

Business Problem Statement:

The goal of this project is to analyse the Google Play Store Apps dataset to derive insights into the app market. We aim to understand the factors that contribute to an app's success, including user ratings, reviews, and category. Exploring user sentiments towards apps through the analysis of user reviews dataset will provide insights into the popularity of app categories based on total installs and the sentiment polarity of user reviews. The ultimate objective is to offer recommendations for app developers to enhance their app's performance and user satisfaction.

Overview of Dataset:

- Total unique apps and categories in the dataset.

Explore App Categories and Counts:

- Retrieve the unique app categories and the count of apps in each category.

Top-rated Free Apps:

- Identify the top-rated free apps.

Most Reviewed Apps:

- Find the apps with the highest number of reviews.

Average Rating by Category:

- Calculate the average rating for each app category.

Top Categories by Number of Installs:

- Identify the app categories with the highest total number of installs.

Average Sentiment Polarity by App Category:

- Analyse the average sentiment polarity of user reviews for each app category.

Sentiment Reviews by App Category:

- Provide the distribution of sentiments across different app categories.