Lenovo

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**Mennaallah ramadan**

A logo with a globe and a graduation cap

Description automatically generated

Google play store analysis

**Data Source:**

Kaggle (googleplaystore)

**Clean process:**

1-Replace “reviews” with numerical as float

2- Replace “Last Updated” to Date and time

3-Change the date form

4-Replace $ with space then remove the space

5-Delete the “Genres” column

6- convert the column of “Category” to lowercase

7-remove “\_” in the column of “Category”

8-Replace< Null> in the “Type”,” content”, and “rating” columns with <0>

9- Replace <Null> in the “Current Ver” and “ Android Ver” columns with “ top”

10- Delete the row of” last update” containing <Null>

11-Replace <Null> in the “Reviews” column with mean

**Objectives:**

1-Which factors contribute most to app popularity like app size, category, and the number of installs?

2-How do different app categories perform in ratings?

3-Does the "Content Rating" affect app installs or user ratings?

4-Do free apps have significantly higher installs compared to paid apps?

5- Do apps that are updated more frequently receive better ratings or more installs?

6-Are there any high-rated categories with relatively low installs?

7-What is the relationship between app size and user ratings?

8-What is the distribution of app reviews, and how do they correlate with ratings?

Insights and analysis:

1. Category Communication apps are top in popularity.
2. Education apps has the top rate.
3. Everyone affect on installs rather than teen and everyone10+
4. Yes free apps have higher significant.
5. Yes apps that are updated more frequently receive better ratings
6. They are no relation
7. 76m has top rating then 74m, 62m, varies with device, and 61m.
8. Instagram in the top then WhatsApp , clash of clans, and messenger

Recommendations:

1. If anyone need to make new app, recommend to be in communication field.
2. Make apps free with paid features
3. Any new app like to varies with device size