

## **VEDANT ARYAN**

### **1. Introduction**

In this analysis, we explore two datasets, DATA and DATA2, obtained from Kaggle. DATA contains user reviews and engagement metrics for various mobile apps (E learning Platforms apps), while DATA2 provides information about app characteristics such as ratings, installs, and genres. Our aim is to uncover insights regarding user satisfaction, app performance, and their interplay.

### **2. Problem Statement**

The proliferation of mobile apps has led to intense competition in the app marketplace. Understanding user sentiments and app performance metrics is crucial for developers and stakeholders to optimize app quality, user engagement, and overall success. Therefore, our goal is to analyze the relationship between user reviews, app characteristics, and user satisfaction to provide actionable insights for app developers and stakeholders.

### **3. Conclusion**

In conclusion, our analysis highlights the importance of user satisfaction and app performance in the competitive app marketplace. By leveraging insights from user reviews, app characteristics, and user engagement metrics, developers can make informed decisions to enhance app quality, drive user engagement, and maximize app success.

### **4. Data Source**

The datasets used in this analysis were sourced from Kaggle:

- DATA: User Reviews and Engagement Metrics & DATA2: App Characteristics

### **5. GitHub Link**

The code and analysis for this project can be found in the GitHub repository:

[https://github.com/vedyan/FeynnLabs\\_ML\\_Intern/tree/main/Project%203.1%20%3A%20AI%20Product\\_Service%20Business%20%26%20Finance%20Modelling](https://github.com/vedyan/FeynnLabs_ML_Intern/tree/main/Project%203.1%20%3A%20AI%20Product_Service%20Business%20%26%20Finance%20Modelling)

This comprehensive analysis provides valuable insights for app developers and stakeholders seeking to optimize app quality, user engagement, and overall success in the competitive app marketplace.

