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Google Play Store Apps Case Study and Prediction

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ABSTRACT

This study aims to predict the ratings of Google Play Store apps using decision trees for classification in machine learning algorithms. The goal of using a Decision Tree is to create a training model that can use to predict the class or value of the target variable by learning simple decision rules inferred from prior data. This method classifies a population into branch-like segments that construct an inverted tree with a root node, internal nodes, and leaf nodes. The algorithm is non-parametric and can efficiently deal with large, complicated datasets without imposing a complicated parametric structure. This enables us to draw a comprehensive picture of the current situation on the process of analyzing Google Play Store by Number of Downloading Rate and Rating in current market trend. This will help the developers understand customers' great desires, attitudes, and trends in demand. To understand more in-depth, the similarity between the functionality of the device and to construct clusters of related applications. Then, analyze their characteristics following features of interest. The datasets that the author used are collected from Google Play Store (2019). In this research, the expected results have a more strong correlation between price and number of downloads and similarity between price and participation.

Keyword; social media, Google playstore, Prediction, Machine Learning.

1. INTRODUCTION

Nowadays, mobile applications are widely adopted in most of our everyday activities. About 2.8 and 2.2 million apps are currently available for download on Google Play Store and Apple App Store, respectively¹, with worldwide users relying on mobile applications to deal with a lot of

professional and personal tasks, such as shopping, banking, social communication, and events organization. However, as reported by Gartner, a well-known market research organization, several popular apps typically process a lot of sensitive data (e.g., user's location, lists of contacts, personal photos, etc.), providing often a little or no security assurances due to either

inappropriate implementations or poor design choices.

2. LITERATURE SURVEY

In 1998, Google was a new search engine, and then its features continued to improve until it became the most-visited world web site. Later on, new Google tools and Apps developed. It included Google Apps for business, Google for Work, and Google Apps for Education. The latter comprised promising Apps for learning and teaching (Chinnery, 2008). Among Google Apps for education, Google Docs is a free web-based office set that anyone anywhere can use it. Google Docs tools are Documents, Presentations, Spreadsheets, Drawings, and Forms.

3. SYSTEM ANALYSIS

3.1 AIM

Creating a case study and prediction for apps aiming for the Google Play Store involves considering various factors such as market trends, user behavior, and technological advancements.

3.2 EXISTING SYSTEM

The existing system contains the following drawbacks:

- All the segmentations are search based
- Difficult to gather the data and segment them accordingly

- The results are not really accurate as the clustering is not close enough to determine accurate centroids

3.3 PROPOSED SYSTEM

Our proposed system has the following features:

- Develop the system to get easy visualization techniques
- Increase the data set to accommodate many data points so that results will be more accurate
- Segment the products directly according to the customer group
- Use different methods to collect the customer data instead of physical forms

4. IMPLEMENTATION

4.1 MODULE DESCRIPTION

This module provides an in-depth exploration of the strategies and considerations involved in launching and predicting the success of apps on the Google Play Store. Through a combination of case studies, market analysis, and predictive techniques, students will gain insights into the factors that contribute to app success and failure in one of the largest app marketplaces globally.

MODULE OBJECTIVES:

Understand the Google Play Store

Ecosystem: Understanding the Google Play Store ecosystem is essential for

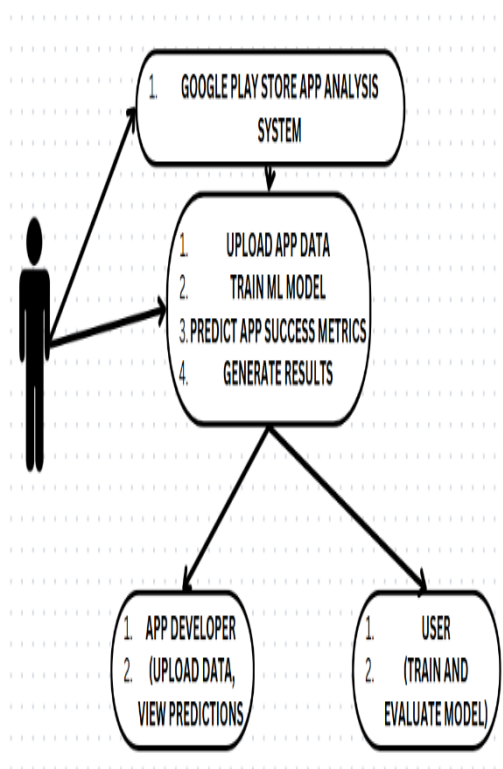
anyone involved in app development, marketing, or analysis.

App Marketplace: The Google Play Store is an online marketplace where users can discover, download, and install Android apps, games, movies, music, books, and other digital content. It serves as the primary distribution platform for Android applications.

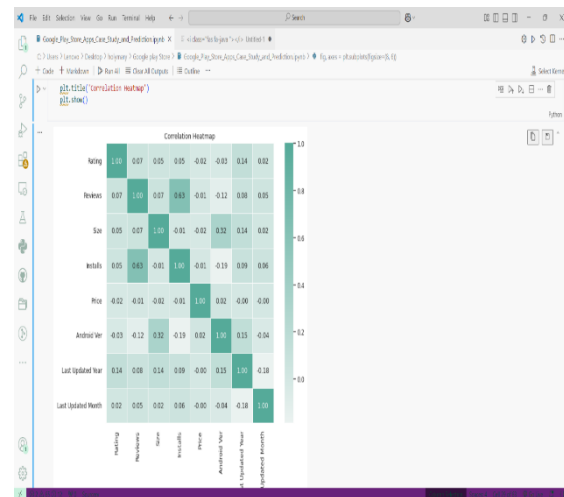
Developer Console: Developers manage their apps and games on the Google Play Developer Console. This platform allows developers to publish apps, track performance metrics, manage reviews, and update app listings.

5. SYSTEM DESIGN

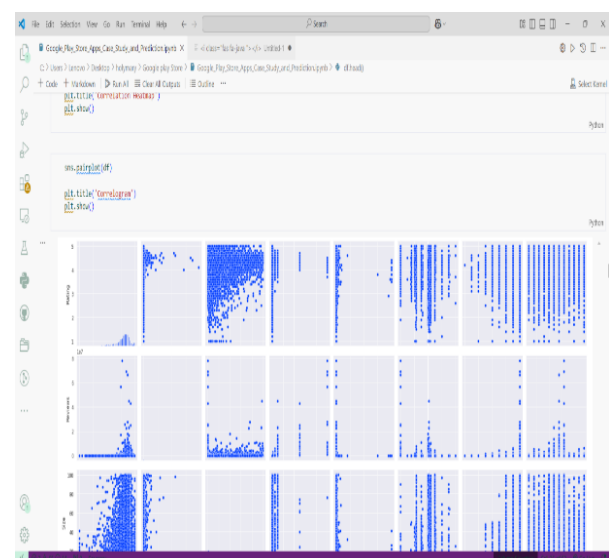
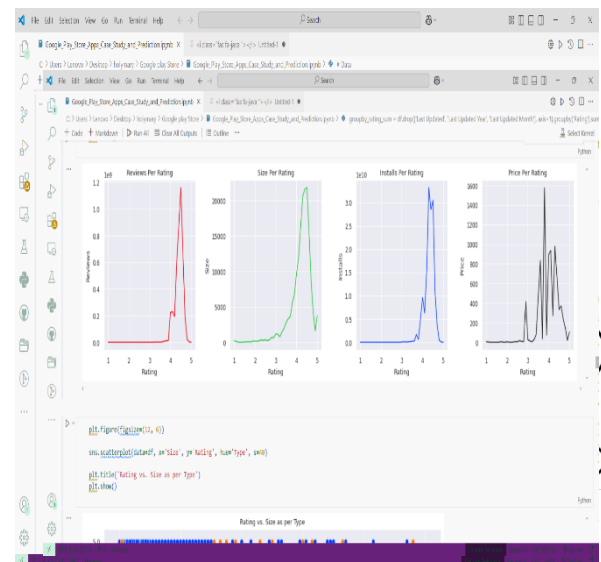
5.1 USE CASE DIAGRAM



5.2 ARCHITECTURE DIAGRAM



6. OUTPUT SCREENS



7. CONCLUSION

This paper reviewed some studies that used Google Apps in English language learning and teaching. The finding of the reviewed studies illustrated the importance of Google Apps in the process of English language teaching and learning. These Apps can be used as online learning tools and are applied quickly to support blended learning practices. Researchers showed that using Google Docs, Google Machine Translation, Google speech recognition systems, and Google Earth had significant effects on improving the English language among learners. The language areas of investigation were writing, reading, speaking, and translation with a focus on vocabulary acquisition, pronunciation, the accuracy of speech, lexical knowledge, error correction, collaborative writing, engagement in reading classes, using reading strategies, and quality and accuracy of the translation. The tools used for data collection included surveys, questionnaires, tests, students' reports, and classroom observations.

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