

Android App Market Analysis

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About me

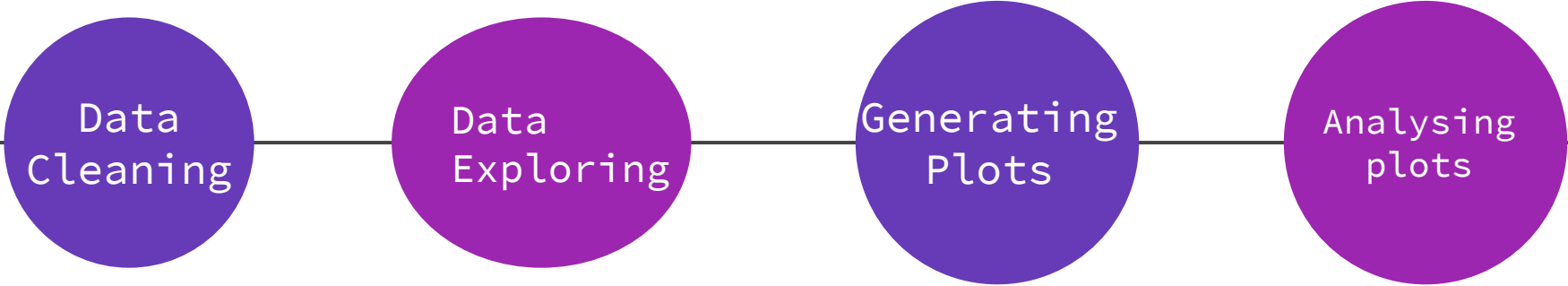
Data Science, Statistics, and Marketing enthusiasts, with a passion for Data Visualization. I love using my data wrangling skills to represent data in the most efficient manner and extract the essence of the data set.

A post grad in Marketing and IT and grad in Information Technology.

My tech Stack:



Project Overview and Objectives



Data
Cleaning

Data
Exploring

Generating
Plots

Analysing
plots

About Android App Market

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- Google play store is flooded with android apps and nowadays creating and selling android apps is quite easy and creative.
- In this Project i have done a detailed analysis of a dataset that has more than 10,000 apps , with their Rating , Category, Reviews, Type, etc.
- Datasets : apps.csv, user review.csv
- No of active users today of android apps: 190 countries, 1 billion active users, 2.96 million apps.

Data Cleaning

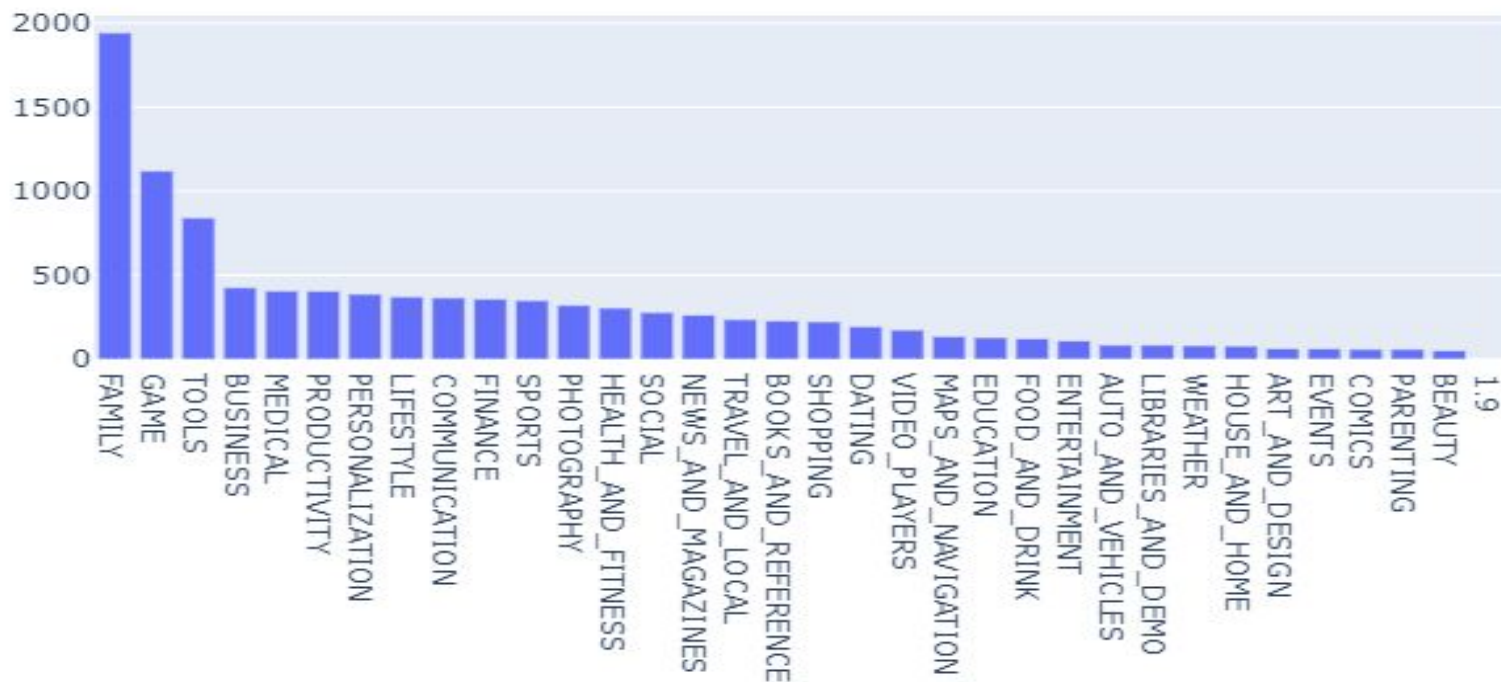
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- Removing special characters from the columns
- Eliminating unwanted data fields.
- Converting required non numeric columns to numeric.



Findings: Which category has highest share of apps in market?

- No of unique apps/categories in dataset : 34
- Out of these 34 unique categories no. of apps in family category: max 1800, Games: 1100



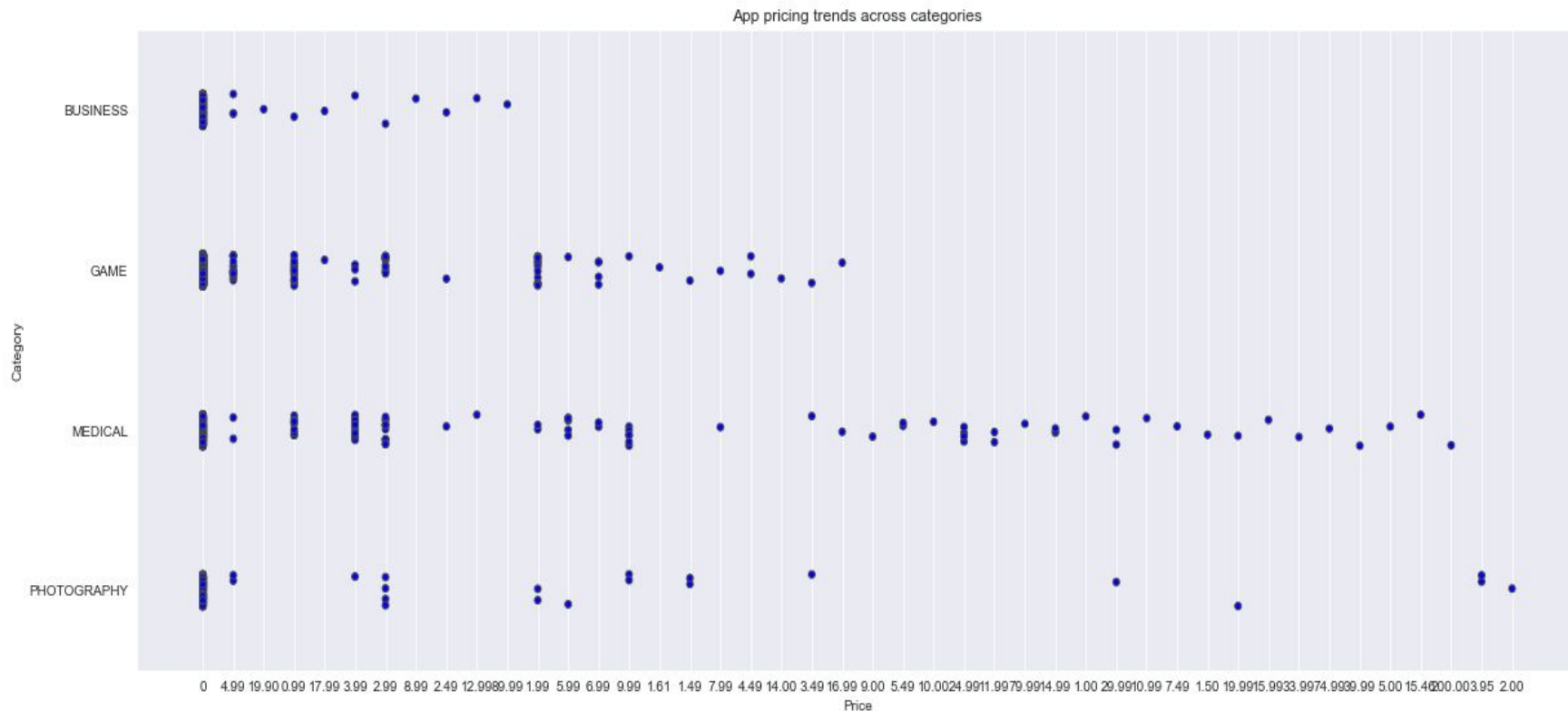
Category Dominating the market

Exploring the market share of each app, *Family* and *Game* apps have the highest market prevalence. Interestingly, *Tools*, *Business* and *Medical* apps are also at the top.

1. Family
2. Games
3. Tools
4. Business
5. Medical

Category with fewest market share: Beauty, Parenting, Comics , etc.

Analysing Price vs Downloads of Apps

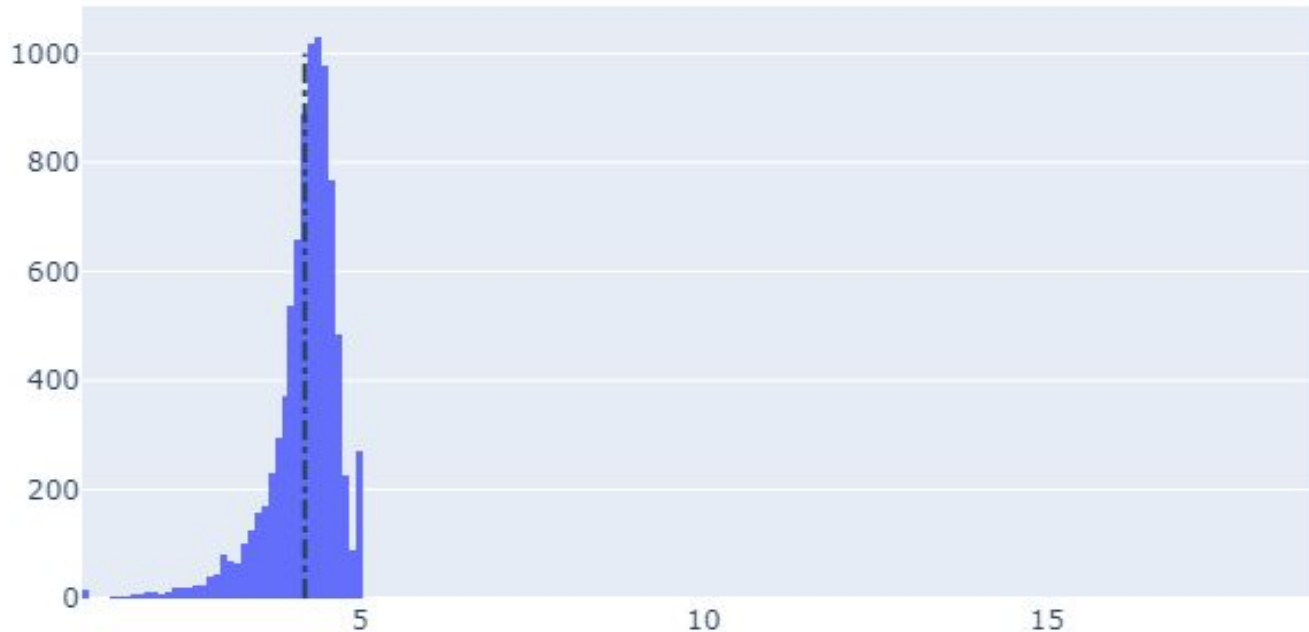


Analysis

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- Where price is almost 0 , every category has max downloads, which implies that people are more inclined towards free apps
- But as the price increases people will only download apps if it is utmost necessary , like we can see categories like medical , photography, etc.

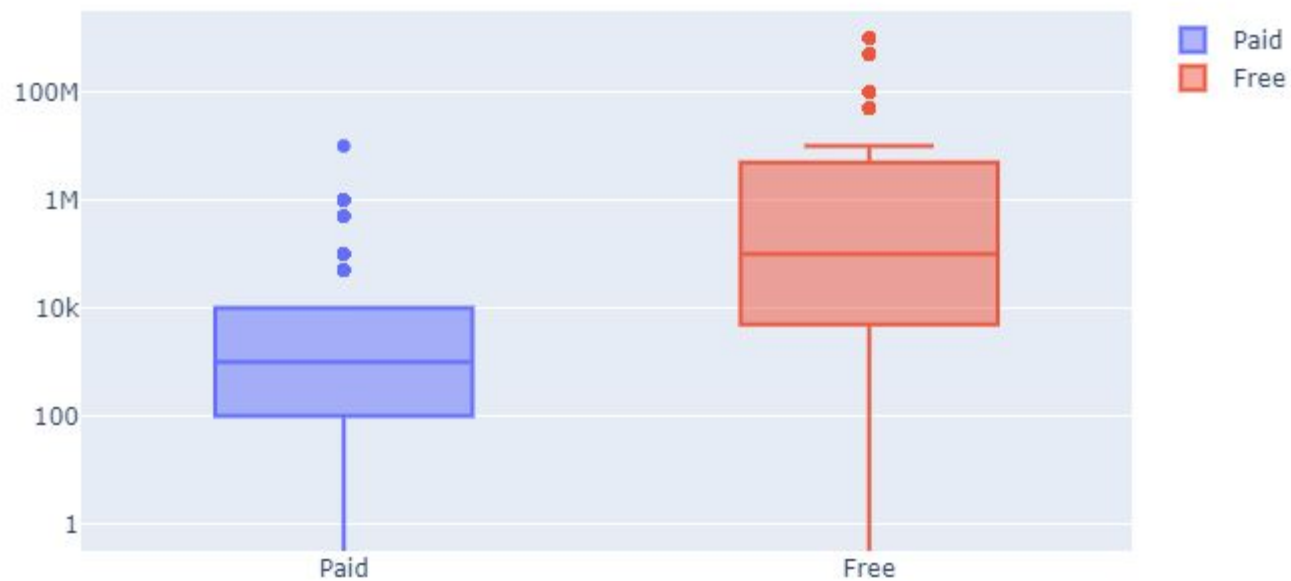
Average app Rating



Calculated average app rating : 4.189542336669298

Histogram plot is skewed to left which indicated that majority of apps are rated between 0-4

Number of downloads of paid apps vs. free apps



Sentiment Analysis

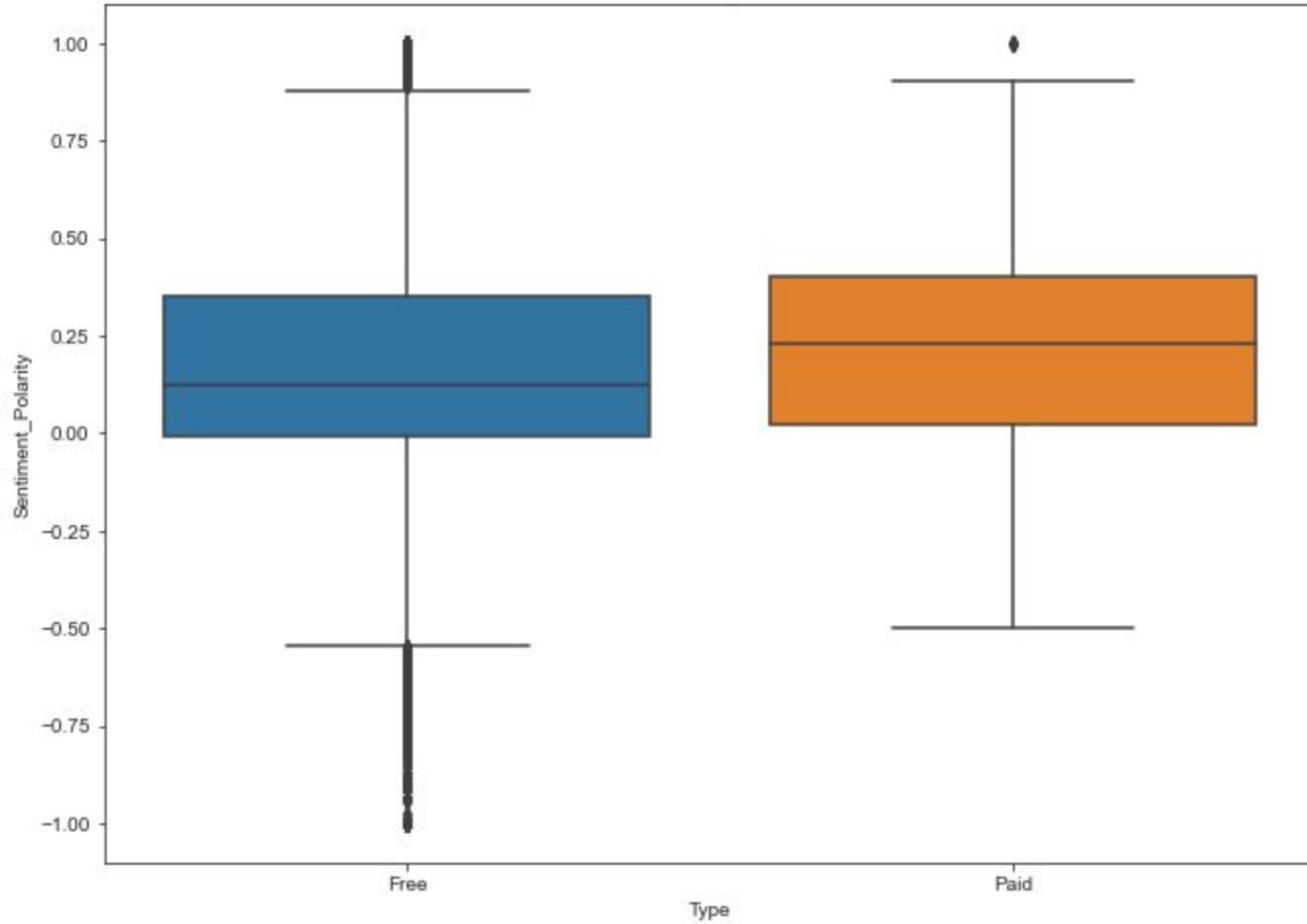
When a sentiment analysis was performed on user review data it was found that people tend to have high sentiment polarity when it comes to free apps rather than paid apps.

- Free apps : Free to download
- Main source of revenue could be advertisements.
- Can act as a customer retention strategy

Paid Apps:

- User is asked to pay and get access for a limited amount of time
- There are high chances user may not buy it again.
- Here kicks in customer loyalty.

Sentiment Polarity Distribution



Analysis

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- Free apps have more outliers that indicates they are more prone to negative and harsh comments.
- Reviews for paid apps are never extremely harsh that indicates paid apps are definitely of high quality.
- Comparing the median polarity of both paid and free, we can see that for paid apps it is higher than free ones.

Conclusion

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- Apps like Family , Games, Business are most downloadable apps.
- People are more willing to pay for professional apps like Medical and Photography rather than leisure apps like games.
- Free apps are prone to receiving negative comments.
- Paid apps reviews are never extremely harsh that means they are more trustworthy.
- Although number of downloads of free apps is more than paid ones.