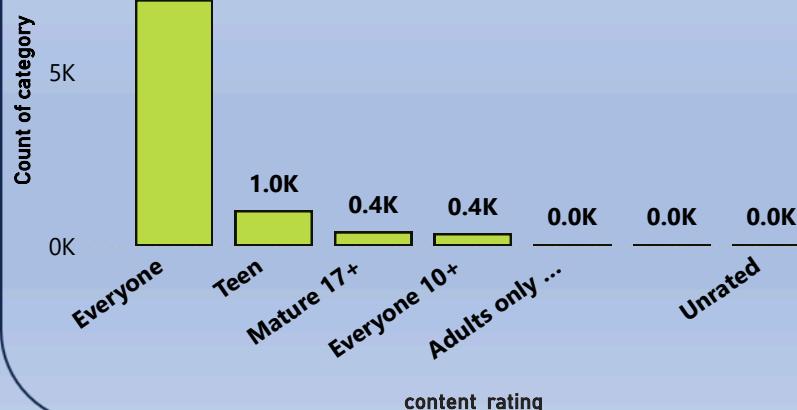
No of apps by content_rating



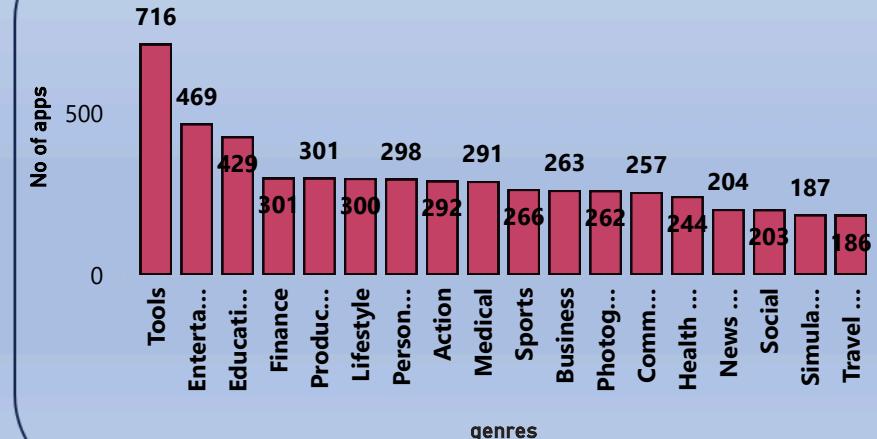
Total Installs by content_rating



Count of category by content_rating



No of apps by genres



Insights

- **Games** and **Communication** apps have the highest number of installs.
- **Family** apps lead in total revenue, followed by **Lifestyle** and **Games**.
- Most apps are **free**, and the majority are rated for **Everyone**.
- Sentiment analysis showed most reviews were **positive**, indicating user satisfaction across major app categories.

Conclusion

This project helped me strengthen my skills in **data analysis** and **data visualization** using Power BI. The dashboard I created provides a clear and interactive way to explore Play Store trends and can help developers or businesses make data-driven decisions.