



# Unlocking Mobile Application Insights: A Comprehensive Data Analysis



# Agenda

- INTRODUCTION: FREE VS PAID APPS
- GENRE TRENDS AND POPULARITY
- DIVING DEEPER: DEVELOPER INSIGHTS
- EXPLORING SEASONAL TRENDS
- EFFECT OF IN - APP ADVERTISING
- CONCLUSIVE INSIGHTS & RECOMMENDATIONS

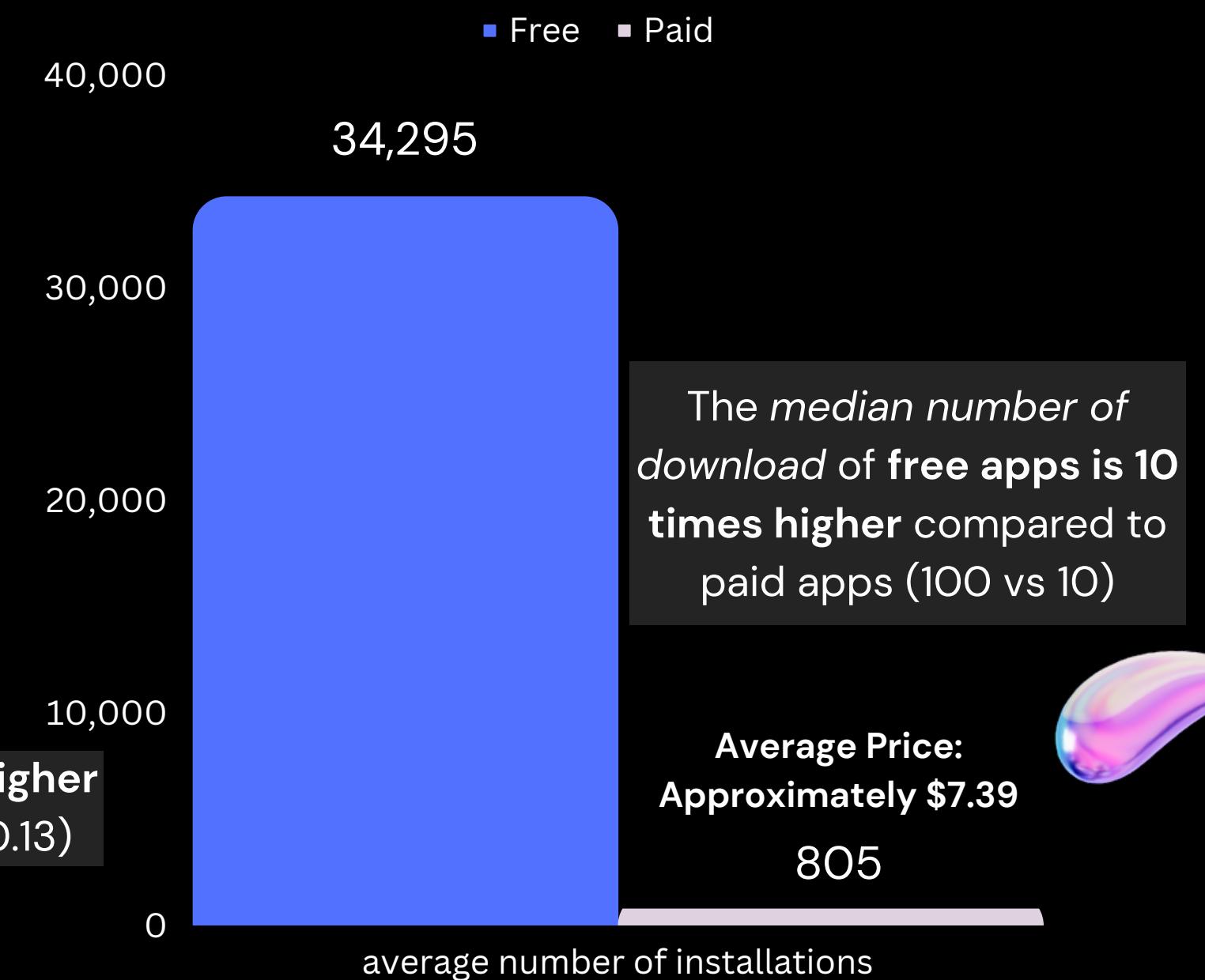


# Introduction to Mobile Application Data: Free VS Paid apps



Almost 96% of all  
apps are **free**

\*The average Price of in-app products is 85% higher  
in **free apps** compared to paid apps (0.24 vs 0.13)



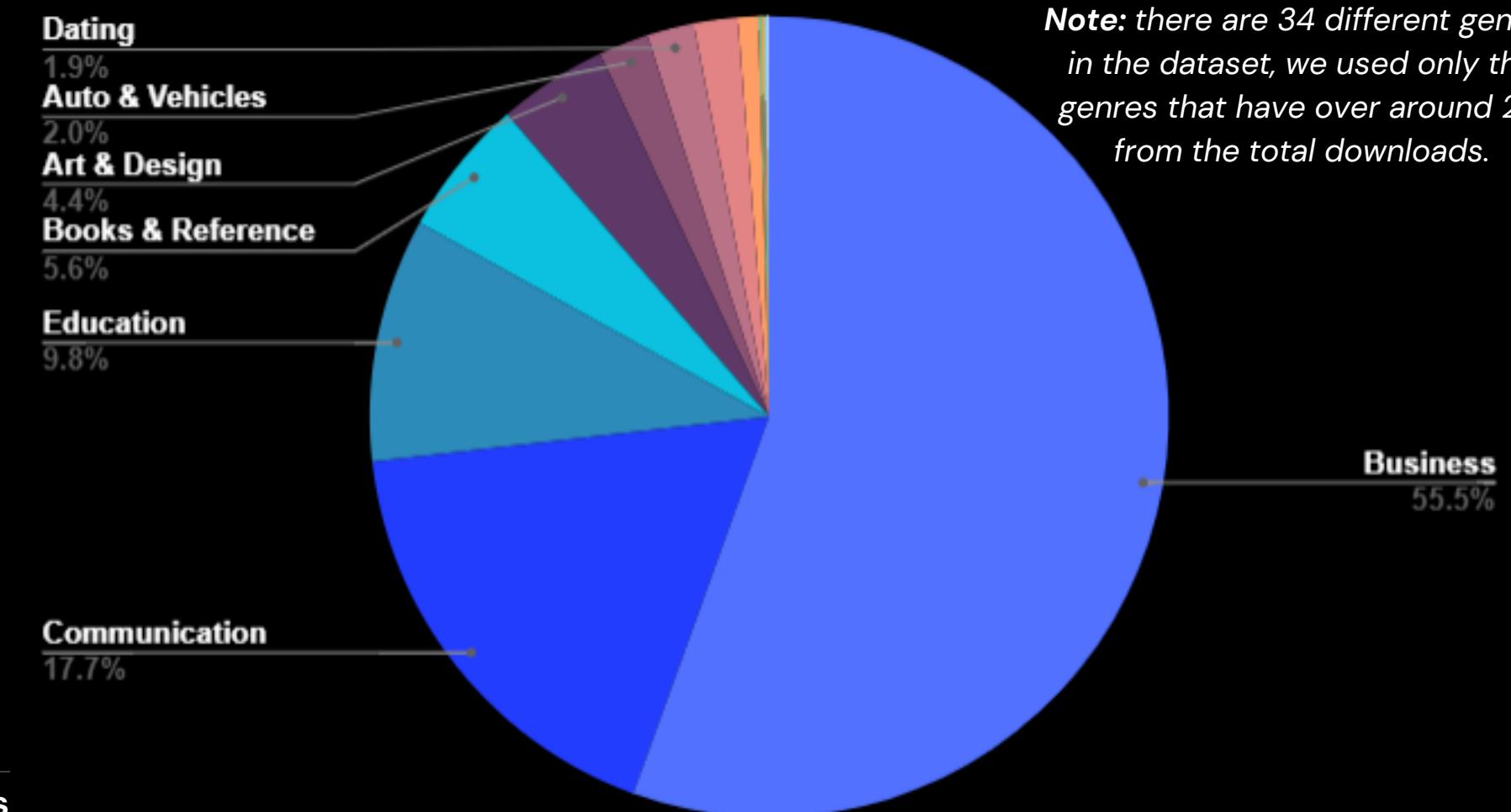
The *median number of download* of **free apps** is 10 times higher compared to paid apps (100 vs 10)

Average Price:  
Approximately \$7.39

**Most developers opt for free apps, and these free apps tend to have significantly higher installation numbers, highlighting their popularity.**

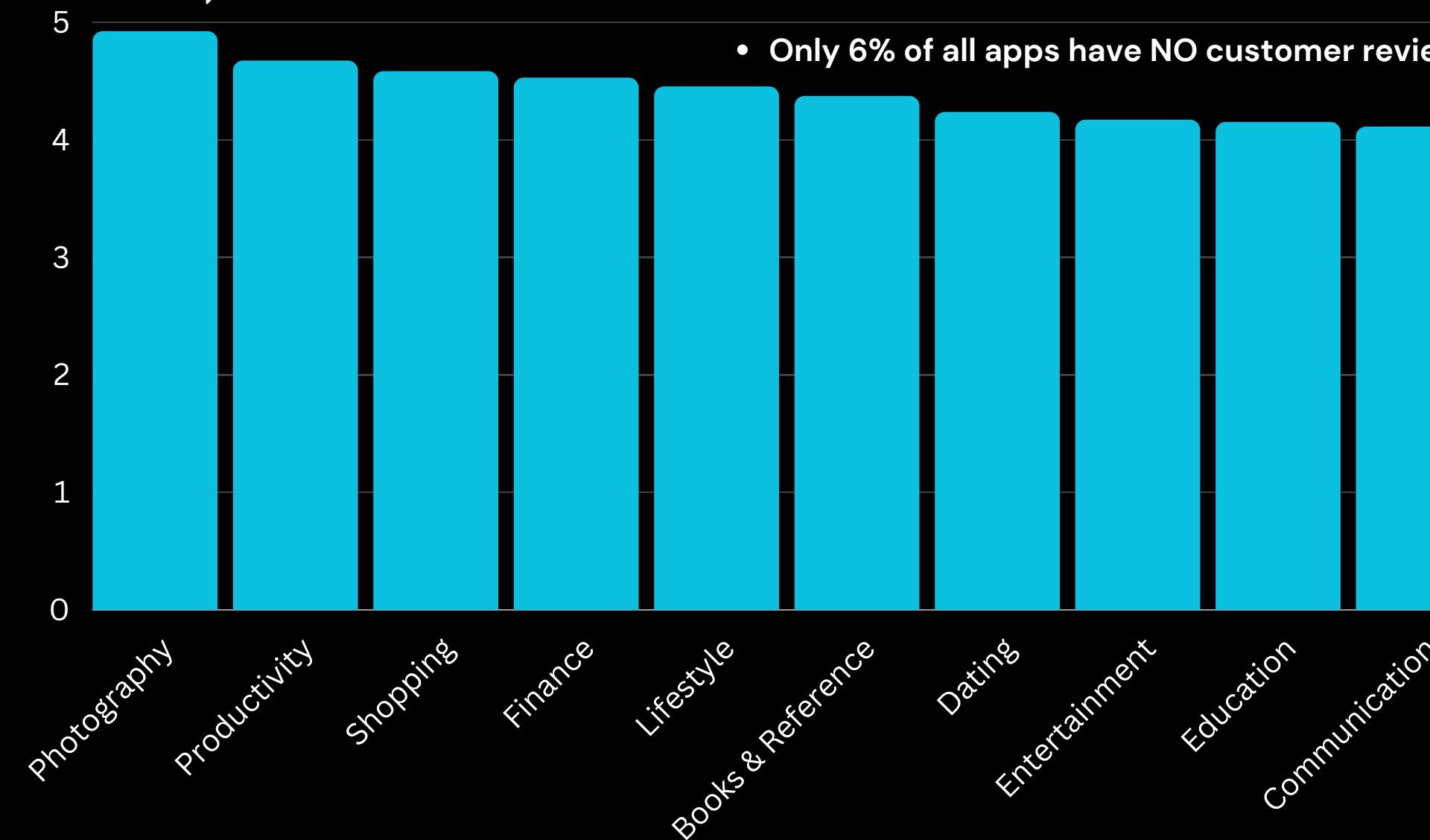
# Genre Trends and Popularity

Genre VS Total number of app downloads



Genre VS Average Review Score

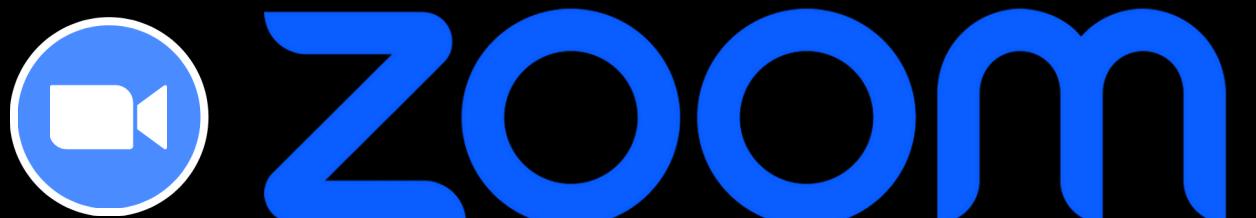
- Only 6% of all apps have NO customer reviews



Out of a total of 964,294,777 app downloads,  
55.7% are under the **business** genre

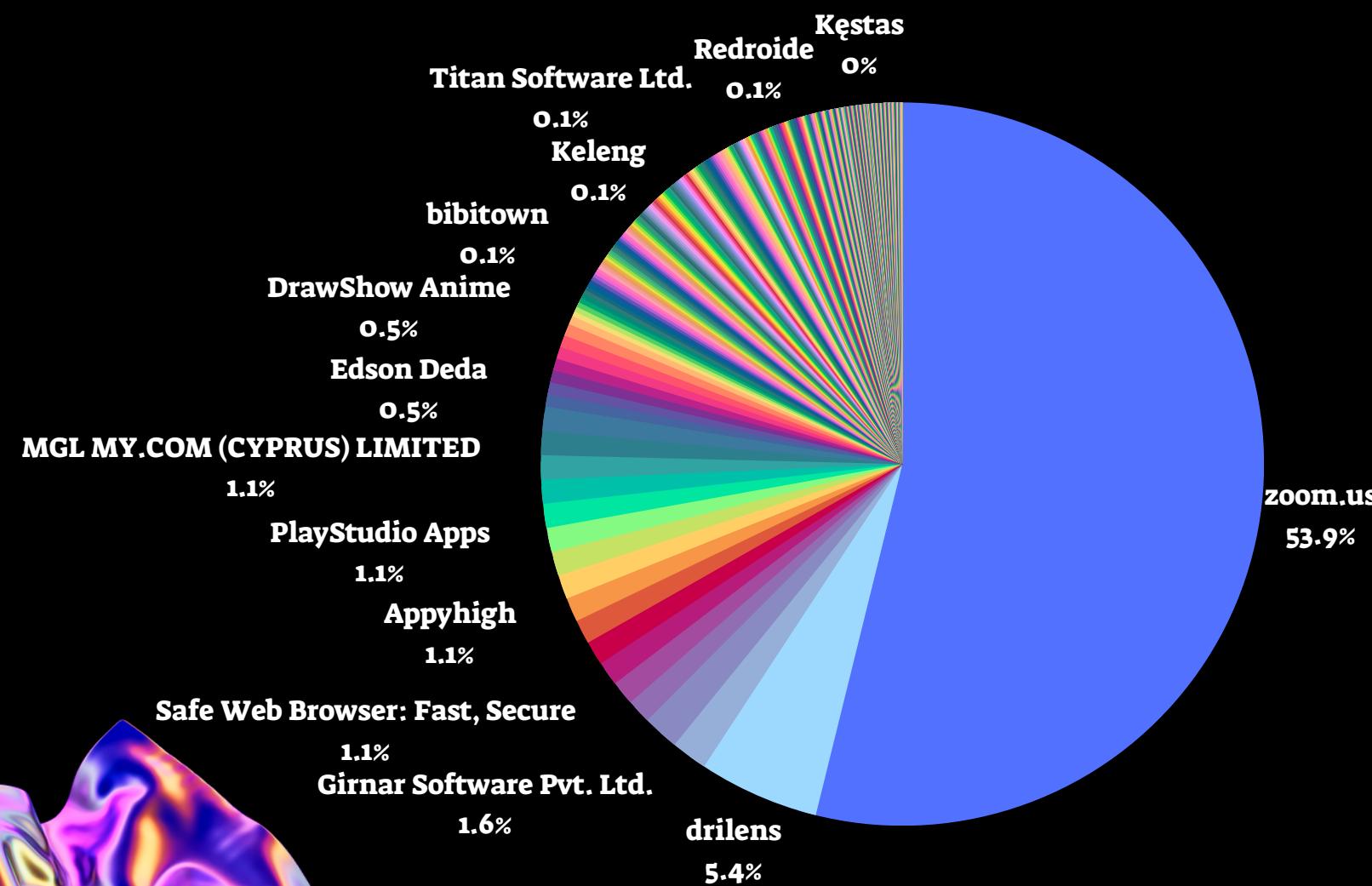
# Diving Deeper: Developer Insights

- Zoom's Price of in-app products is **14\$** (the app is **free**)
- Zoom's Review score is **4.27** with **59,862** reviews

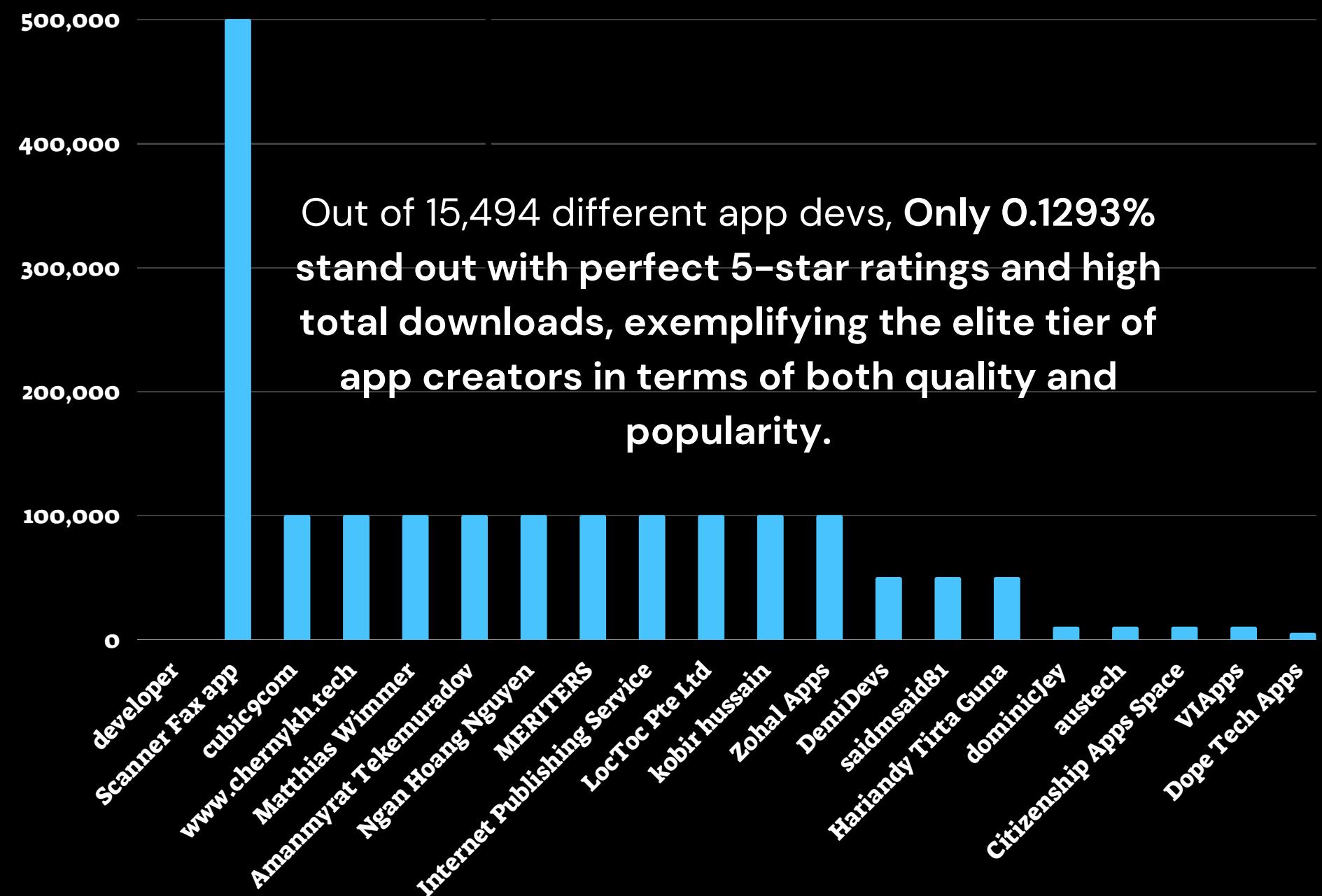


**Zoom.us is the leading mobile app developer**

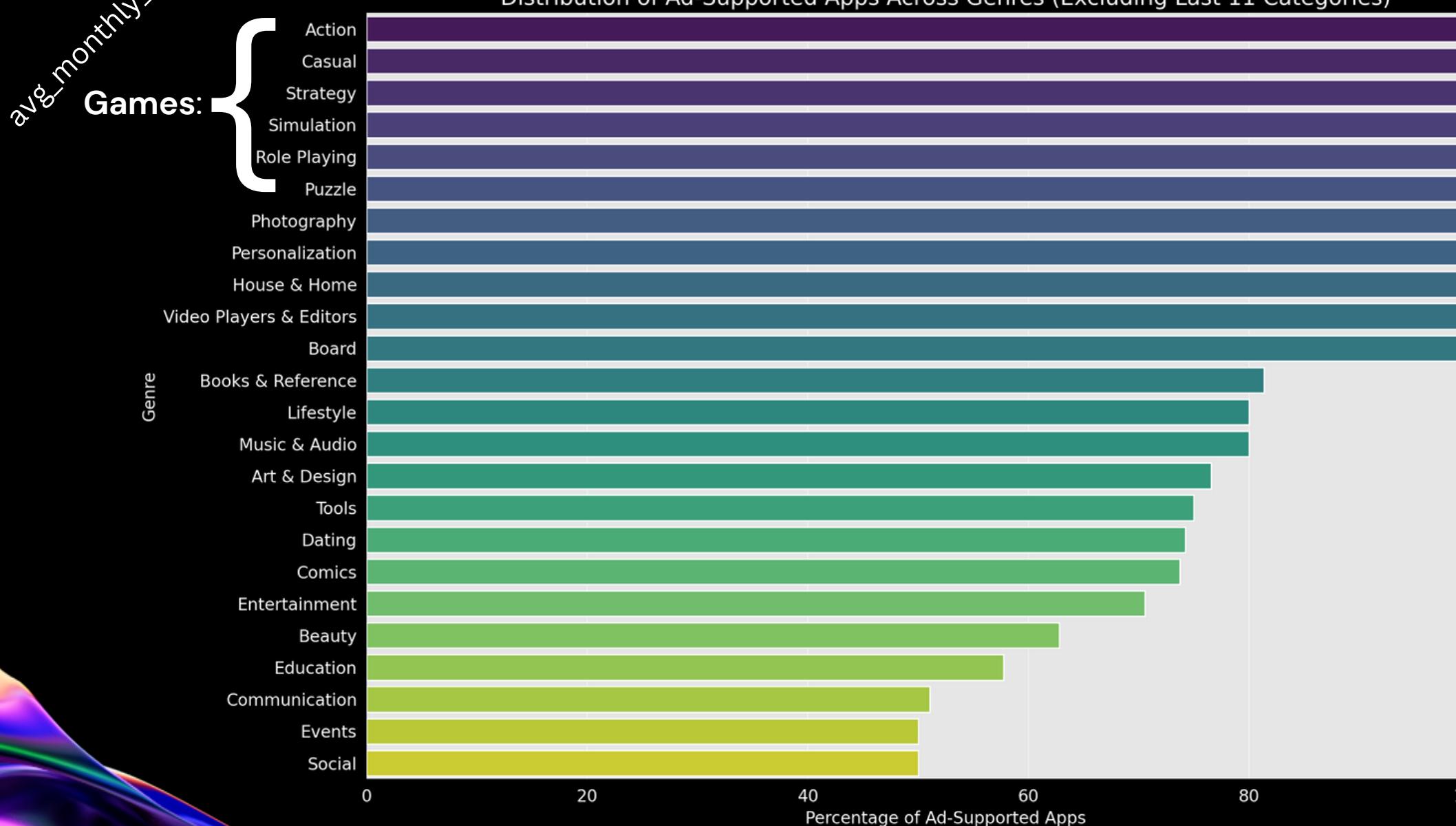
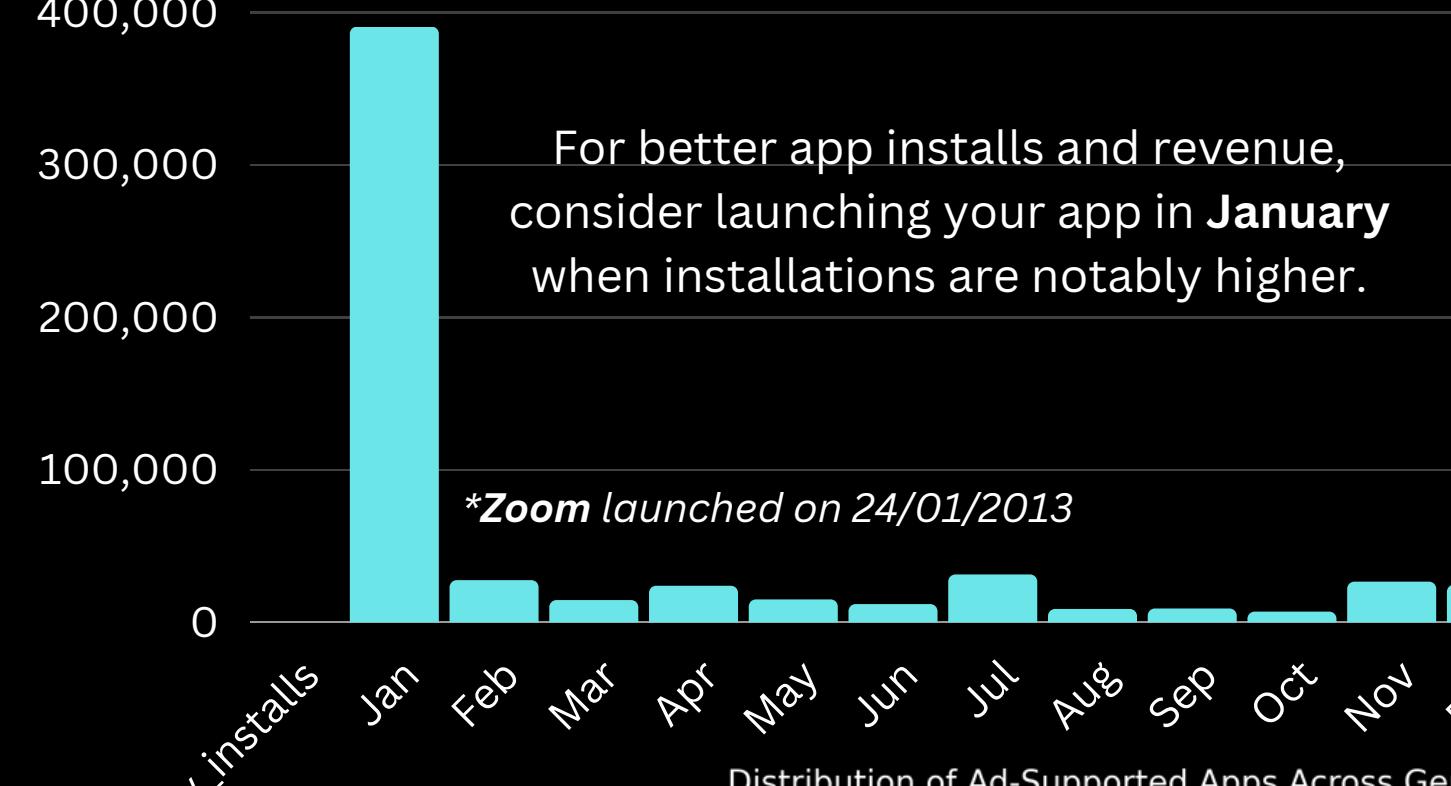
⬇ Zoom.us has over half a billion downloads



**These are the most consistent developers, they have achieved over 10,000 downloads while maintaining perfect 5 star reviews:**



# Exploring Seasonal trends

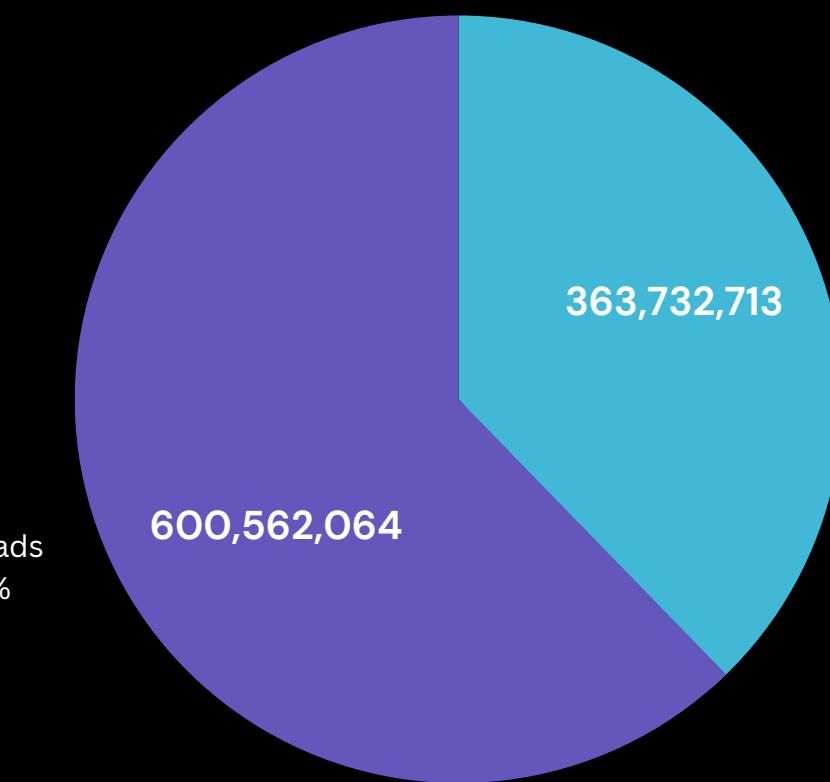


# Effect of In - App advertisement

Top 5 genres by average app installs for ad-supported apps:

1. VIDEO PLAYERS & EDITORS: ~333,353 INSTALLS
2. PUZZLE: ~100,000 INSTALLS
3. COMMUNICATION: ~87,709 INSTALLS
4. TOOLS: ~85,873 INSTALLS
5. SIMULATION: ~50,000 INSTALLS

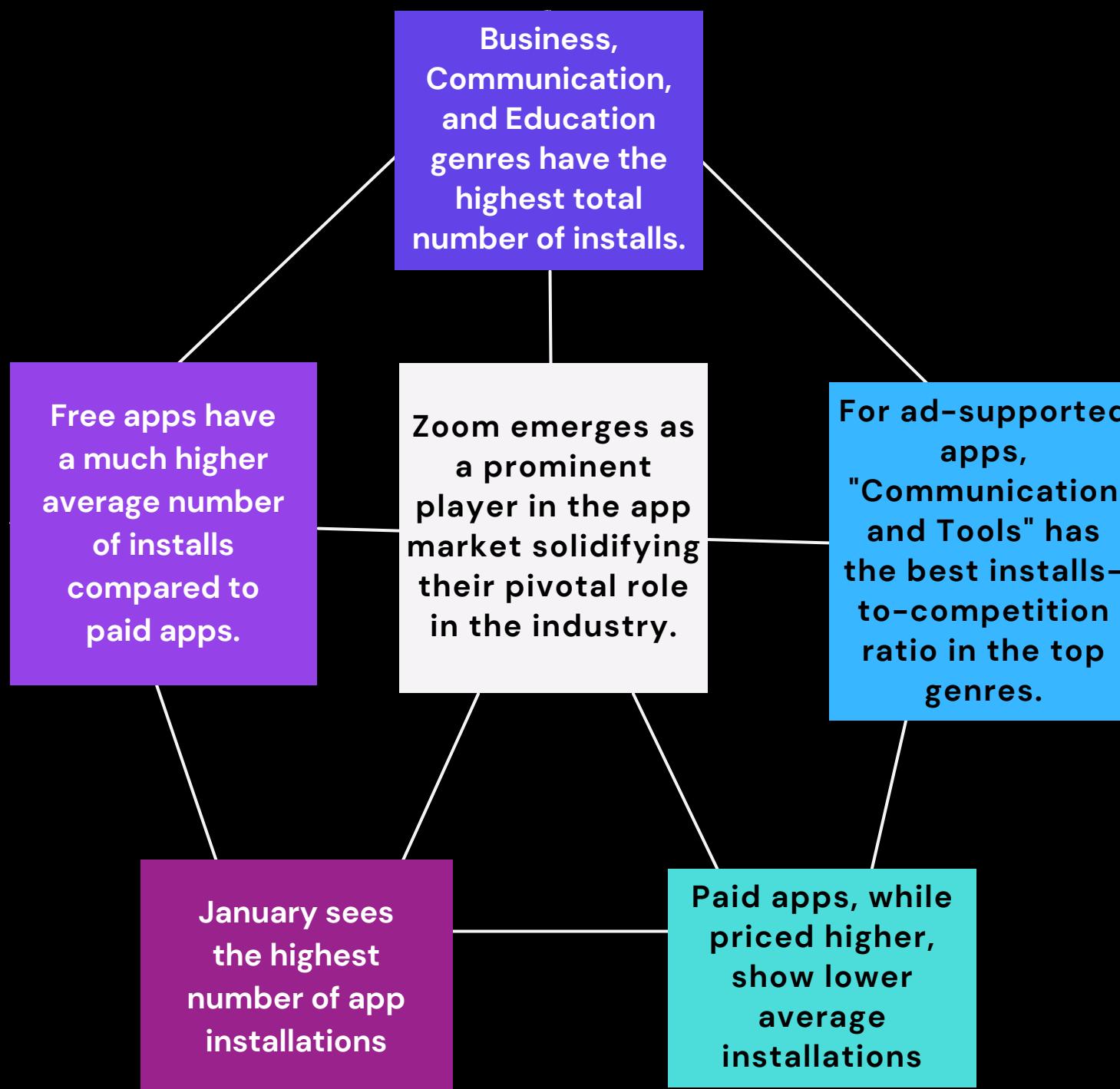
On Number of Installs



The average Price of in-app products of free app's that don't contain ads is 63.1579% higher

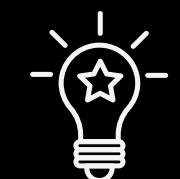


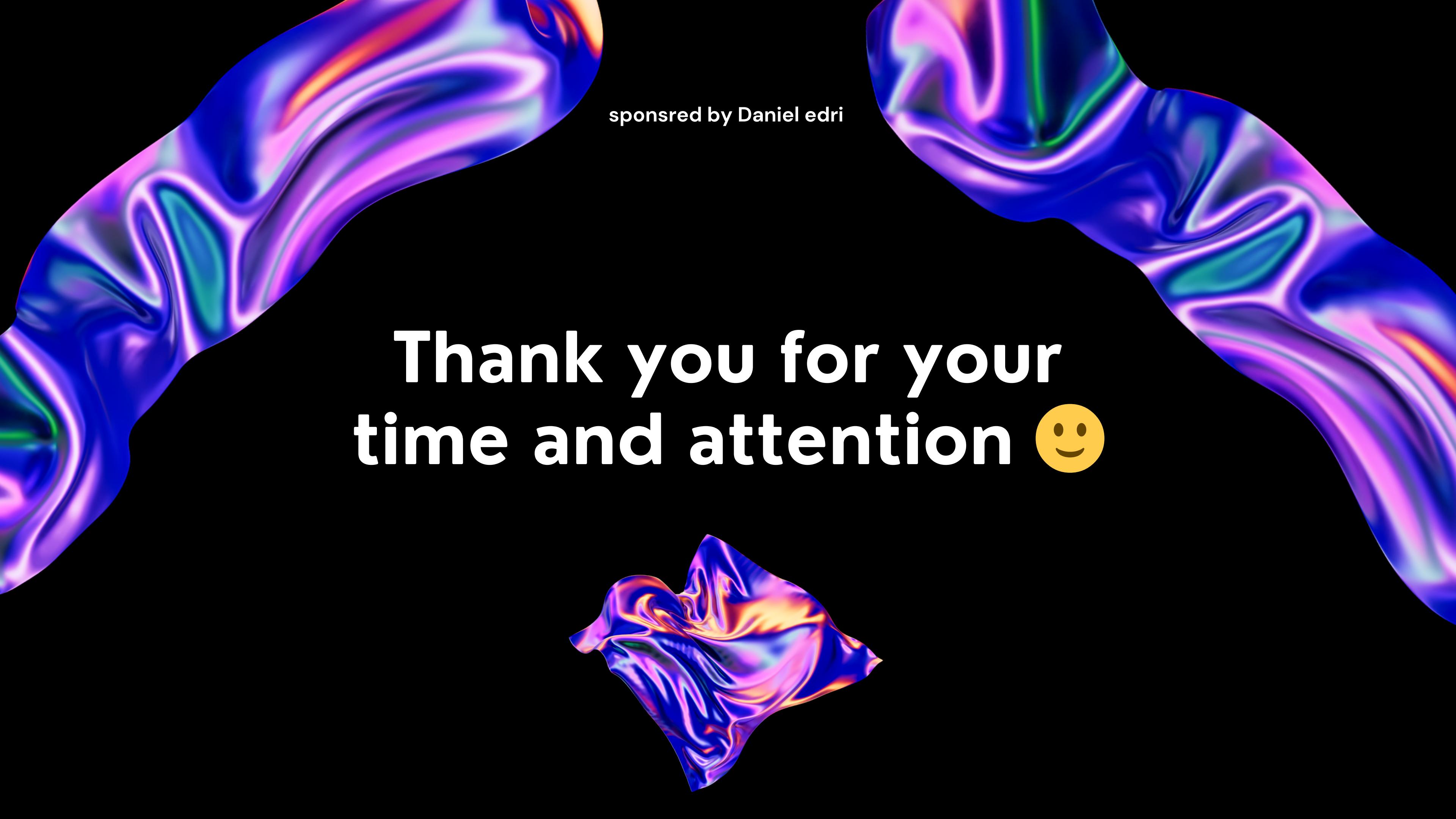
# Conclusive Insights & Recommendations



## Key Recommendations for Developers:

- Optimal Release Timing:** Launching apps in January can maximize installation rates, capitalizing on heightened user engagement.
- Unlocking Revenue Potential:** Embrace freemium models for monetization. Free apps tend to attract more installations, providing an opportunity to convert users into paying customers.
- Genre Strategy:** Concentrate efforts in genres such as Business and Education, which consistently attract higher user interest and engagement. Tailoring your app offerings to these genres can lead to greater success.





sponsored by Daniel edri

Thank you for your  
time and attention 😊