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Problem Statement - Google Play Store Case Study

Context

Advertising is a type of marketing communication used to promote or sell products or services. Advertising is usually paid by sponsors and viewed through various media such as websites, apps, emails, and other offline communications. Android is the mobile operating system running on Google OS with about 69% of the market share worldwide. The Google Play Store is the Android app store used to install Android Apps.

Objective

Zoom Ads is an advertising agency that wants to perform an analysis on the data of the google play store. They need to understand the trend of applications available on the google play store so that they can decide to focus on promoting advertisements on particular applications which are trending in the market and can lead to maximum profit. As a Data Scientist, you are required to gather and analyze detailed information on apps in the Google Play Store in order to provide insights on app features and the current state of the Android app market.

Guidelines

1. Perform univariate analysis on the data to better understand the variables at your disposal

2. Perform bivariate analysis to better understand the correlation between different variables

3. Create visualizations to explore data and extract the insights

Data

- **App**: Application Name
- **Category**: Category the app belongs to
- **Rating**: Overall user rating of the app
- **Reviews**: Number of user reviews for the app
- **Size**: Size of the app in kilobytes
- **Installs**: Number of user downloads/installs for the app
- **Price**: price of an app in dollars
- **Paid/Free**: Whether an app is paid or free (Yes/No)
- **Content Rating**: Age group the app is targeted at
- **Ad Supported**: whether an app supports an Ad or not (Yes/No)
- **In App Purchases**: App containing in app purchase feature or not (Yes/No)
- **Editors Choice**: Whether rated as Editor Choice (Yes/No)

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