

Wireframe Document

Analysing Google Apps Store

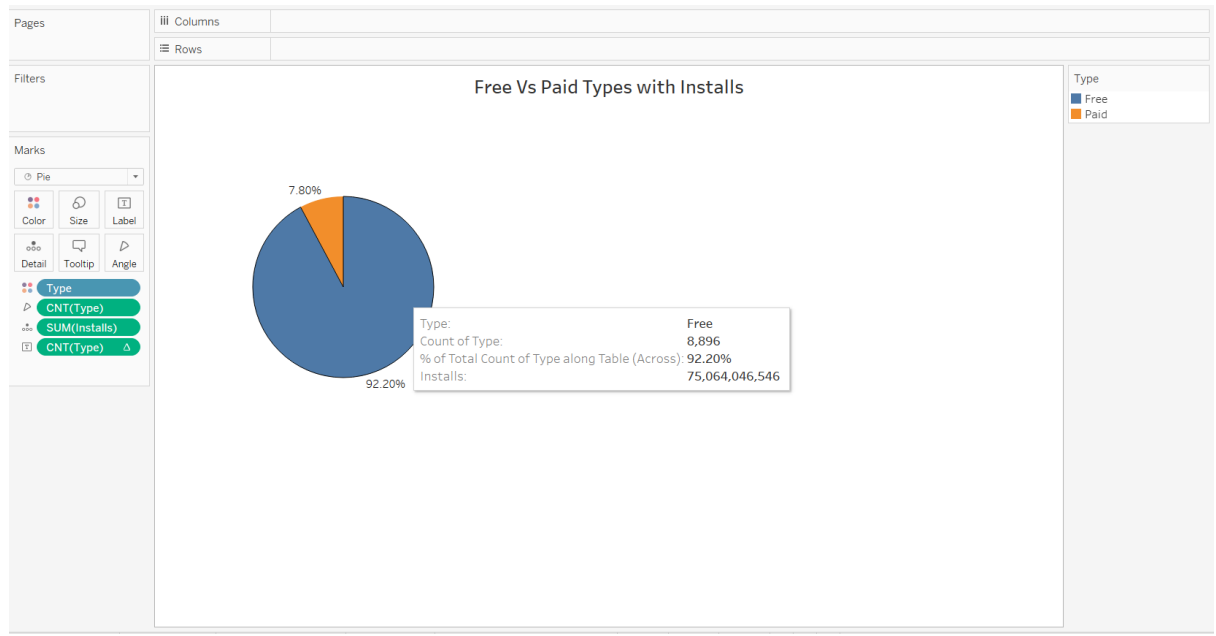


Google Play

Homepage

We performed Exploratory Data Analysis (EDA) in Jupyter Notebook and then created Tableau Desktop dashboard.

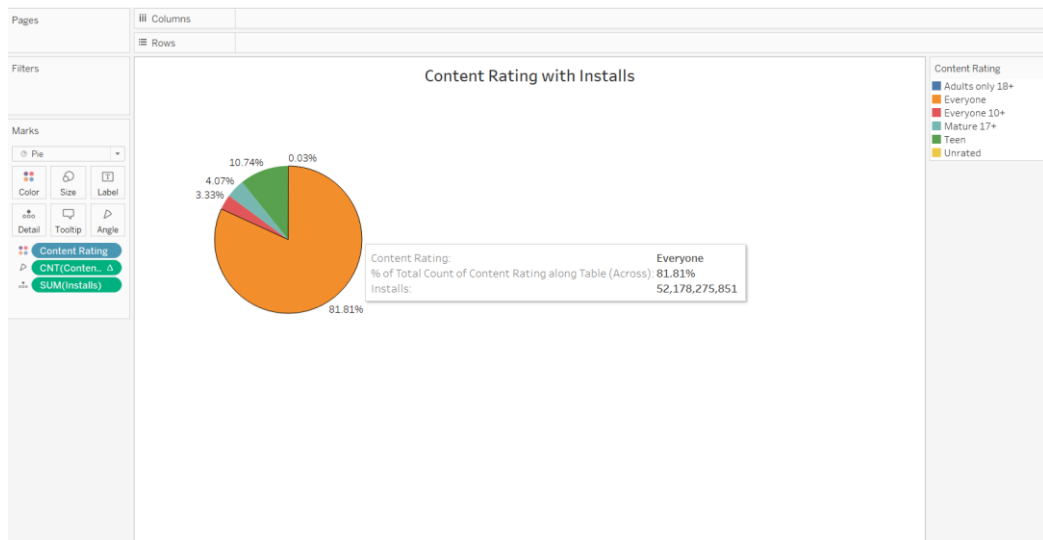
1. Impact of Type (Free or Paid) of App on installation numbers.



Inferences:

- 92.2% apps are Free and rest are Paid. So, users install Free Apps more than they install Paid Apps.
- By hovering over the pie chart, we can see Installs in number. This number is more for Free Apps.

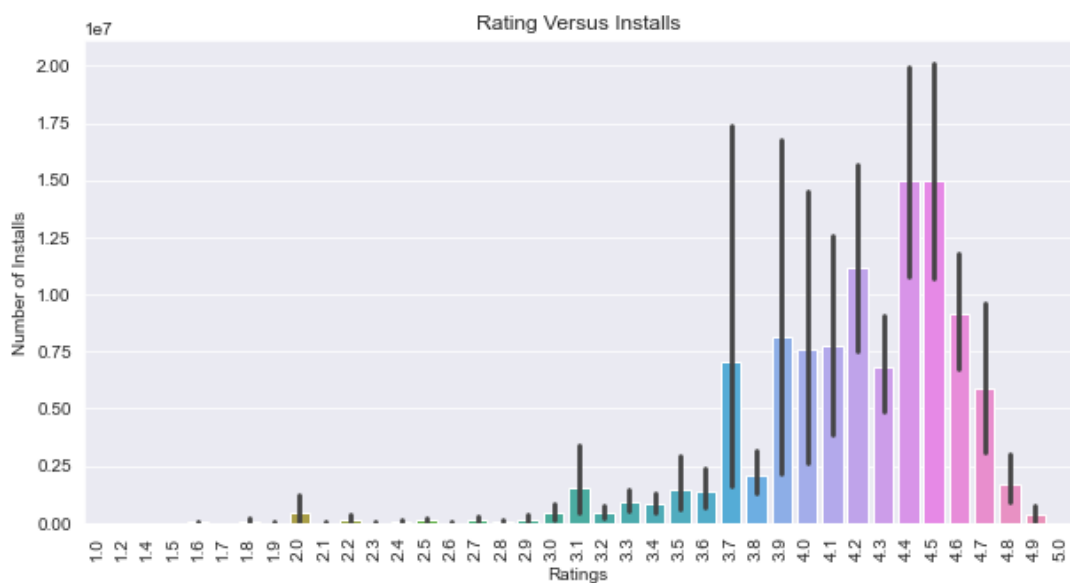
2. Impact of Content Rating on Installation numbers.



Inferences:

- Apps having Content Rating as Everyone are installed in majority and the percentage is 81.81%.

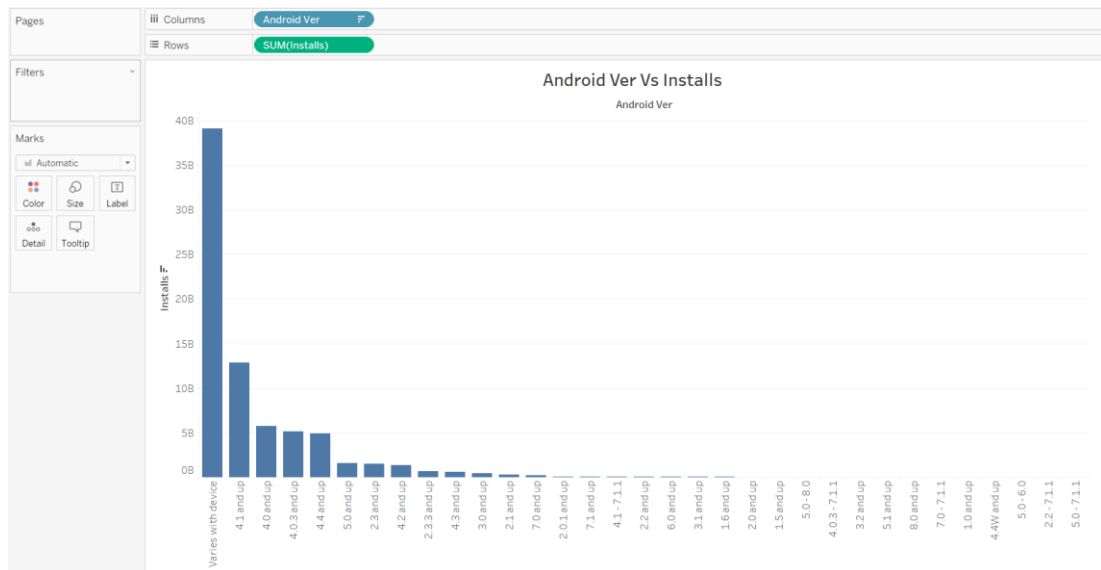
3. Impact of Rating on Installation numbers.



Inferences:

- From the above graph, we can infer that Apps having rating of 4.4 and 4.5 are installed the most.
- Apps having lowest rating are installed the least. Apps having rating less than 3.0 have low installation numbers.

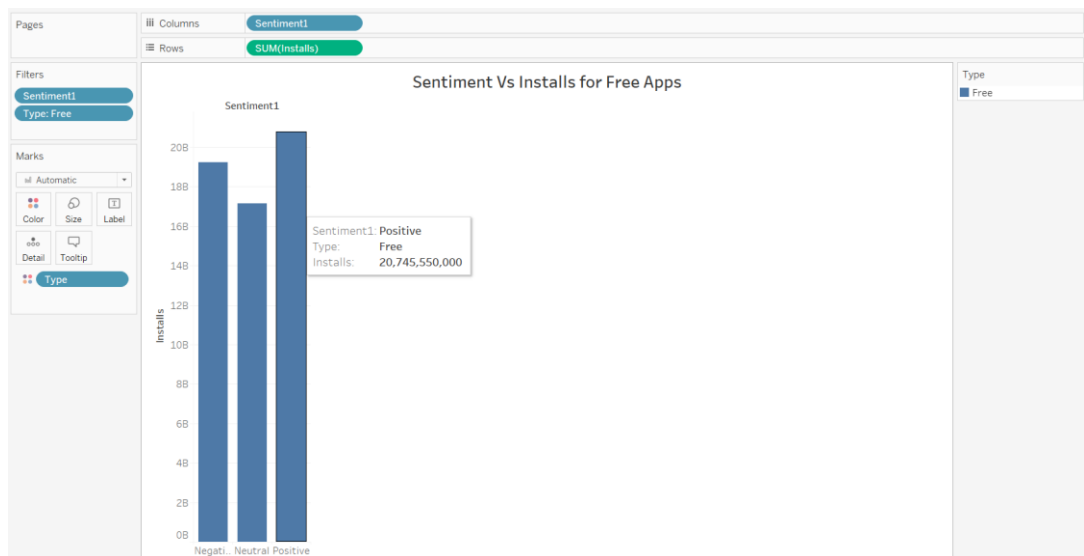
4. Impact of Android Ver on Installation numbers.



Inferences:

- Apps having lower android version compatibility are installed in lesser numbers than apps having higher android version compatibility.

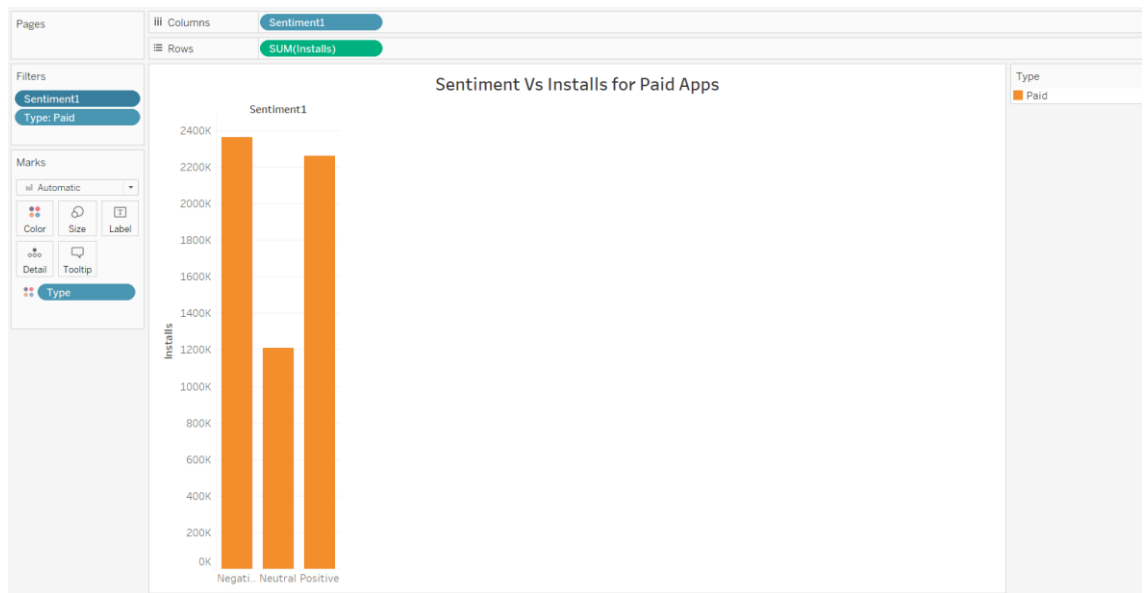
5. Impact of Sentiment on Installation numbers for Free Apps.



Inferences:

- For majority installs, positive reviews were given. Negative and neutral reviews are also common.

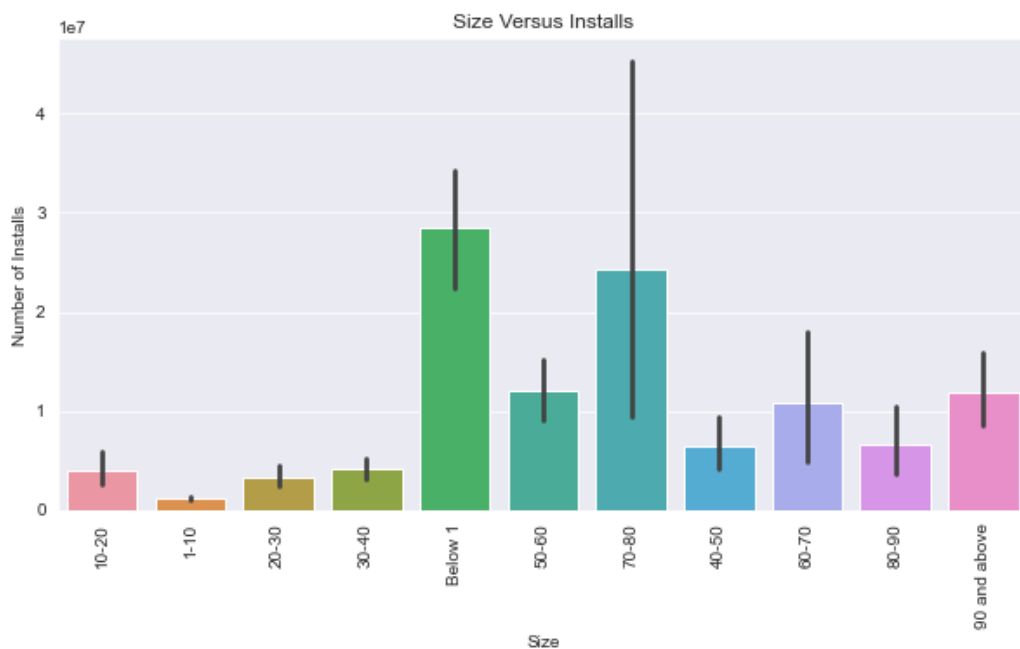
6. Impact of Sentiment on Installation numbers for Paid Apps.



Inferences:

- In case of paid apps, most installations have negative reviews followed by positive and neutral.

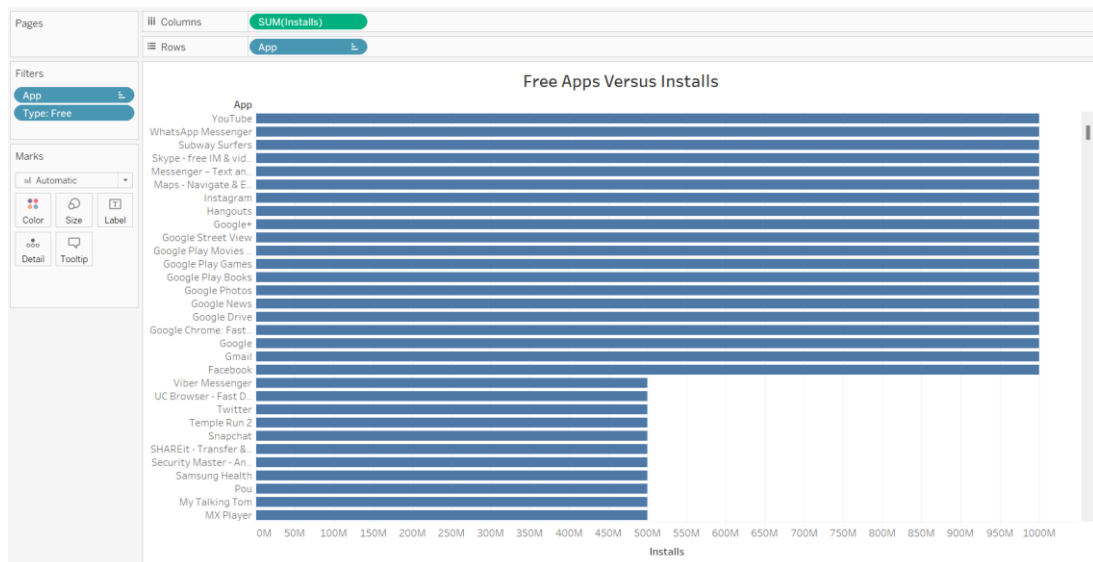
7. Impact of Size on Installation numbers.



Inferences:

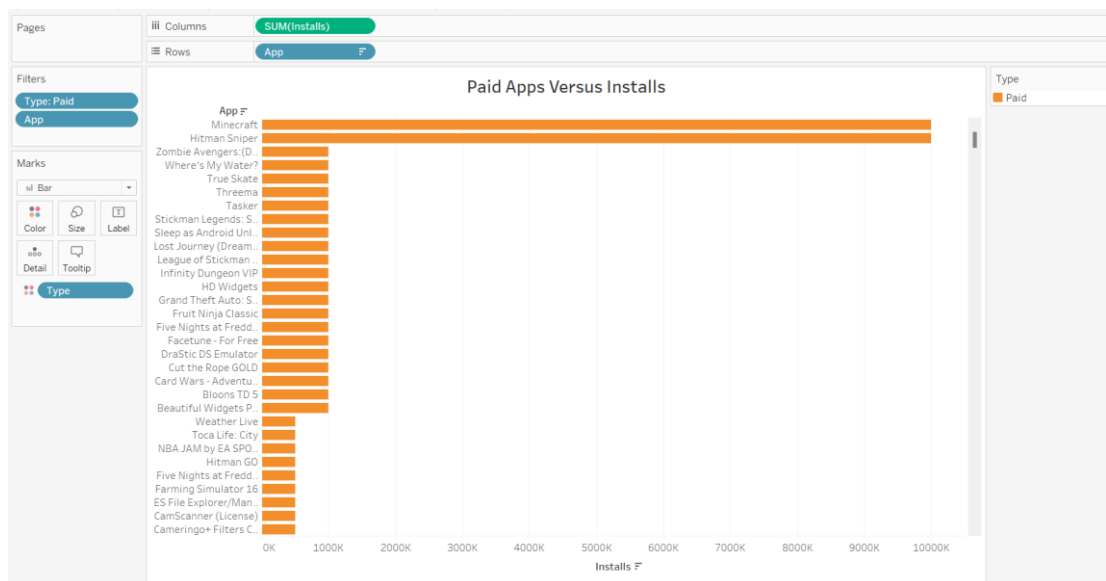
- Maximum installs were for apps whose size was below 1.

8. Free Apps Vs Installs



- Youtube, Whatsapp, Subway Surfers etc, are some of the apps having most installs.

9. Paid Apps Vs Installs



- Mitman and Hitman Sniper had maximum number of installs while there were many apps with 0 installs.

10. Category Vs Installs

