

Capstone Project Submission

Instructions:

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

Team Member's Name, Email and Contribution:

Sakshant Rajendra Gongal (sakshantgongal@gmail.com)

1. Data Cleaning:
 - a. Play store app dataset
2. Data transformation
3. Objectives:
 - a. Which age groups do different categories target?
 - b. Do paid apps get better ratings?
 - c. Does rating change with increasing price?
 - d. Does the size of an app influence the number of downloads?
 - e. Sentiment analysis for free and paid apps.
 - f. What percentage of apps are paid?
 - g. Correlation matrix

Dhawal Subhash Khandait (dhawalskhandait6701@gmail.com)

1. Data Cleaning:
 - a. App review dataset
 - b. Play Store app dataset(some part)
2. Objectives:
 - a. Which type of apps are users willing to pay for
 - b. Which type apps has more / best reviews?
 - c. How do reviews affect the user's decision to download apps?
 - d. Are app updates important?
 - e. Are sentiment influences the final rating of the app?
 - f. How is the app rating distributed?
 - g. How many apps are there in each category?
 - h. Which category apps are installed most?

Drive Link- <https://drive.google.com/drive/u/0/my-drive>

Please paste the GitHub Repo link.

Github Link:- <https://github.com/sakshantG/Play-Store-App-Review-Analysis.git>

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 immersed with a few thousands of new applications regularly with a progressively huge number of designers working freely or on the other hand in a group to make them successful, with the enormous challenge from everywhere throughout the globe. In this EDA project, we were provided with two datasets i.e. play store data & user reviews.

With this project we will take you through a journey of analyzing various apps found on the play store with the help of different python libraries.

As the first step, we perform data cleaning/wrangling over the raw data to make the data more understandable to make correct predictions. Further we divided the complete project into three main parts i.e. User analysis, Sentiment analysis & bivariate analysis.

After cleaning data, we started to extract insights which will help the end user to make predictions from given data, we were trying to extract each and every details from data which will help to tell what kind of apps user really want and which will help developers to design apps according to needs of user.

In the entire analysis we were trying to observe each feature which influences success of an app on Google play store. After analyzing the dataset, we have come up with some of the interesting insights which any of the android users would love to know. We have found rating variable is the important factor for users, because users generally download any app by analyzing the rating. Rating is depending variable, whether it's free or paid, number of the reviews, sentiment of the review comments.