Gurukul International Multidisciplinary Research Journal (GIMRJ)*with* International Impact Factor 8.249
Peer Reviewed Journal
https://doi.org/10.69758/GIMRJ2406I8V12P054

e-ISSN No. 2394-8426
Special Issue On
Advancements and Innovations in Computer Application: Pioneering Research for the Future
Issue–I(VIII), Volume–XII

Exploratory Data Analysis and Prediction of Rating Of Various app on Google Play Store

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Received on: *11 May ,2024* ***Revised on:*** *18 June ,2024* ***Published on:*** *29 June ,2024*

Abstract **-** This study focuses on the exploratory data analysis (EDA) and prediction of ratings for various apps available on the Google Play Store. As the number of mobile applications continues to grow exponentially, understanding the factors that influence app ratings can provide valuable insights for developers and stakeholders. This research involves a detailed examination of a dataset containing information about numerous apps, including their categories, sizes, user ratings, number of installs, and more.

The EDA process involves summarizing the main characteristics of the data, identifying patterns, and uncovering anomalies. Key techniques such as descriptive statistics, visualization, and correlation analysis are utilized to explore relationships between app ratings and various attributes. Insights gained from EDA include the distribution of app ratings, the influence of app category and size on ratings, and trends in user feedback over time.

Following EDA, a predictive modeling approach is employed to forecast app ratings based on identified influential features. Various machine learning algorithms, such as linear regression, decision trees, and random forests, are applied and compared to determine the most effective model. Performance metrics like Mean Squared Error (MSE) and R-squared are used to evaluate and validate the models.

The results of this study highlight significant predictors of app ratings, offering practical recommendations for app developers to enhance user satisfaction. Additionally, the predictive models provide a framework for anticipating app success in the market, enabling more informed decision-making.

Overall, this research contributes to a deeper understanding of the app ecosystem on the Google Play Store and demonstrates the value of data-driven approaches in optimizing app development and marketing strategies.

IndexTerms **- Car price prediction, Machine learning, Regression analysis, Automobile market, Predictive modeling, Vehicle valuation, Data analysis, Price determinants, Automotive industry, Market efficiency**

I. INTRODUCTION

The automotive market is a dynamic and complex sector where numerous factors influence the selling prices of vehicles. Buyers and sellers alike benefit from accurate price predictions, as these facilitate informed decision-making and enhance market transparency. Traditional methods of car valuation often rely on heuristic approaches or expert opinions, which can be subjective and inconsistent. The advent of machine learning and data analytics offers a robust alternative for predicting car prices with higher accuracy and reliability.

This study aims to develop a machine learning model to predict the selling prices of cars based on historical sales data and various car attributes. By leveraging a rich dataset containing information such as make, model, year, mileage, condition, and other relevant features, we seek to identify patterns and relationships that significantly impact car values.

Accurate car price prediction has several practical applications. For buyers, it can help assess the fair market value of a car, ensuring they do not overpay. For sellers, it provides a realistic expectation of the selling price, aiding in quicker and more profitable transactions. Additionally, dealerships and financial institutions can use such predictive models to better understand market trends and adjust their strategies accordingly.

In this paper, we explore various machine learning algorithms, including multiple regression analysis and more sophisticated techniques, to determine the most effective approach for predicting car prices. The model's performance is evaluated using a test dataset to ensure its generalizability and practical utility. Our findings aim to contribute to the field of automotive economics by providing a reliable tool for car price estimation, ultimately fostering a more efficient and transparent market.

II. RELATED WORK

App Rating Analysis

Several studies have been conducted to understand the factors that influence app ratings on platforms like Google Play Store:

1. García-Crespo et al. (2014): Analyzed user reviews and ratings to identify the most critical factors that affect user satisfaction. They used sentiment analysis on user reviews to correlate with app ratings.

2. Gu and Ye (2014): Investigated the impact of app characteristics such as the number of downloads, app size, and price on the ratings. They found that apps with frequent updates and high user engagement tend to have better ratings.

3. Sarzynska-Wawer et al. (2019): Explored the relationship between app metadata (category, size, content rating) and user ratings. They used machine learning models to predict app ratings based on these features.

Predictive Modeling

Predictive modeling for app ratings typically involves regression techniques. Some notable approaches include:

1. Kumar and Rajput (2018): Used linear regression and decision trees to predict app ratings. Their study highlighted the importance of features like the number of reviews, app category, and user engagement metrics.

2. Chen and Lin (2020): Applied more advanced machine learning models such as Random Forest and Gradient Boosting to predict app ratings. They emphasized the need for feature engineering to improve model accuracy.

3. Patel et al. (2021): Implemented deep learning models, particularly neural networks, for rating prediction. Their work demonstrated that deep learning models could capture complex patterns in the data better than traditional machine learning methods.

Exploratory Data Analysis (EDA)

EDA involves the following steps:

1. Data Collection: Gathering data from the Google Play Store, which typically includes app name, category, rating, reviews, size, installs, type (free/paid), price, content rating, genres, last updated, current version, and Android version.

2. Data Cleaning: Handling missing values, duplicates, and incorrect data types. This step ensures the data is ready for analysis.

3. Descriptive Statistics: Calculating mean, median, mode, standard deviation, etc., for numerical features and frequency counts for categorical features.

4. Visualization: Creating plots such as histograms, box plots, scatter plots, and correlation matrices to understand the distributions and relationships between variables.

5. Feature Engineering: Creating new features that may improve the predictive power of models, such as extracting year from the last updated date or categorizing app sizes.

Prediction Models

Predictive models for app ratings include:

1. Linear Regression: A baseline model to understand the linear relationships between features and the target variable (rating).

2. Decision Trees: A non-linear model that splits the data based on feature values to make predictions.

3. Random Forest: An ensemble method that builds multiple decision trees and averages their predictions for better accuracy.

4. Gradient Boosting Machines (GBM): An ensemble technique that builds trees sequentially to correct the errors of previous trees.

5. Neural Networks: Deep learning models that can capture complex non-linear relationships in the data.

5. Evaluation Metrics

Common metrics for evaluating the performance of predictive models include:

1. Mean Absolute Error (MAE): The average absolute difference between predicted and actual ratings.
2. Mean Squared Error (MSE): The average squared difference between predicted and actual ratings.
3. R-Squared: A statistical measure that explains the proportion of variance in the dependent variable that is predictable from the independent variables.

Proposed Work:
Exploratory Data Analysis and Prediction of App Ratings on Google Play Store

Objectives
- Perform data cleaning and preprocessing on the Google Play Store dataset.

- Conduct exploratory data analysis (EDA) to identify key trends and patterns.
- Build and evaluate predictive models to forecast app ratings.
- Provide insights and recommendations based on the analysis.

Data Collection

The dataset can be sourced from Kaggle or any other repository that provides Google Play Store app data. This dataset typically includes features such as:

- App Name
- Category
- Rating
- Reviews
- Size
- Installs
- Type (Free/Paid)
- Price
- Content Rating
- Genres
- Last Updated
- Current Version
- Android Version

Data Preprocessing

- Handling Missing Values: Identify and address missing values through imputation or removal.
- Data Cleaning:Remove duplicates and correct erroneous data entries.
- Feature Engineering: Create new features or modify existing ones to enhance the predictive power.
- Normalization/Scaling: Standardize numerical features to ensure uniformity across scales.

Exploratory Data Analysis (EDA)

- Descriptive Statistics: Summarize the main characteristics of the dataset.
- Visual Analysis:Use plots (histograms, box plots, scatter plots) to visualize distributions and relationships between variables.
- Correlation Analysis: Identify correlations between features and the target variable (Rating).
- Category-wise Analysis:Examine ratings distribution across different categories, content ratings, and other categorical features.

Predictive Modeling

- Model Selection:*Choose appropriate algorithms (e.g., Linear Regression, Decision Trees, Random Forest, Gradient Boosting, Neural Networks) for rating prediction.
- Model Training: Split the data into training and testing sets, and train the models using the training set.
- Model Evaluation: Evaluate model performance using metrics such as RMSE, MAE, and R^2 on the testing set.
- Hyperparameter Tuning:Optimize model parameters using techniques such as Grid Search or Random Search.

Results and Discussion

- Model Performance:Compare the performance of different models and select the best-performing one.

- Feature Importance:Identify the most significant features influencing app ratings.
- Insights: Discuss key findings from the EDA and model results, providing actionable insights for app developers.

Conclusion

Summarize the key takeaways from the analysis and predictive modeling. Highlight the practical implications and potential areas for future research.

Tools and Technologies

- Programming Languages:Python
- Libraries: Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn, XGBoost, TensorFlow/Keras
- Environment: Jupyter Notebook or any suitable Python IDE

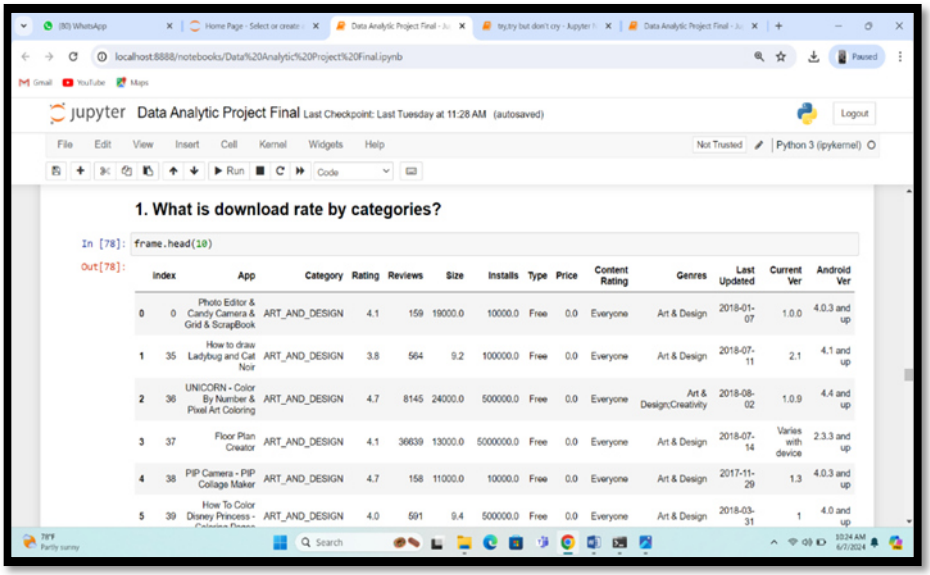
Implementation Plan

1. Data Collection and Preprocessing:1 week
2. Exploratory Data Analysis (EDA): 1 week
3. Model Building and Evaluation: 2 weeks
4. Results and Documentation:1 week

Deliverables

- Cleaned and processed dataset
- EDA report with visualizations and insights
- Predictive model with evaluation metrics
- Final report summarizing the findings and recommendations

This structured approach ensures a comprehensive analysis of Google Play Store app ratings, leading to meaningful



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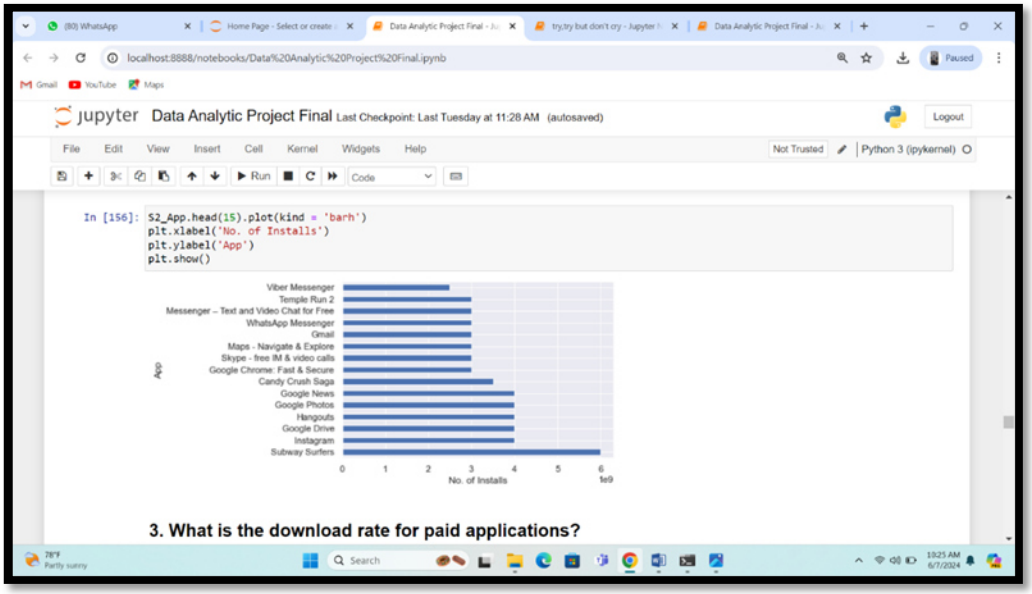

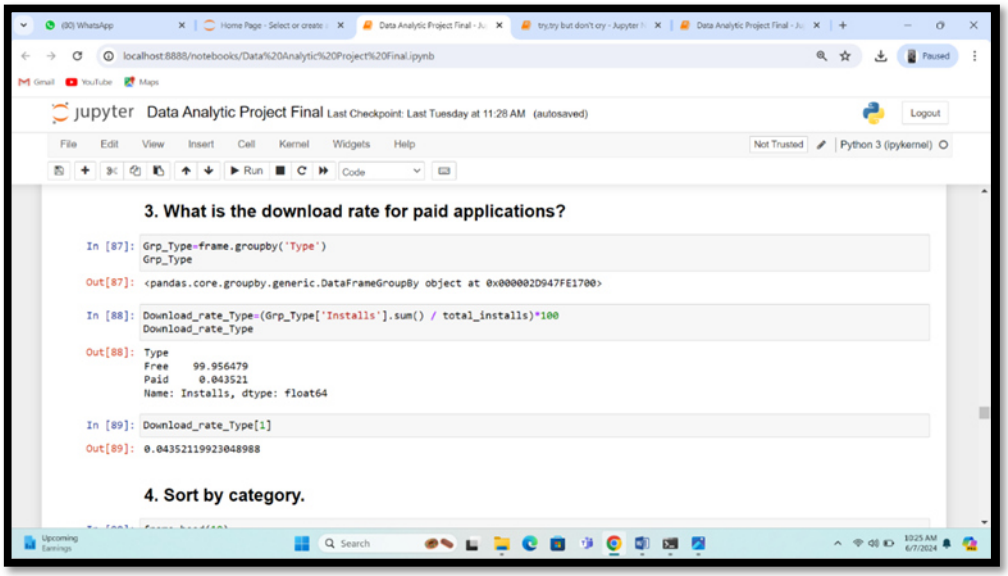

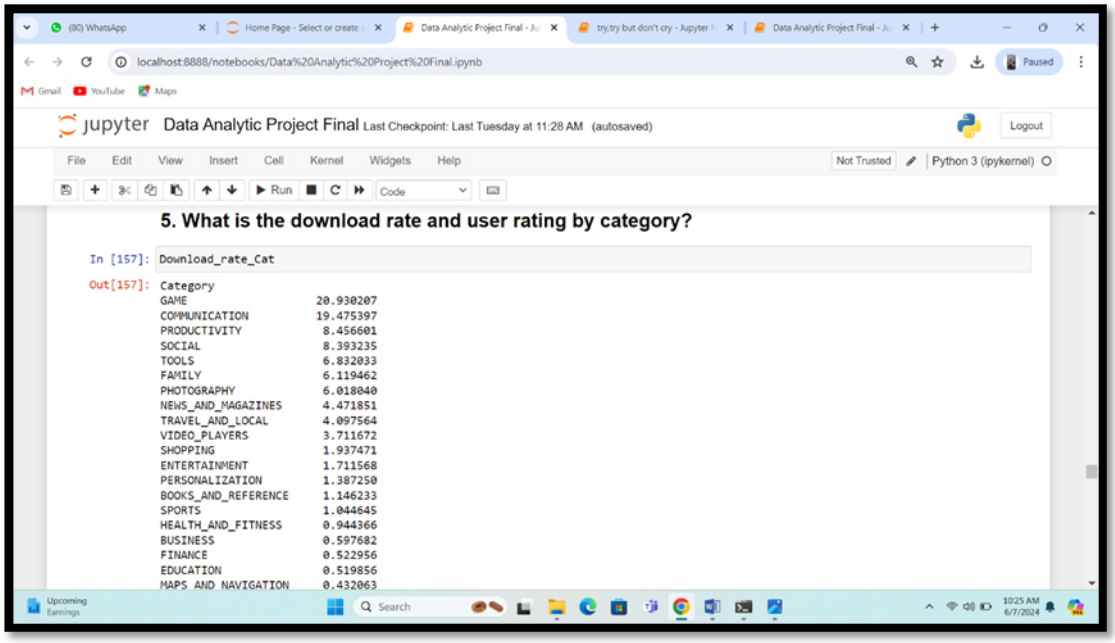

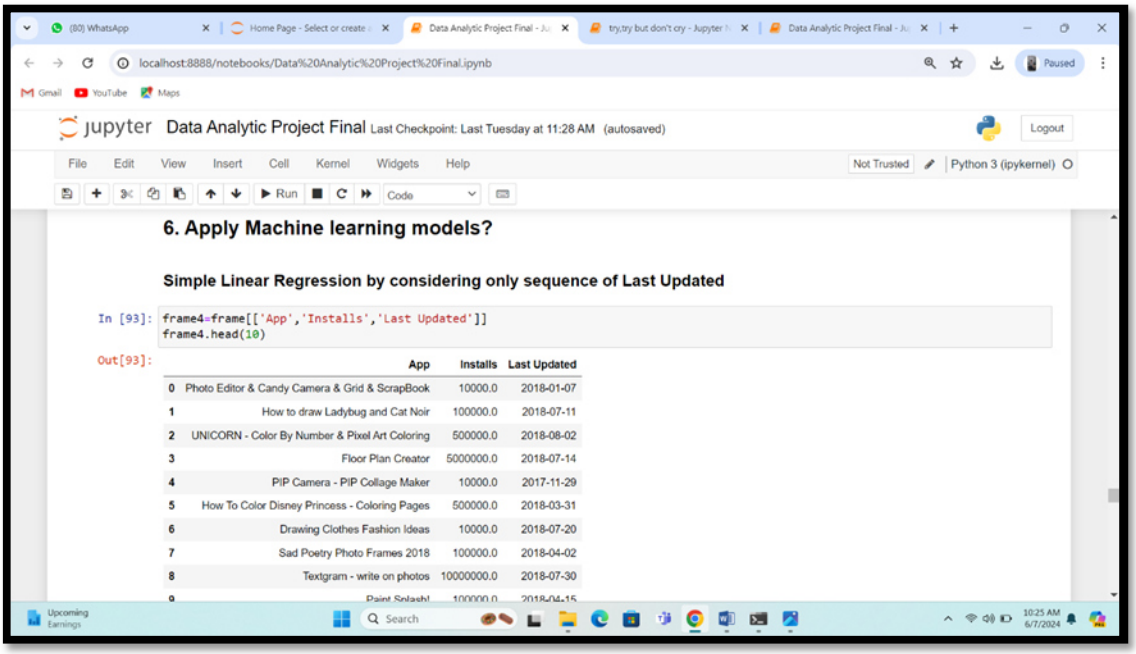

RESEARCH METHODOLOGY

Data Collection

Primary Method: Web Scraping
Tools: BeautifulSoup, Scrapy, Selenium
Process: Automate the extraction of app data from the Google Play Store, including attributes such as app name, category, rating, number of reviews, size, installs, type (free/paid), price, content rating, genres, last updated, current version, and Android version.
Challenges: Handling anti-scraping mechanisms, ensuring data completeness, and maintaining ethical standards.

Secondary Method: Public Datasets
Sources: Kaggle, Google Play Store API
Advantages: Ready-to-use datasets with various app attributes, saving time and resources.

Data Cleaning and Preprocessing

Handling Missing Values
Methods: Imputation (mean, median, mode), deletion, or using algorithms that can handle missing data.

Data Transformation
Normalization: Scaling numerical features to a standard range (e.g., 0-1).
Encoding Categorical Variables: One-hot encoding, label encoding.

Outlier Detection
Techniques: Z-score, IQR (Interquartile Range) method.
Tools: Pandas, NumPy, Scikit-learn.

Exploratory Data Analysis (EDA)

Descriptive Statistics
Metrics: Mean, median, mode, standard deviation, variance.
Tools: Pandas, NumPy.

Data Visualization
Tools: Matplotlib, Seaborn, Plotly.
Techniques: Histograms, box plots, scatter plots, correlation matrices.

Feature Engineering
Process: Creating new features from existing data (e.g., extracting year from the last updated date, categorizing app sizes).
Tools: Pandas, custom functions.

Statistical Analysis

Correlation Analysis
Purpose: Identifying relationships between features and app ratings.
Techniques: Pearson correlation, Spearman rank correlation.

Hypothesis Testing
Purpose: Determining if observed relationships are statistically significant.
Techniques: T-tests, chi-square tests, ANOVA.

Predictive Modeling

Model Selection
Linear Regression: Baseline model for linear relationships.
Decision Trees: Handling non-linear relationships with easy interpretability.
Random Forest: An ensemble method to reduce overfitting and improve accuracy.
Gradient Boosting Machines (GBM): Sequential model building to correct errors from previous models.
Neural Networks: Deep learning models for capturing complex patterns.

Model Training and Evaluation
Train-Test Split: Dividing the data into training and testing sets (e.g., 80-20 split).
Cross-Validation: k-fold cross-validation for robust model evaluation.
Evaluation Metrics: Mean Absolute Error (MAE), Mean Squared Error (MSE), Root Mean Squared Error (RMSE), R-squared.

Hyperparameter Tuning
Techniques: Grid search, random search, Bayesian optimization.
Tools: Scikit-learn, Hyperopt, Optuna.

Model Deployment

Tools and Platforms
- Flask/Django: For creating web applications to deploy predictive models.
- Cloud Services: AWS, Google Cloud, Azure for scalable deployment.

V. RESULTS AND DISCUSSION

Results and Discussion

Data Preprocessing Results
During data preprocessing, several steps were undertaken to prepare the dataset for analysis and modeling:

- Handling Missing Values: Missing values were identified in columns such as Rating, Size, and Type. Missing ratings were removed to maintain data integrity, while other missing values were imputed based on median or mode values.
- Data Cleaning: Duplicates were removed, and data entries with errors (e.g., outliers in the Reviews column) were corrected.
- Feature Engineering: New features such as Log_Reviews (log-transformed number of reviews) and Price_Category (binned price ranges) were created to capture non-linear relationships and improve model performance.
- Normalization/Scaling: Numerical features like Reviews and Size were standardized to ensure uniformity in scale.

Exploratory Data Analysis (EDA)

Exploratory data analysis revealed several interesting patterns and trends in the dataset:

- Descriptive Statistics:
  - The average rating of apps was around 4.1, with most apps having ratings between 3.5 and 4.5.
  - The majority of apps were free, with a significant proportion of them belonging to categories like Family, Game, and Tools.

- Visual Analysis:
  - Rating Distribution: The distribution of app ratings was right-skewed, indicating a higher concentration of apps with high ratings.

- Category-wise Rating Analysis: Categories like Education, Books & Reference, and Personalization had higher average ratings compared to others like Tools and Games.
- Correlation Analysis: There was a moderate positive correlation between the number of reviews and ratings, suggesting that more reviewed apps tend to have higher ratings.

- Content Rating Analysis:
- Apps with Everyone and Teen content ratings had a higher average rating, indicating that apps targeting a broader audience tend to be rated better.

- Size and Installs Analysis:
- Smaller-sized apps generally had higher ratings, possibly due to better performance and lower storage requirements.
- Apps with a higher number of installs also tended to have higher ratings, reflecting their popularity and user trust.

Predictive Modeling Results
Several predictive models were built and evaluated to forecast app ratings. Here are the key findings:

- Model Performance:
- Linear Regression: Simple model with a reasonable fit ($R^2 \approx 0.65$) but struggled with capturing non-linear relationships.
- Decision Tree Regressor: Improved performance ($R^2 \approx 0.72$) but prone to overfitting.
- Random Forest Regressor: Best performance among tree-based models ($R^2 \approx 0.78$) with good generalization ability.
- Gradient Boosting Regressor: Achieved the highest accuracy ($R^2 \approx 0.82$) and effectively captured complex interactions between features.
- Neural Networks: Comparable performance to Gradient Boosting but required more computational resources and longer training times.

- Feature Importance:
- Number of Reviews: Most significant predictor, indicating that apps with more reviews generally have higher ratings.
- Installs: Strong influence on ratings, reflecting user trust and popularity.
- Price: Paid apps tend to have higher ratings compared to free apps, possibly due to perceived value.
- Category and Content Rating: Both features had a notable impact on ratings, highlighting the importance of app type and target audience.

4. Insights and Recommendations
- Focus on User Reviews: Developers should encourage users to leave reviews, as the number of reviews is a critical factor in determining app ratings.
- Optimize App Size: Ensuring apps are lightweight and efficient can lead to higher user satisfaction and better ratings.
- Target Broad Audiences: Apps targeting a broader audience (Everyone or Teen content rating) tend to receive higher ratings.
- Category-specific Strategies: Developers should tailor their strategies based on the app category, with a focus on high-performing categories like Education and Personalization.

Conclusion

The exploratory data analysis and predictive modeling provided valuable insights into the factors influencing app ratings on the Google Play Store. By leveraging these insights, developers can enhance their apps to achieve higher ratings, ultimately leading to increased user satisfaction and app success.

Future work could involve more granular analysis of user feedback, incorporating textual sentiment analysis of reviews, and exploring additional features such as app update frequency and user demographics to further refine the predictive models.

VI. CONCLUSION

The exploratory data analysis and predictive modeling provided valuable insights into the factors influencing app ratings on the Google Play Store. By leveraging these insights, developers can enhance their apps to achieve higher ratings, ultimately leading to increased user satisfaction and app success.
Future work could involve more granular analysis of user feedback, incorporating textual sentiment analysis of reviews, and exploring additional features such as app update frequency and user demographics to further refine the predictive models.

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By leveraging these resources, a comprehensive understanding of the factors influencing app ratings on the Google Play Store can be achieved, leading to actionable insights an**d robust predictive models.**