

Capstone Project

Play Store App Review Analysis



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About Play Store:



Initially offered as Android market in October 22, 2008, later on March 6, 2012 it was renamed as Google Play Store.

It's Google's platform for offering various digital content and Android applications to its consumers. Contrary to what some people may think, the Google Play Store is not just an app store, not at all. You will find all sorts of content available here. The Google Play Store is home to music, movies, books, and games... in addition to your regular Android applications.

Do all Android smartphones come with Google Play Store pre-installed?

No, they do not. The Google Play Store is pre-installed on smartphones that ship with Google Mobile Services (GMS). It's free to use, and manufacturers are not forced to pre-install Google Mobile Services if they don't want to, not at all.

WHY ANALYZE THE GOOGLE PLAY STORE?



Top categories on Google Play store ?



What are the Top 10 installed apps in any category?



What are the Top 5 apps in PHOTOGRAPHY



What is the ration of number of Paid apps and Free apps?

Project Tools

The project is an Exploratory Data Analysis of Two data sets of Google Play Store which are..

- Play Store Data
- User Reviews

2. Libraries such as Numpy, Pandas, Matplotlib ,Seaborn, are used to Analyze & Visualise the data.

Data summary

DataFrame use our project

Play Store Data

- * App
- * Rating
- * Size
- * Type
- * Content Rating
- * Genres
- * Last Updated
- * Current Ver
- * Android Ver
- * Category
- * Reviews
- * Installs
- * Price

User Reviews

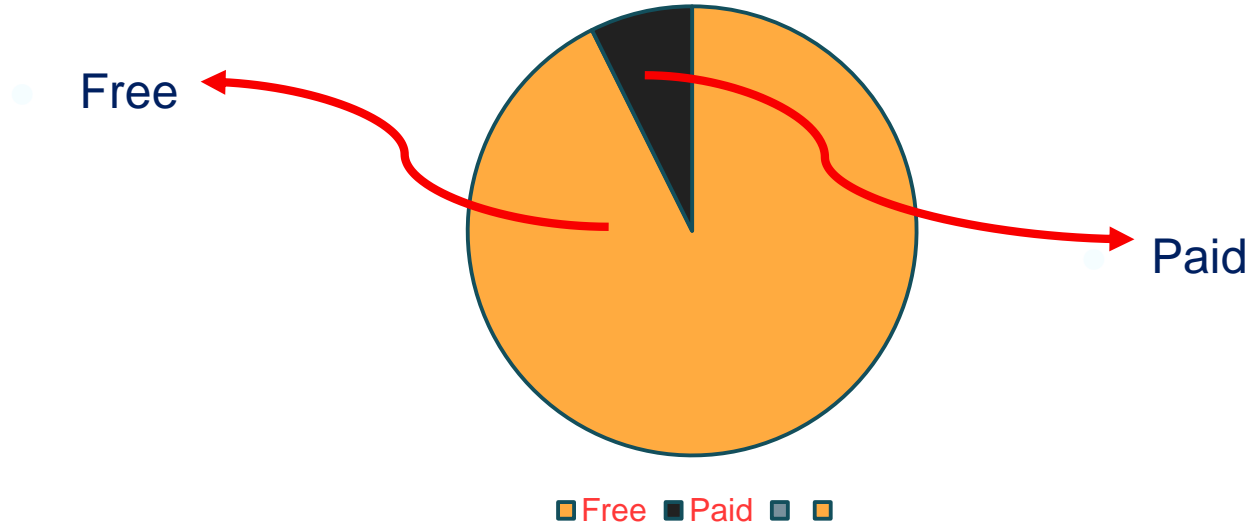
- * App
- * Translated Review
- * Sentiment
- * Sentiment Polarity
- * Sentiment Subjectivity



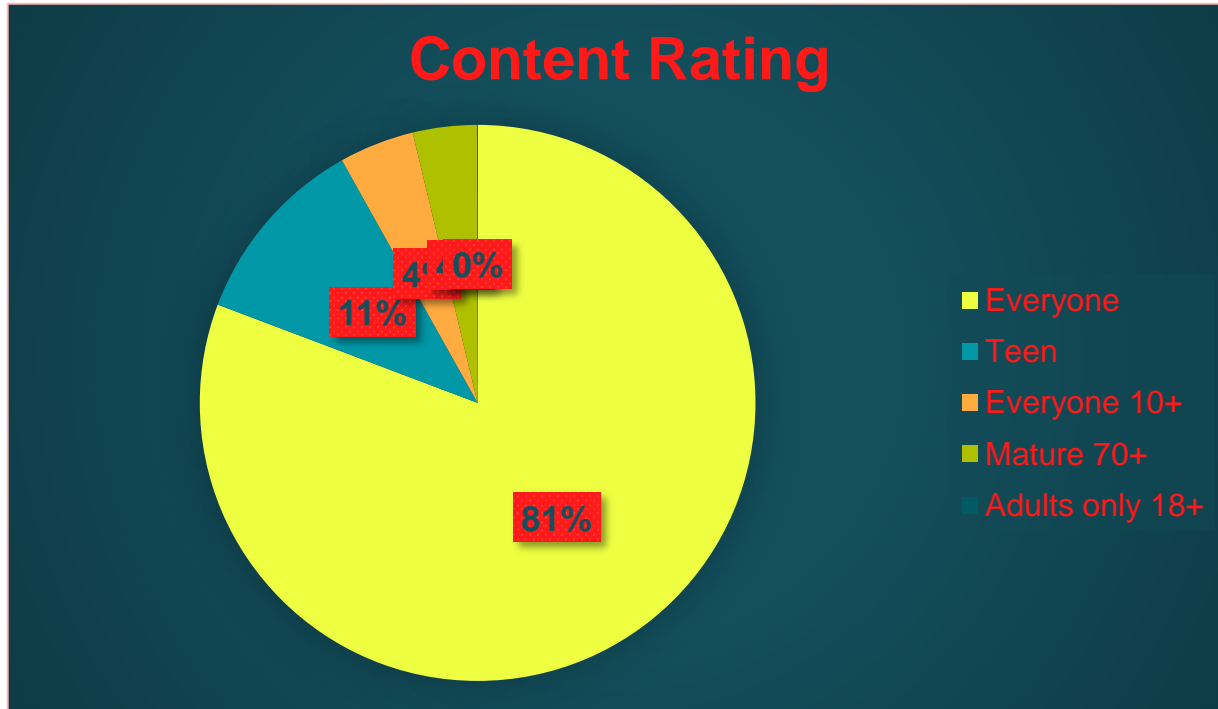
Exploratory Data Analysis with Python

The ratio of number of Paid apps and Free apps

Distribution of Paid and Free apps



Category of Apps from the Content Rating



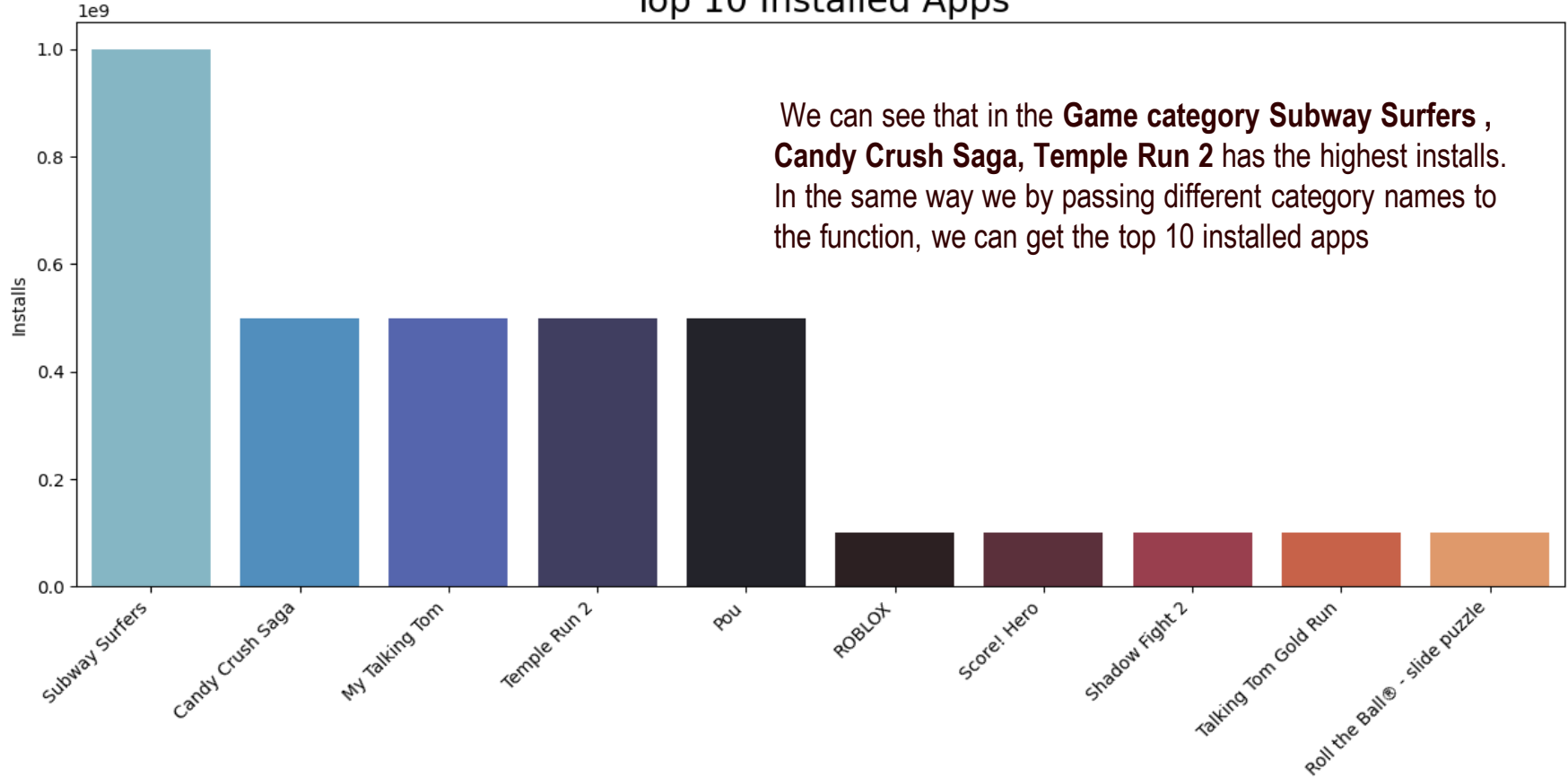
Top categories on Play store

Top categories on Playstore



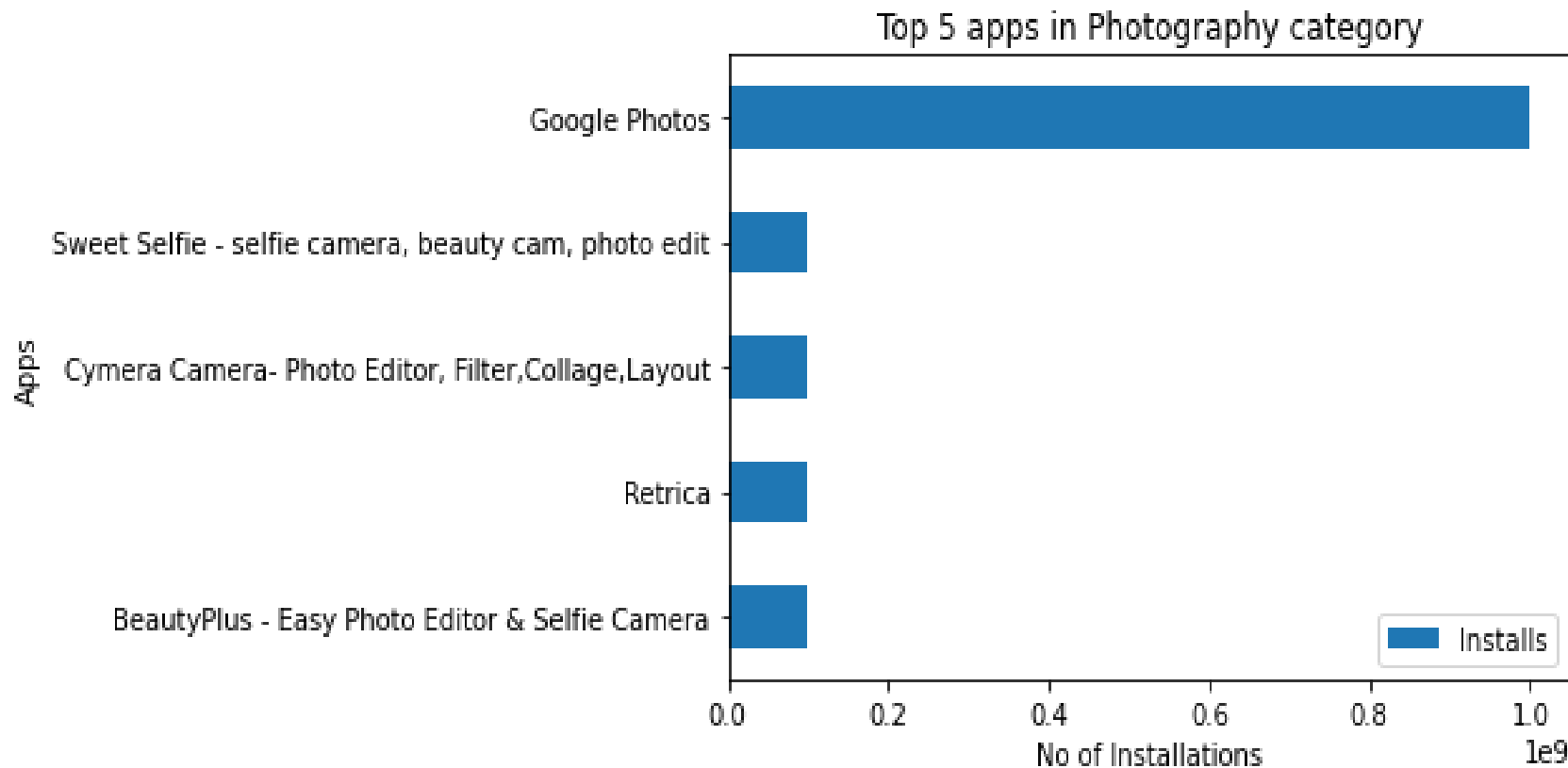
The Top 10 installed apps in any category

Top 10 Installed Apps

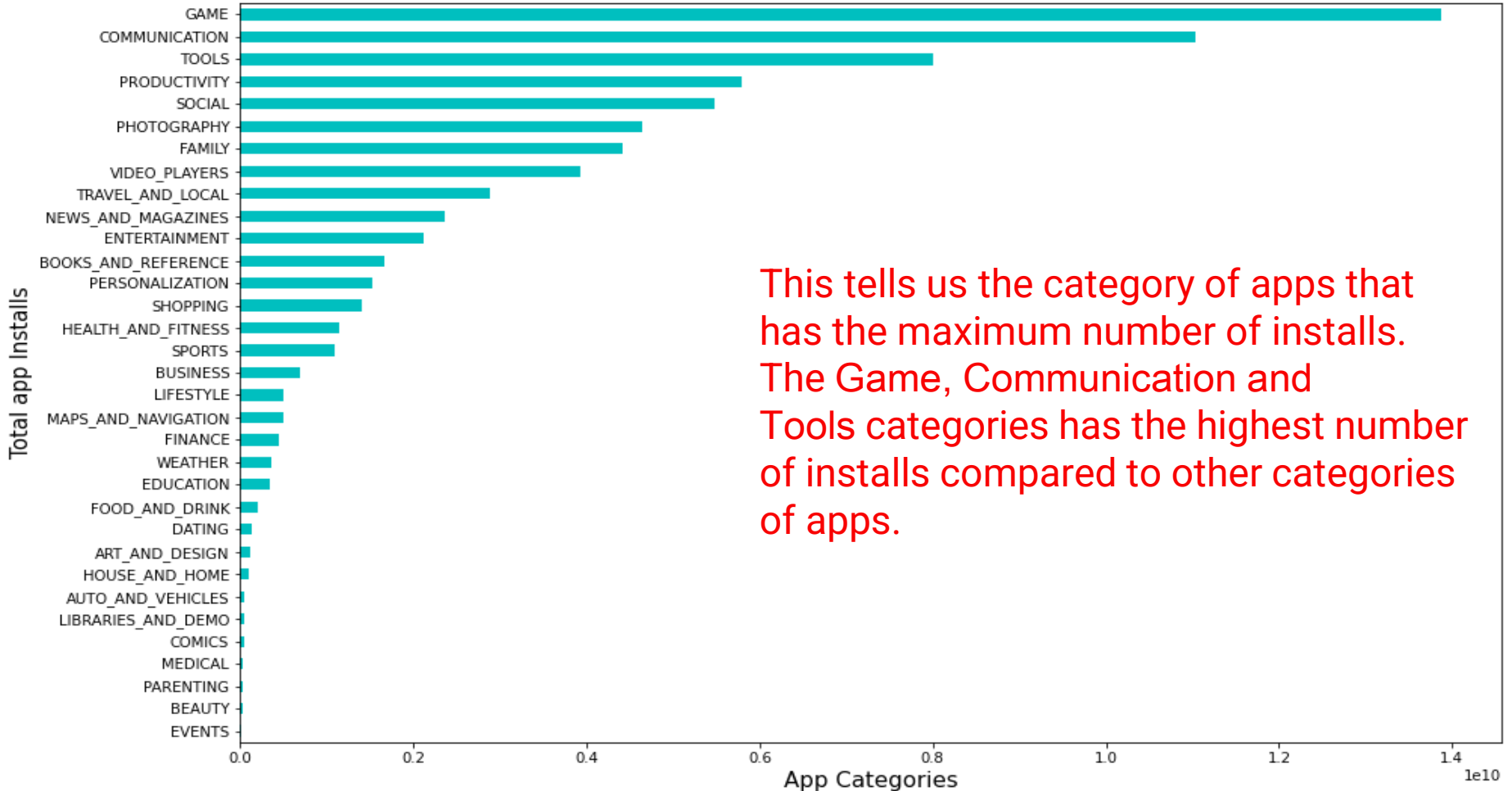


Top 5 apps in PHOTOGRAPHY

Google Photos app is on top in the Photography category by installations



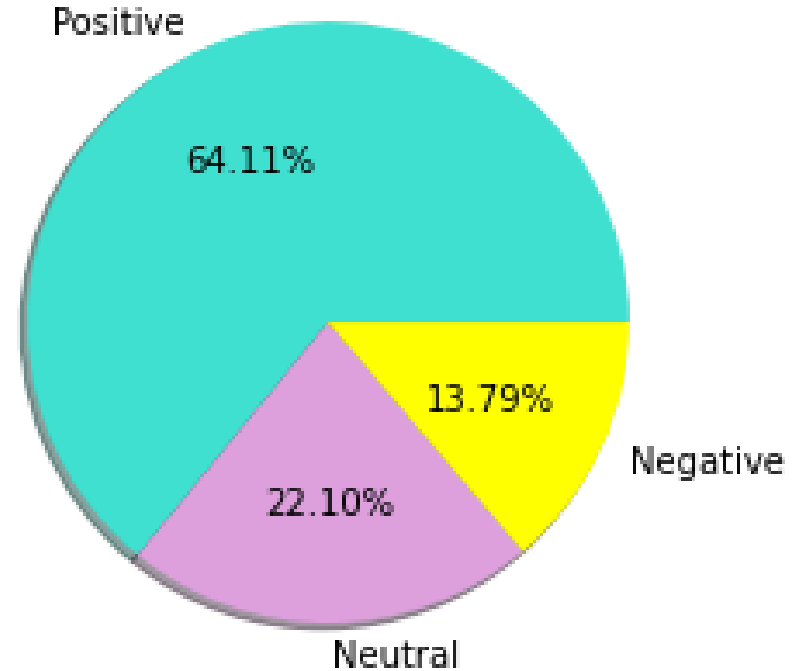
APP'S HAVE MOST NUMBER OF INSTALLS(CATEGORY WISE)



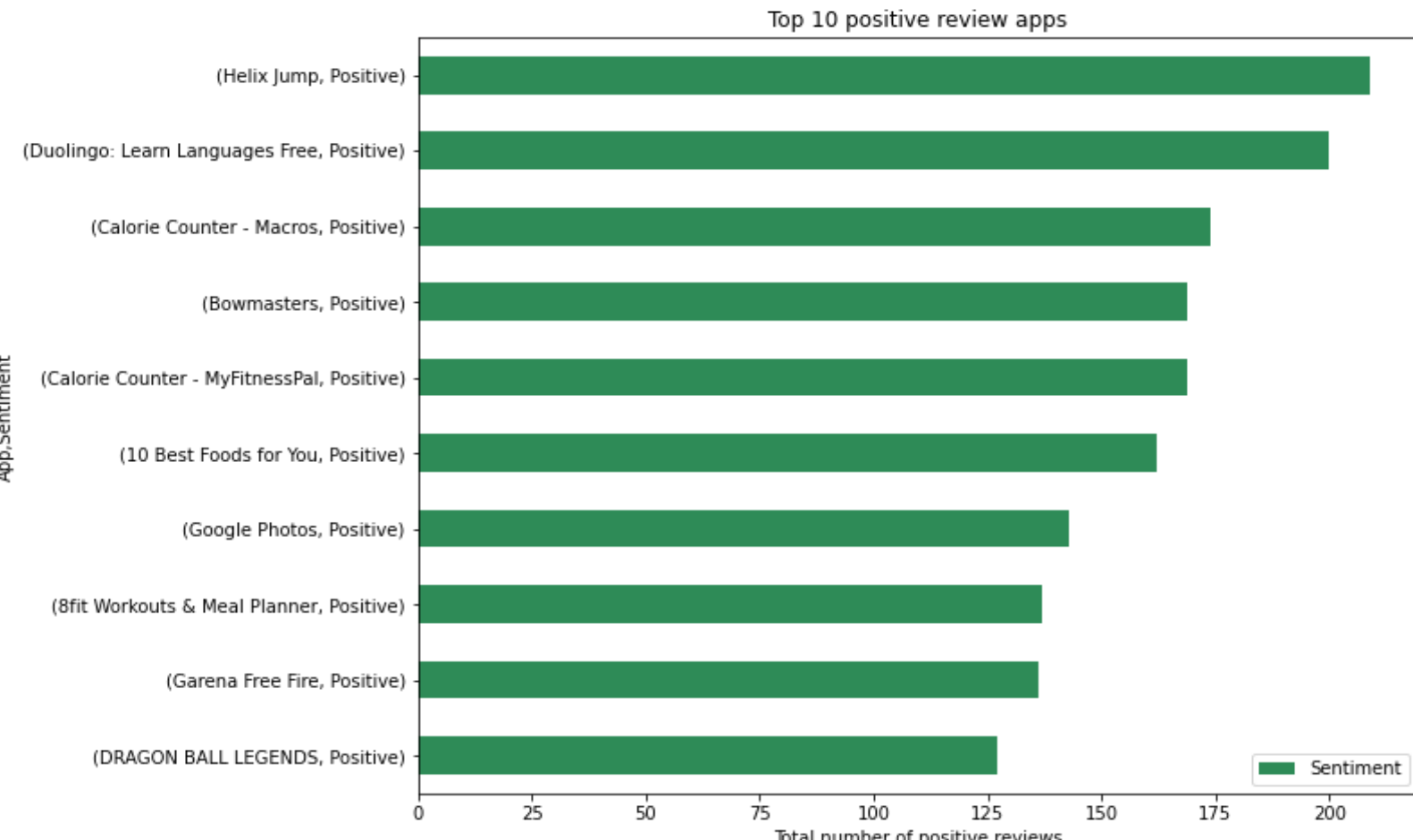
This tells us the category of apps that has the maximum number of installs. The Game, Communication and Tools categories have the highest number of installs compared to other categories of apps.

The sentiments of reviews

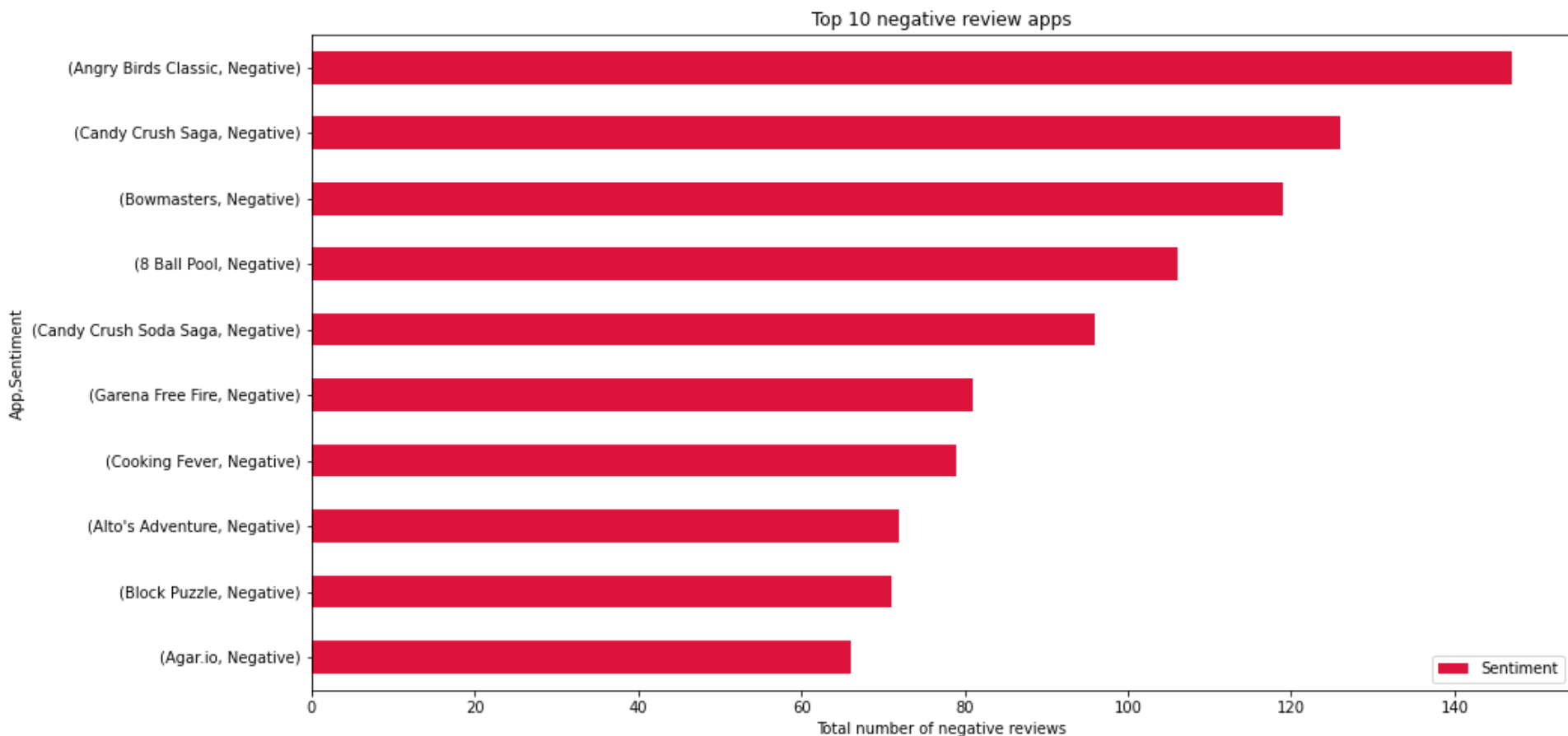
The pie chart shows that 64.11 % reviews is positive and 22.10 % reviews is neutral and 13.79% reviews is negative



Apps with highest positive reviews



Apps with the highest number of negative reviews.













ANALYSIS



- There are **3.48 million** apps currently at the Google Play Store.
- Communication, Games and Tools category have the maximum number of installs.
- Communication, Video players and games have the maximum number of mean installs.
- Mean installs of communication, tools & productivity are the maximum.
- Application in Play Store are rated between 4 and 4.7.
- 81% apps are rated for
'Everyone':81, 'Teen':11, 'Everyone 10+':4.36, 'Mature 17+':3.72,'Adults only 18+':0.04(unrated),
for 10 years and above.
- Among the highest rated free app, maximum installs are enjoyed by family {category} application.
- 64.11% of people have positive, 22.10% negative and 14.79% have neutral sentiment
- Words such as 'game', 'app','work', 'time', 'good', 'phone' ,'make', 'love' and various others are used very often
- Social media and Communication apps are the top 4 most reviewed applications, with facebook holding the top spot.
- 92.63% of apps are free whereas only 7.37% are Paid
- Social apps like entertainment, event, education, comic, and more are always free
- We observe that Instagram, Subway Surfers and Google Photos has the highest number of installs
- Majority of paid applications lie between 0-\$ 30 range.

Here are the top 10 globally most-download apps of 2021:

#1	 TikTok 656M	#6	 Snapchat 327M
#2	 Instagram 545M	#7	 Zoom 300M
#3	 Facebook 416M	#8	 Messenger 268M
#4	 WhatsApp 395M	#9	 CapCut 255M
#5	 Telegram 329M	#10	 Spotify 203M