

Capstone Project Submission

Instructions:

- i) Please fill in all the required information.
- ii) Avoid grammatical errors.

Team Member's Name, Email and Contribution:
Name: Prasad Wagh
Email: prasadwagh2503@gmail.com
Contribution: <ul style="list-style-type: none">• Analyzed the correlation between both the data sets using heatmaps.• Found out the total no of app installed in each category.• Analyzed the relationship between sentiment polarity and sentiment subjectivity.• Prepared the presentation• Found out the Rating frequency and Price frequency.• Contributed in technical documentation.• Contributed in writing inferences and conclusions of the EDA
Please paste the GitHub Repo link.
GitHub Link: -
Please write a short summary of your Capstone project and its components. Describe the problem statement, your approaches and your conclusions. (200-400 words)

Google play store is one of the largest and most popular Android app stores. It offers a ready-made market for apps and games. They have a capacity of about a little over 2 billion users monthly. The data analysis of Google Play Store would be very useful for companies and developers to build an application focused on certain parameters. Knowing the important insights from this analysis can help developers and business managers because they can predict the profit and manage their revenues accordingly.

In order to make sure that we explore the best results out of our analysis, we focused more on the data uniformity. While dealing with the data, we performed a few steps such as removing NAN and duplicate values. We replaced a few NaN with the mode value. By treating special characters like- ',', '\$', we made sure that data uniformity is maintained throughout a feature. With the cleaned data, we performed Exploratory Data Analysis to understand our dataset. We explored the correlation between various features with the help of heatmaps. We successfully extrapolated graphs and plots to gather some meaningful information.

Our main objective was to perform EDA on the cleaned data to discover key factors responsible for app engagement and success. After completion of analysis, I concluded that almost 92% of users prefer free apps. To develop an app which results into high rating needs to get updated with the latest version keeping it optimally sized. Developing apps within 'Family' and 'Lifestyle' categories can be aimed for more profit i.e., high revenue. Games category turns out to be a potential unsaturated space for all developers.

The given datasets have tremendous key performing indices (KPI)-price, ratings, sentiments etc.- to improve business opportunities with creating a huge positive impact for both the users and developers. From the process of EDA that I have followed, the project objectives of analyzing Play Store Data and determining key factors responsible for app engagement and success have been achieved. Companies and developers can use these insights to strategize their business moves accordingly.