

Capstone Project Submission

Team Member's Name, Email and Contribution:

Contributor Roles:

1) Tushar Jain (tjain858@gmail.com):

Github Link:- <https://github.com/tjain858/Google-play-EDA>

- a) Data Visualization.
- b) Data Analyzing.
- c) Installs.
- d) Content Rating.
- e) Documentation.
- f) Summary.

2) Shivansh Yadav (shivansh.yadav.sbg@gmail.com):

Github Link:- <https://github.com/shivansh9770/EDA-Capstone-Project>

- a) Data Cleaning.
- b) Data Preparation.
- c) Null Values .
- d) Duplicates.
- e) Analyze Conclusion.
- f) PPT.

3) Rishabh Kumar (rajeshkumarrishabh31@gmail.com):

Github Link:- <https://github.com/grishabh04/EDA-CAPSTONE-PROJECT>

- a) Data Wrangling.
- b) Merge Dataset.
- c) Visualization
- d) Size.
- e) Price.
- f) PPT.

4) Madhur Awasthi (madhurawasthi1@gmail.com):

Github Link:- <https://github.com/MadhurAwasthi/Play-store-EDA>

- a) Data Wrangling.
- b) Visualization.
- c) Sentiments.
- d) Ratings.
- e) Documentation.
- f) Analyze Dataset.

Please paste the GitHub Repo link.

Github Link:- <https://github.com/shivansh9770/EDA-Capstone-Project>

Please write a short summary of your Capstone project and its components. Describe the problem statement, your approaches and your conclusions. (200-400 words)

Problem Statement: The play store data has provided great opportunities for app-making businesses to succeed and engaged. The android market and mobile app industries expanding day by day and also raising more competition for those who create applications. Due to competition, we analyze this data to help developers and investors to understand what type of app is likely to attract users and know the factors responsible for the success of applications for building an application which could reach to maximum no of users and is profitable, helpful and engaging.

So for developing or investing in an application it is required to know what is the motivation of the people to download this app.

Approach: We have to study what we are looking for and why this is needed so let's discuss this, We have studies from various resources like Google, Youtube and many more and got to know that in the current fast-paced environment every business wants to go online and also investors want to invest in the online businesses, Tech-savvy investors can do some research and they might make a decision, however, what about those who do not have that much tech-savvy and unable to make decisions.

We have studied investors or business that needs help on this and they want the correct and meaningful insights which can help them to build strong decision based on the data.

Conclusion: This is our last part of the project, here we will conclude with the things we found.

The application's success is majorly perceived by its number of 'Installs' and its 'Rating' and there are a few key factors responsible for both.

So we found that apps with a maximum no of 'Installs' belong to Category:

- Communication
- Social
- Video_Players
- Productivity
- Entertainment

The Content Rating should be:

- Teen, Everyone 10+
- Everyone

So if we want to build an app we should keep in mind the category as well as the content rating.

In our analysis of the top 10 apps, we found the most successful app would be of Category:

- Communication
- Social

Content rating should be:

- Teen
- Everyone

If we want to create an App, the most favourite categories are:

- Communication
- Social
- Video_Players
- Productivity
- Entertainment

Most favourable content:

- Teen
- Everyone 10+
- Everyone

➤ All most all of the top 10 apps are in the size range of 10-25 MB

➤ Almost all top apps are Free.

we can deduce an application of:

- Category (Communication)
- Content (Teen)
- Size (10-25) MB
- Free

would most probably Succeed.