**Problem & background**

This data analysis aims to provide valuable insights into the future business approaches and development of mobile apps. The analysis is based on historical data collected from the Google Play store, spanning from June 2012 to February 2019. By examining this dataset, we can gain a deeper understanding of various aspects related to mobile apps, including their availability, usability, and users' expectations.

The dataset includes essential information such as the names of mobile apps available on the Google Play store, their corresponding categories, supported Android versions, user ratings, number of reviews, number of installs, app size, last update date, and the current version of the mobile apps.

**Solution**

Upon reviewing the dataset, it is apparent that there are several issues present, including blank fields and NaN (Not a Number) values. Consequently, it is necessary to address these problems by implementing suitable functions or methods to handle missing or incomplete data. By doing so, we can ensure the accuracy and reliability of our analysis.

**Methodology & Project scope**

The primary objective of this project is to generate a final dataset that is both calculated and presented in a manner that is easy to comprehend. This emphasis on clarity and simplicity ensures that the insights derived from the analysis are accessible and actionable. By achieving this vision, the project aims to provide valuable information and facilitate informed decision-making in the realm of mobile app business approaches and development.

The initial step of the analysis involves examining the dataset for any blank columns, ensuring that all required information is present. Subsequently, special attention is given to handling NaN values specifically in the rating column. To address this issue, the dataset can be processed using the VLOOKUP formula, which allows for substituting the missing values with appropriate ratings.

Once the NaN values in the rating column have been handled, the next step is to utilize a pivot table. This pivot table analysis helps to identify patterns and extract meaningful insights from the dataset. By exploring the data through different dimensions and aggregations, it becomes possible to uncover recommended actions or strategies based on the observed trends and patterns.

In summary, the process involves checking for blanks, handling NaN values using the VLOOKUP formula, and utilizing pivot tables to derive valuable recommendations and insights from the dataset.

**Goals & KPIs**

* **Goal 1:** Enhance the comprehensibility of the data by presenting it in a clear and easily understandable format.
* **Goal 2:** Utilize pivot tables to create structured data that enables effective visualization and facilitates the generation of insightful findings.
* **Goal 3:** Providing valuable insights and actionable recommendations.

**Concepts Used**

* **Concept 1:** VLOOKUP , Average
* **Concept 2:** PIVOT TABLE , charts
* **Concept 3:** Filters , Dealing with Nan values

**Conclusion**

In conclusion, the primary goal of this project is to generate a final dataset that is calculated and presented in a clear and comprehensible manner. By addressing blank columns and handling NaN values, we ensure the accuracy and completeness of the data. The utilization of pivot tables further enables us to extract valuable insights, identify patterns, and make informed recommendations for mobile app business approaches and development. Through this process, we aim to provide valuable information that can facilitate decision-making in the mobile app industry.

**Project owner**

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