

# **Sentiment Analysis on Google Play Store**

**Vikas Gaikwad, Priyanka Patil, Pratiksha Tambe, Shubhangi Bhagwat, Ketki Chand**

Shree Ramchandra College of Engineering Lonikand, Pune

**Abstract:** *The rapid growth of mobile applications has led to an immense volume of user-generated content in the form of reviews and ratings, especially on platforms like the Google Play Store. These reviews hold valuable insights into user satisfaction, product quality, and areas that require improvement. However, manually analysing this data is time-consuming and inefficient. This research addresses that challenge by proposing an automated sentiment analysis system designed to process and classify Google Play Store reviews into three categories: positive, negative, and neutral.*

*The resulting system enables developers and product managers to gain immediate and actionable insights into user feedback. It also provides visual representations of sentiment trends over time, keyword frequency, and sentiment distribution, making it easier to detect patterns and respond proactively to user concerns. The findings demonstrate that the proposed model can effectively enhance decision-making processes by identifying user sentiment with a high degree of accuracy.*

**Keywords:** mobile applications

