GOOGLE PLAY STORE

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INTRODUCTION:

- The Play Store apps data has enormous potential to drive app-making businesses to success. Actionable insights can be drawn for developers to work on and capture the Android market. The dataset is chosen from Kaggle. It is the web scraped data of 10k Play Store apps for analyzing the Android market. It consists of in total of 10841 rows and 13 columns.
- The theme of a Google play store Apps is to design a representative dashboard to analyse the apps based on various app categories and other factors, which have a very important role to analyse the data.

OBJECTIVES:

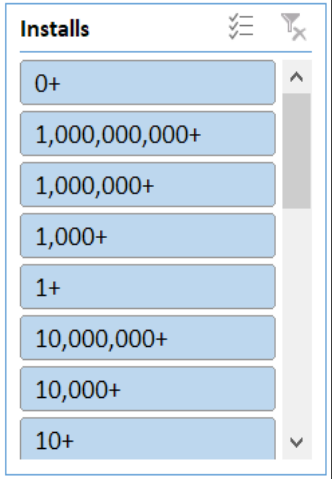
- According to that, I have done the some of the necessary analysis to analyze the data of the Google play store apps and the main Objectives are:
  - ✓ Top Trending apps in Google play store Apps with people reviews.
  - ✓ Percentage of Apps by Age-Category wise.
  - ✓ Top app-categories with the count of total apps in it.
  - ✓ Paid apps vs. Free apps
  - ✓ Finding top apps in category wise in google play store
  - ✓ Most un-used apps-categories in the google play store
  - ✓ Up-to-date apps in the google play store

ETL PROCESS:

- ETL is defined as a process that extracts the data from different RDBMS source systems, then transforms the data (like applying calculations, concatenations, etc.) and finally loads the data into the Data Warehouse system. ETL full-form is Extract, Transform and Load.
- As I taken dataset from the Kaggle, the data contained lot of duplicate values, Null values, and some repeated data along the dataset.
- Therefore, by using **Tableau Prep** made my data clean and bring to proper data format and so, which is ready to analysis, the objectives of my dataset.

1. TOP TRENDING APPS IN GOOGLE PLAY STORE APPS WITH PEOPLE REVIEWS.

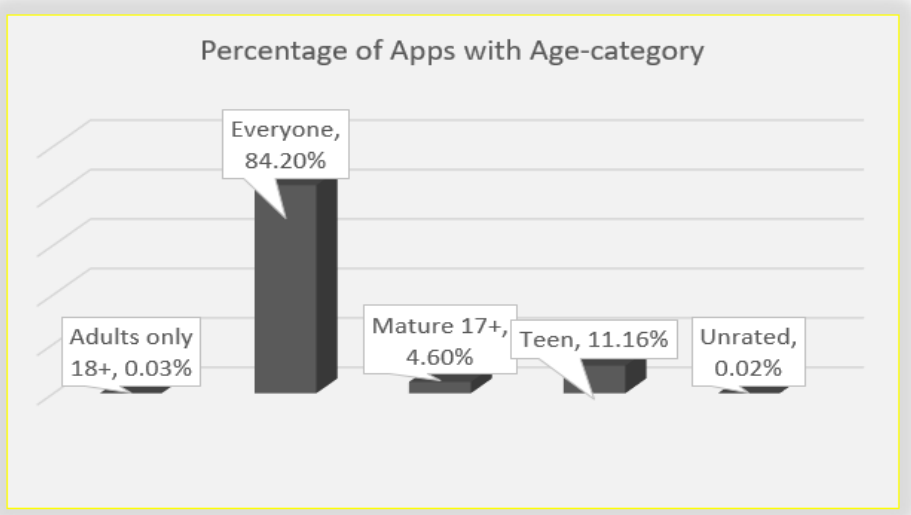
Row Labels	Sum of Rating
Candy Crush Saga	30.8
8 Ball Pool	31.5
Duolingo: Learn Languages Free	32.9
CBS Sports App - Scores, News, Stats & Watch Live	34.4
ROBLOX	40.5



Finding top Trending apps in Google play store with people rating

2. PERCENTAGE OF APPS BY AGE-CATEGORY WISE.

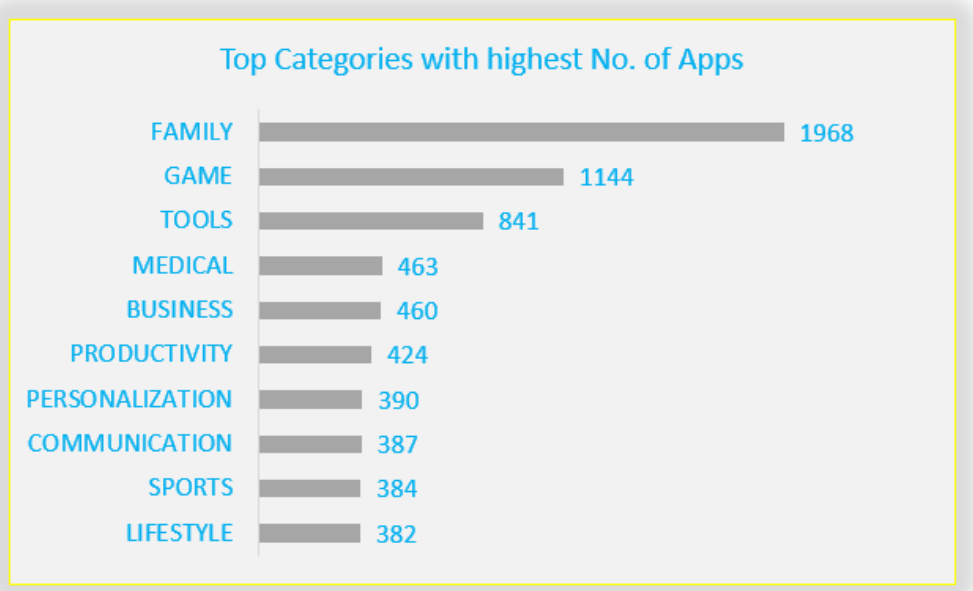
Row Labels	Count of App Name
Adults only 18+	0.03%
Everyone	84.20%
Mature 17+	4.60%
Teen	11.16%
Unrated	0.02%



Percentage of Apps with Age-Category

3. TOP APP-CATEGORIES WITH THE COUNT OF TOTAL APPS IN IT.

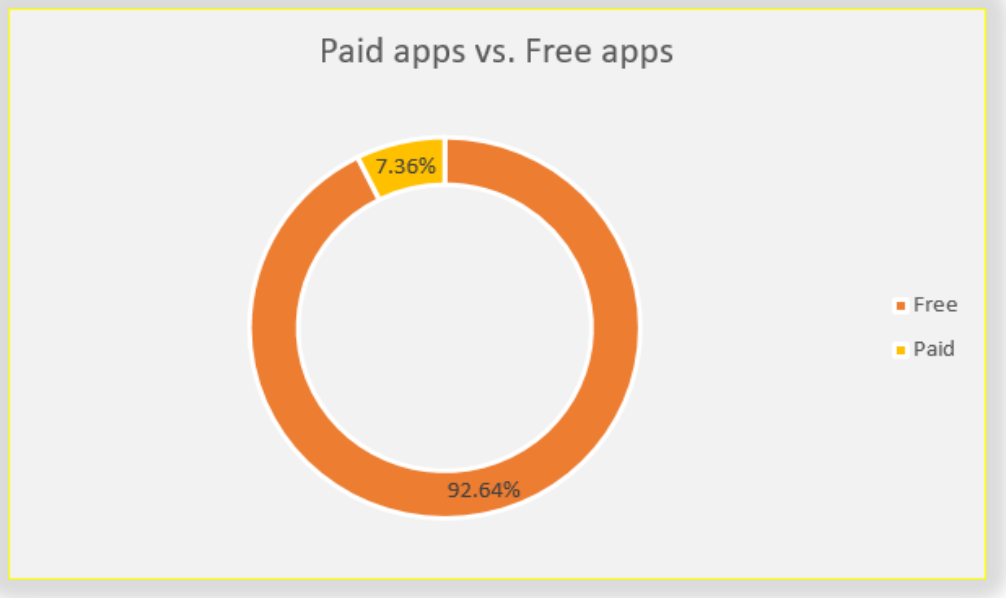
Row Labels	Count of App Name
LIFESTYLE	382
SPORTS	384
COMMUNICATION	387
PERSONALIZATION	390
PRODUCTIVITY	424
BUSINESS	460
MEDICAL	463
TOOLS	841
GAME	1144
FAMILY	1968



Top Categories with highest No.of Apps through count of apps.

4. PAID APPS VS. FREE APPS

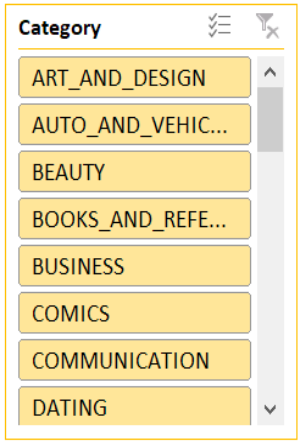
Row Labels	Count of App Name
Free	92.64%
Paid	7.36%



Analysis of Paid apps and Free apps. With the help no. of apps.

5. FINDING TOP APPS IN CATEGORY WISE IN GOOGLE PLAY STORE

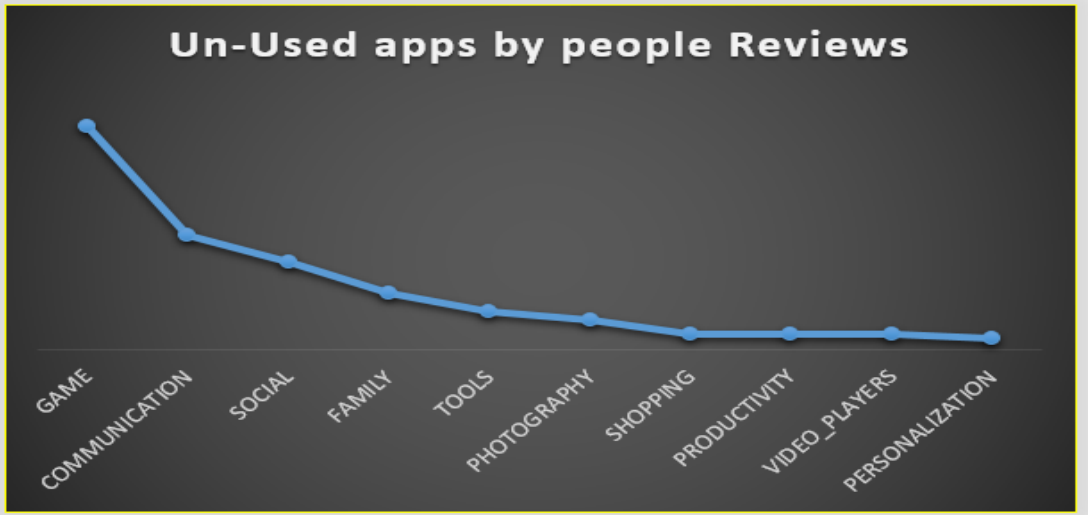
Row Labels	Sum of Rating
Candy Crush Saga	30.8
8 Ball Pool	31.5
Duolingo: Learn Languages Free	32.9
CBS Sports App - Scores, News, Stats & Watch Live	34.4
ROBLOX	40.5



Finding top categories in google play store with people ratings

6. MOST UN-USED APPS-CATEGORIES IN THE GOOGLE PLAY STORE

Row Labels	Sum of Reviews
GAME	1585422349
COMMUNICATION	815462260
SOCIAL	621241422
FAMILY	410226107
TOOLS	273181033
PHOTOGRAPHY	213516650
SHOPPING	115041222
PRODUCTIVITY	114116975
VIDEO_PLAYERS	110380188
PERSONALIZATION	89345721

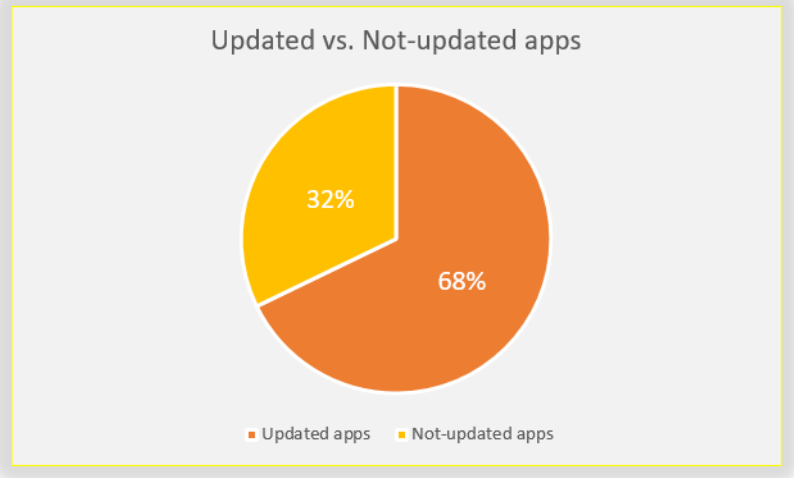


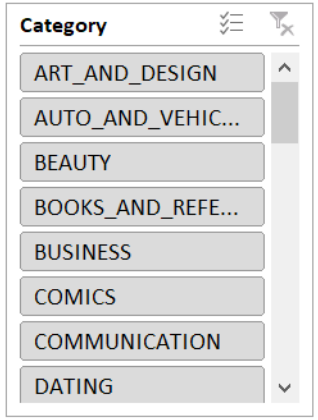
To analyse which type of apps are not so useful by the the people reviews.

7. UP-TO-DATE APPS IN THE GOOGLE PLAY STORE

Row Labels	Count of App Name
2018	67.81%
2017	17.21%
2016	7.41%
2015	4.24%
2014	1.93%
2013	1.01%
2012	0.24%
2011	0.14%
2010	0.01%

Updated apps	68%
Not-updated apps	32%





Updated apps according to Categories. With no. of apps

DASHBOARD

DASH BOARD FOR GOOGLE PLAY STORE APPS
Top 5 Treanding Apps
ROBLOX 40.5
CBS Sports App - Scores, News, Stats & Watch Live 34.4
Duolingo: Learn Languages Free 32.9
8 Ball Pool 31.5
Candy Crush Saga 30.8
Percentage of Apps with Age-category
Everyone, 84.20%
Adults only 18+, 0.03%
Mature 17+, 4.60%
Teen, 11.16%
Unrated, 0.02%
Un-Used apps by people
Reviews
Chart Title
GAME
COMMUNICAT...
SOCIAL
FAMILY
TOOLS
PHOTOGRAPHY
SHOPPING
PRODUCTIVITY
VIDEO_PLAYERS
PERSONALIZAT...
Top Apps in Category wise
ROBLOX 40.5
CBS Sports App - Scores, News, Stats & Watch Live 34.4
Duolingo: Learn Languages Free 32.9
8 Ball Pool 31.5
Candy Crush Saga 30.8
Updated vs. Not-updated apps
32%
68%
Updated apps
Not-updated apps
Top Categories with highest No. of Apps
FAMILY 1968
GAME 1144
TOOLS 841
MEDICAL 463
BUSINESS 460
PRODUCTIVITY 424
PERSONALIZATION 390
COMMUNICATION 387
SPORTS 384
LIFESTYLE 382
Paid apps vs. Free apps
7.36%
92.64%
Free
Paid
Category
ART_AND_DESIGN
AUTO_AND_VEHI...
BEAUTY
BOOKS_AND_REF...
BUSINESS
COMICS
Installs
50+
500,000,000+
500,000+
500+
Type
Free
Paid

REFERENCES

- ✓ Visited *https://community.tableau.com/* to know how the operations done on tableau.
- ✓ Referred MICROSOFT EXCEL 2016 BIBLE: THE COMPREHENSIVE TUTORIAL RESOURCE book regarding to how to do pivoting and how to do visualization for the particular dataset.

BIBLIOGRAPHY

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- ✓ I have downloaded tableau from www.tableau prep for students.com for cleaning of the data set.
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THANK
YOU