

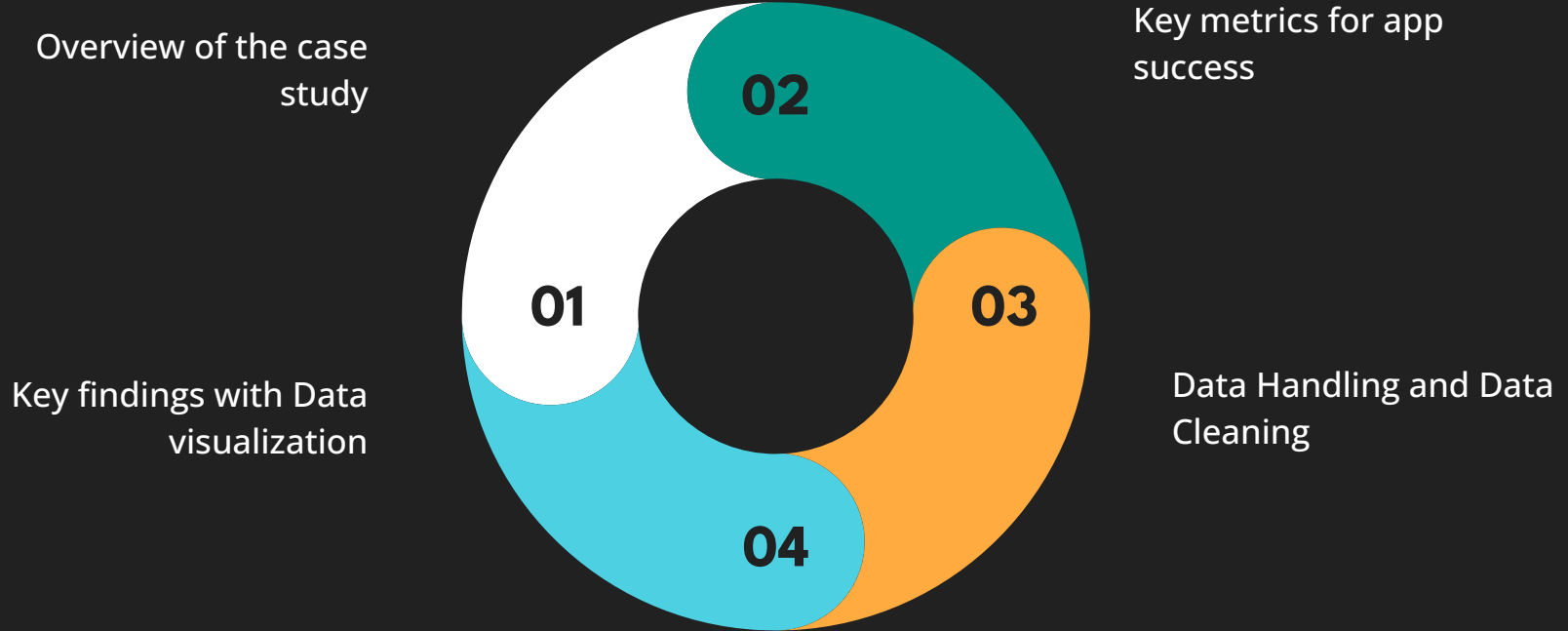


# Exploratory Data Analysis Google Play Store Case Study

This presentation is a case study for the team at Google Play Store. The goal is to develop a feature that boosts visibility for the most promising apps. The presentation will include graphical representations and comparisons.

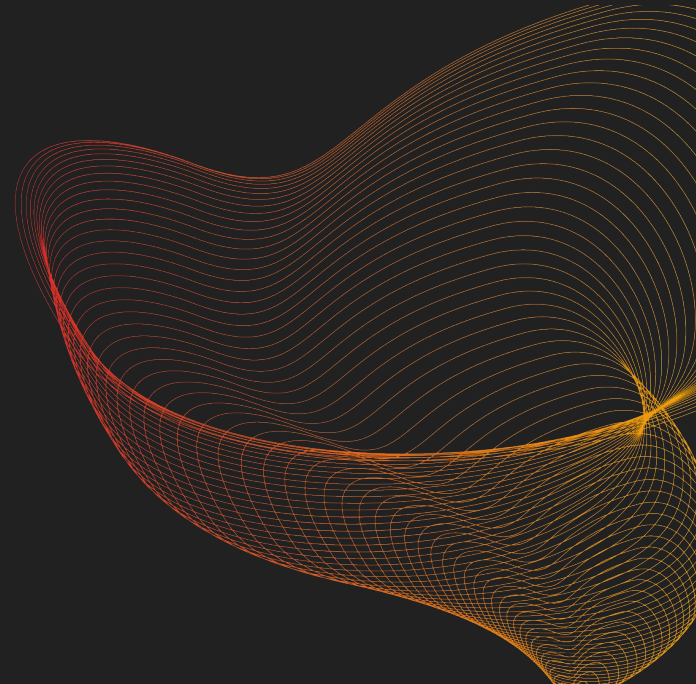


# Introduction



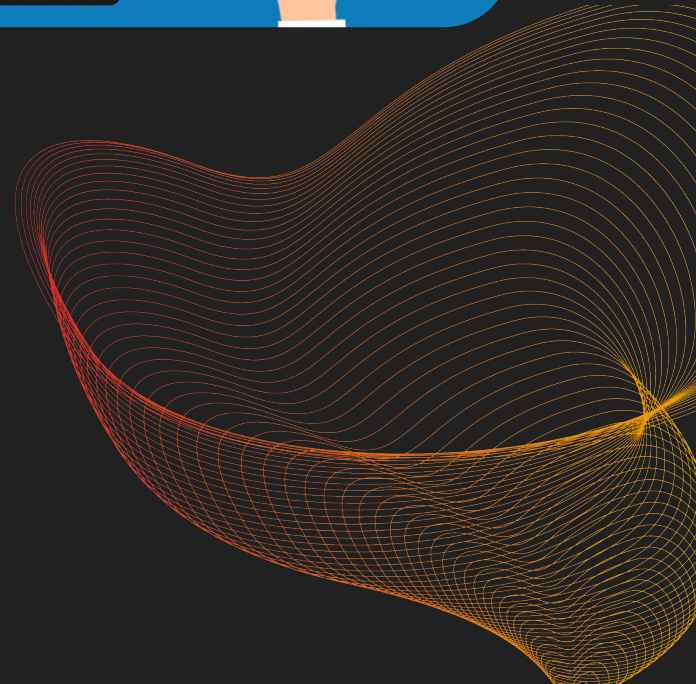
# Overview of Case Study

- 01** Google Play is an online store where you can find a wide range of apps, games, movies, TV shows, books, and more.
- 02** The team at Google Play Store wants to develop a feature that would enable them to boost visibility for the most promising apps.
- 03** This analysis would require a preliminary understanding of the features that define a well-performing app.



## Key metrics for app success

- 01** User acquisition: Measures the number of app installations
- 02** Monetization metrics
- 03** User feedback and app store ratings

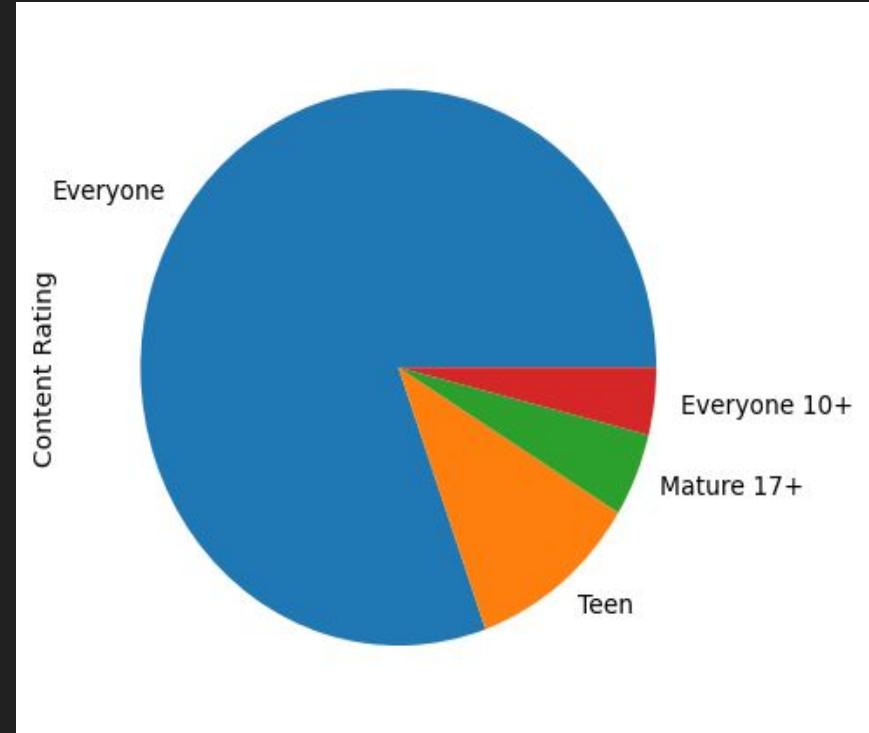
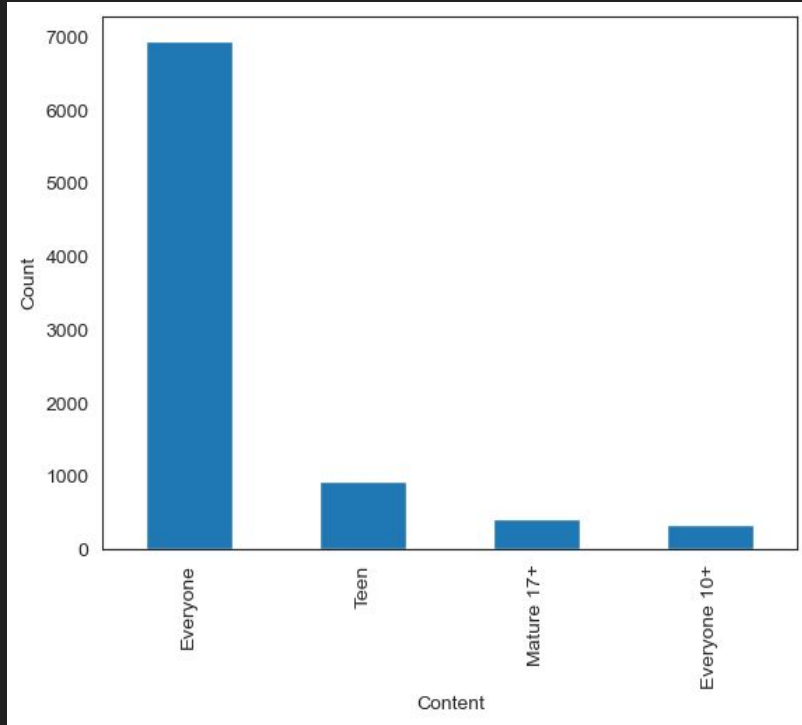


## Data Handling and Data Cleaning

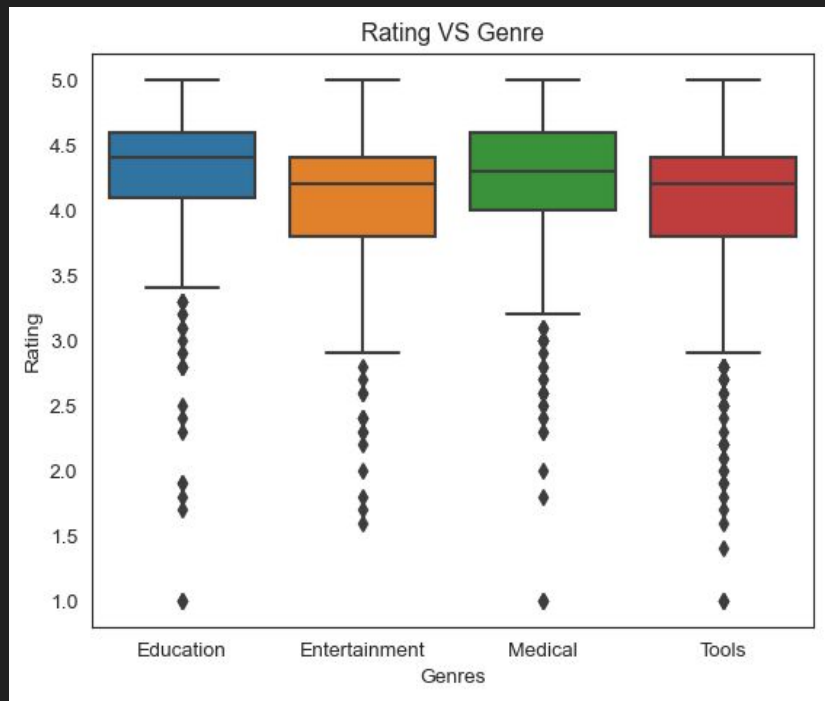
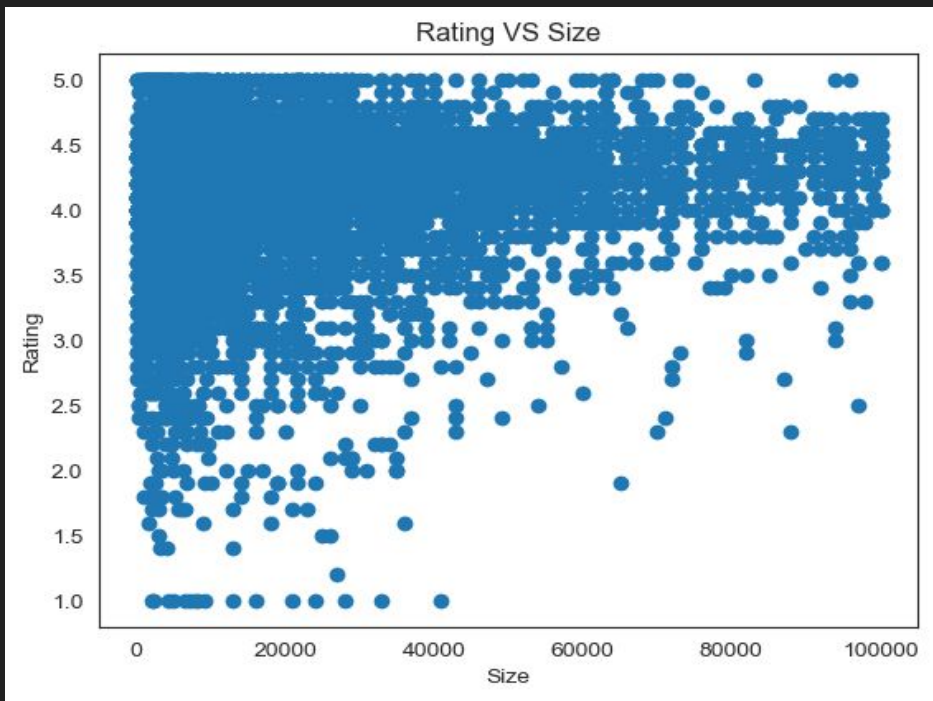
- 01** Data was cleaned using pandas library in Python. The null values present were dropped while some of null values were imputed.
- 02** The incorrect data types were corrected with necessary changes in data within different columns.
- 03** Outliers within data were removed by utilising boxplot visualization from matplotlib library.



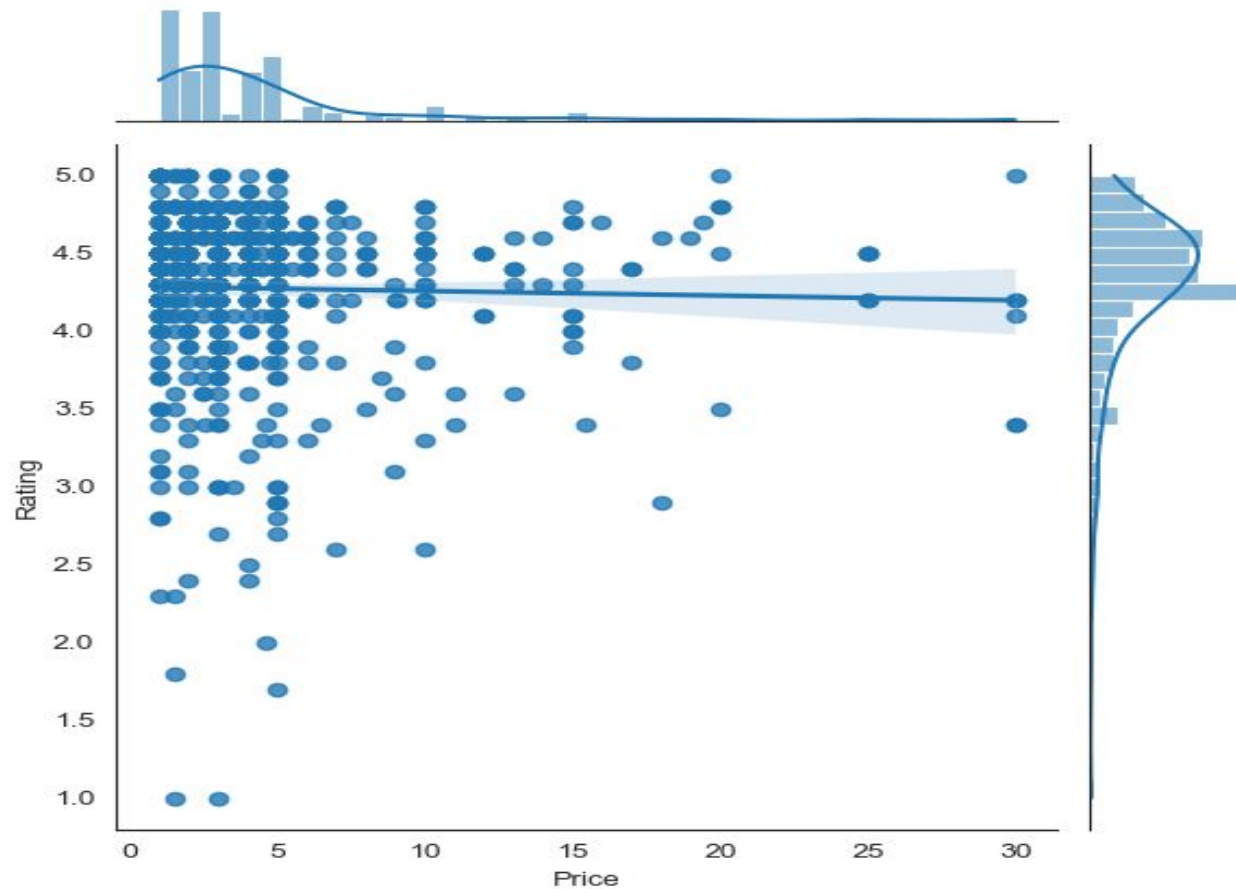
# Data Visualization for Insights



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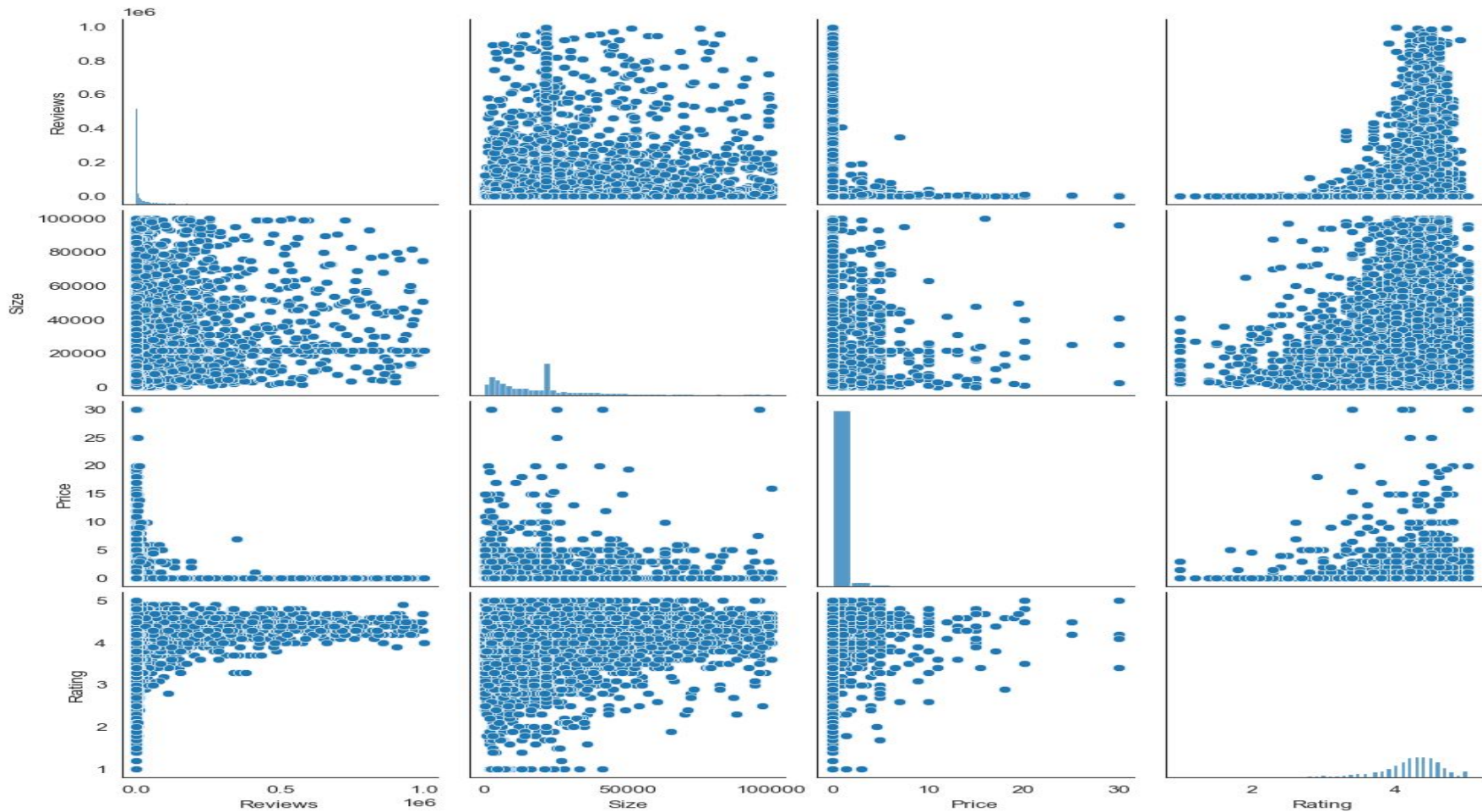


Rating vs Size and Different Genres



**Rating vs Price Distribution**





Pairplot Distribution with Different Attributes

# Findings and Insights

01

Recommendations for boosting visibility:

- Advertise more for higher rated apps
- Keep interface simpler for every kind of user
- Focus on most installed genres

03

Understanding user preferences:

- User's mostly prefers free apps over paid
- Entertainment genre is mostly preferred after education

02

Identifying the most promising apps:

- Highest rated with minimal size
- Higher rated free apps or low cost apps

04

Insights into competition:

- Most apps compete with each other in genres
- There should be healthy competition bet<sup>n</sup> these app within play store



Thank you for your time 😊