



Google Play

168bn

Installs

9638

Count of App

\$1.03

Average of Price

33

Count of Category

3.62

Average of Rating

Data Summary

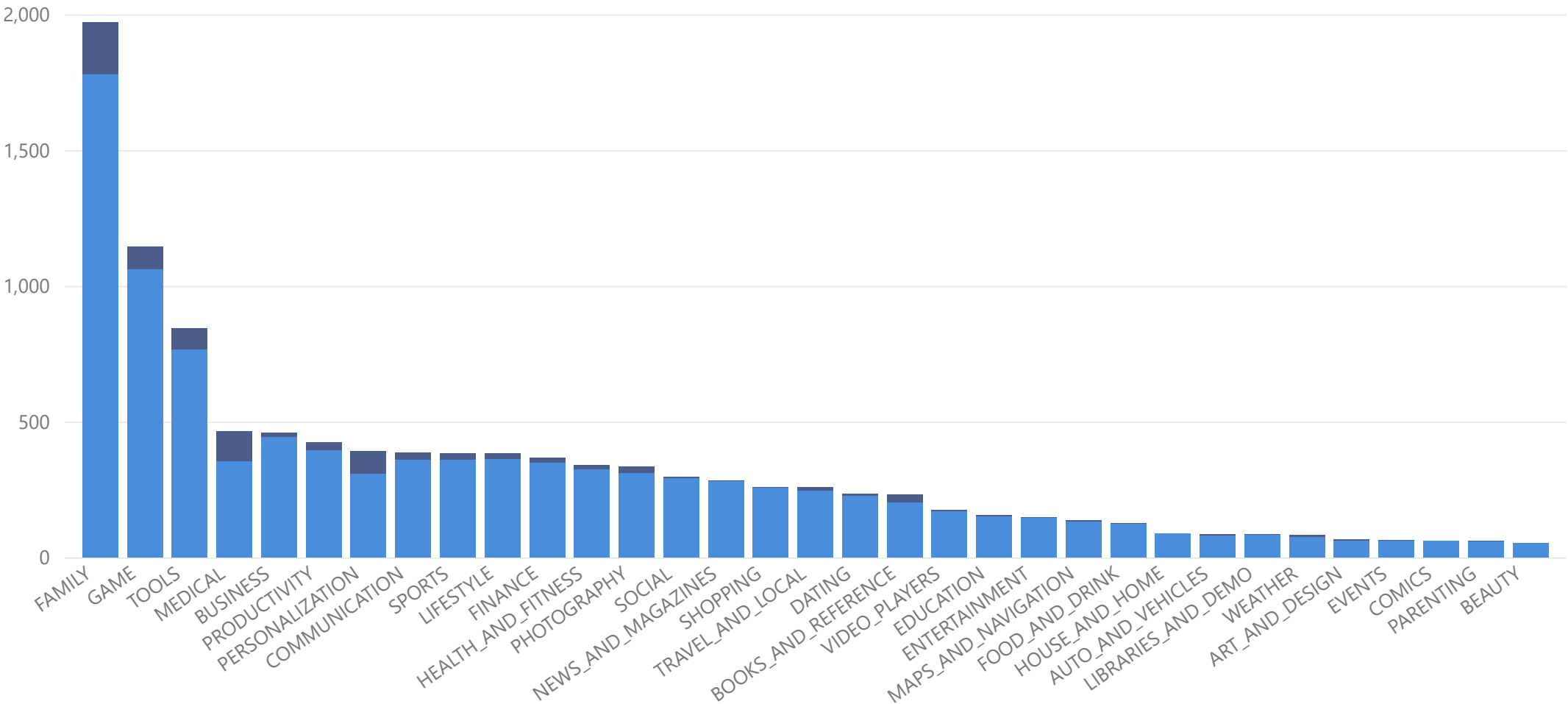
Category  
Summary

App Summary

Decomposition  
Tree

Key Influencers

Number of Apps by Category





Google Play

Data Summary

Category  
Summary

App Summary

Decomposition  
Tree

Key Influencers

119

Count of Genres

9638

Count of App

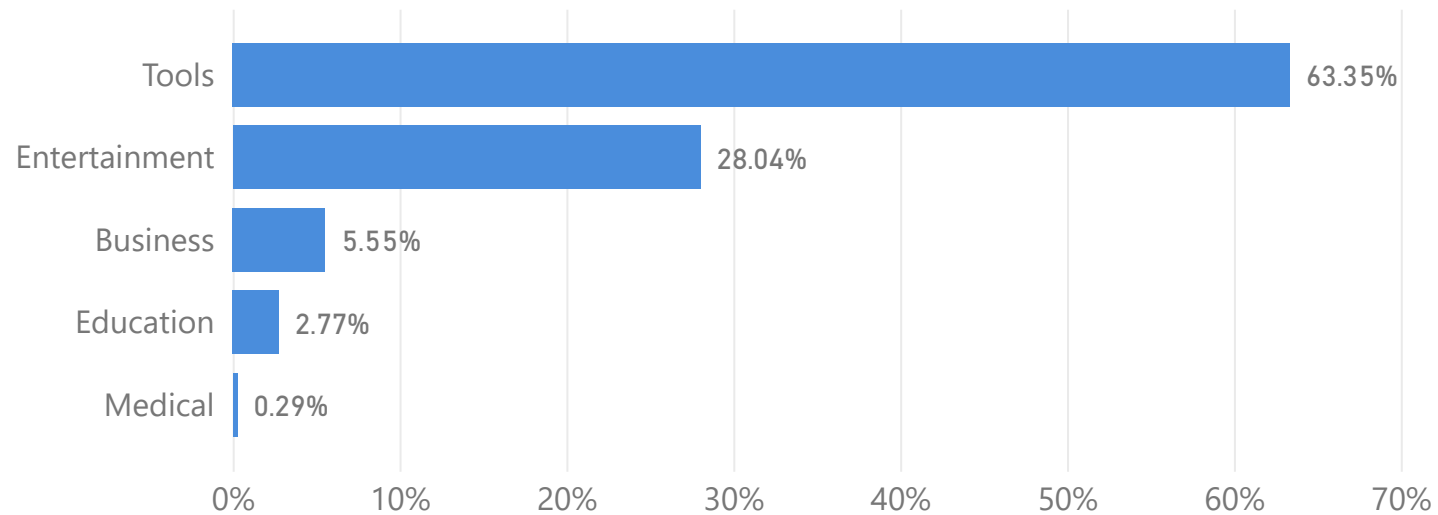
167633M

Installs

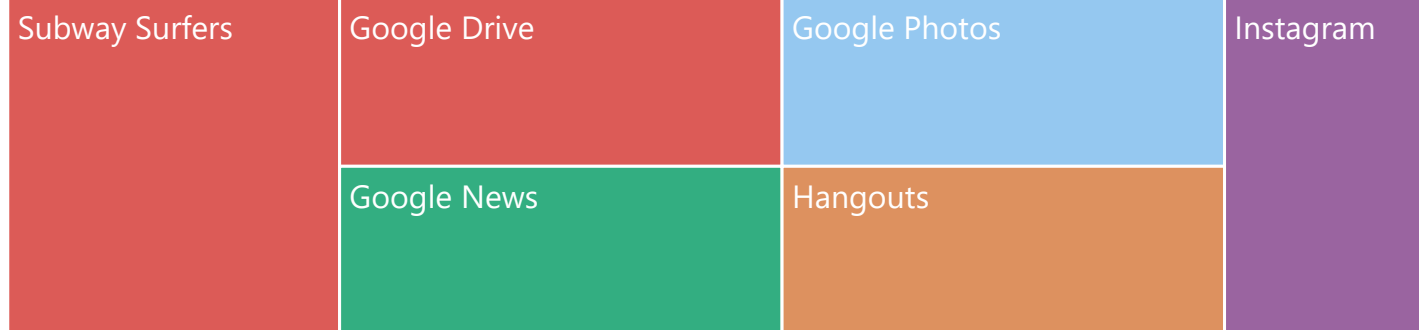
4815M

Reviews

### Top 5 Genres



### Top 5 Apps



Content Rating

All

Category

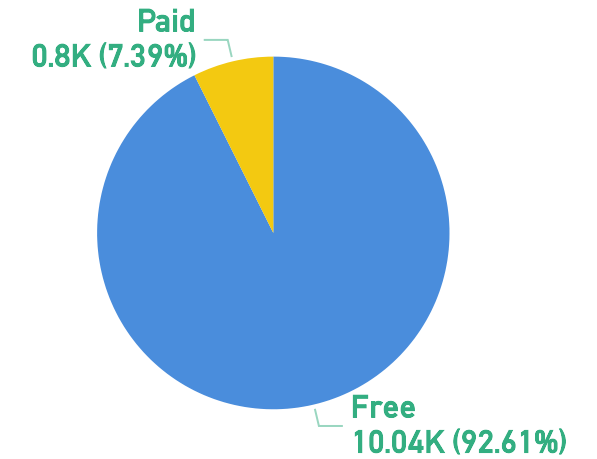
All

Price

\$0.00

\$400.00

### Free vs Paid Apps Marketshare



### Average Rating





Google Play

Data Summary

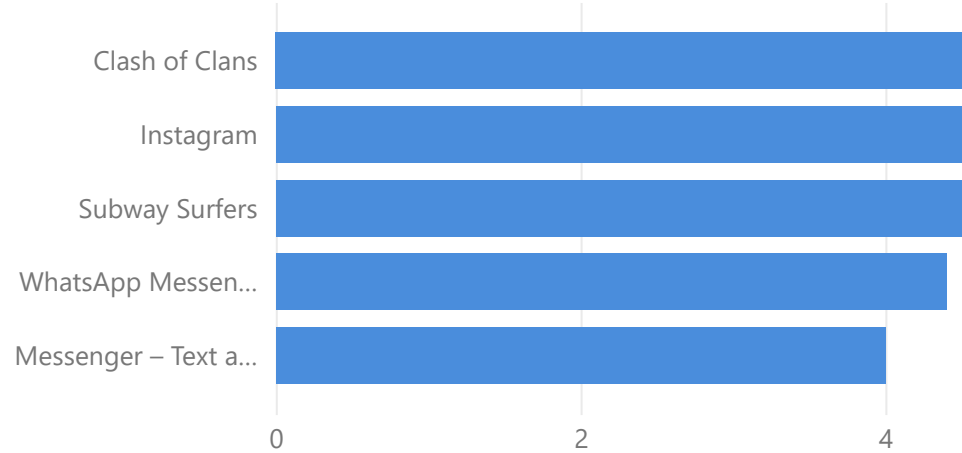
Category  
Summary

App Summary

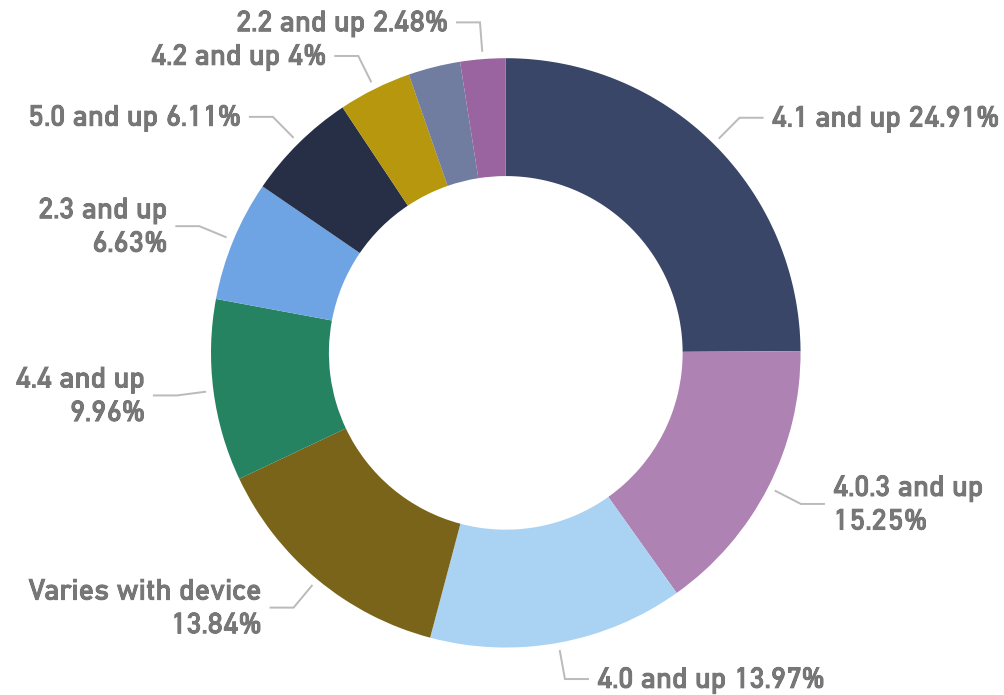
Decomposition  
Tree

Key Influencers

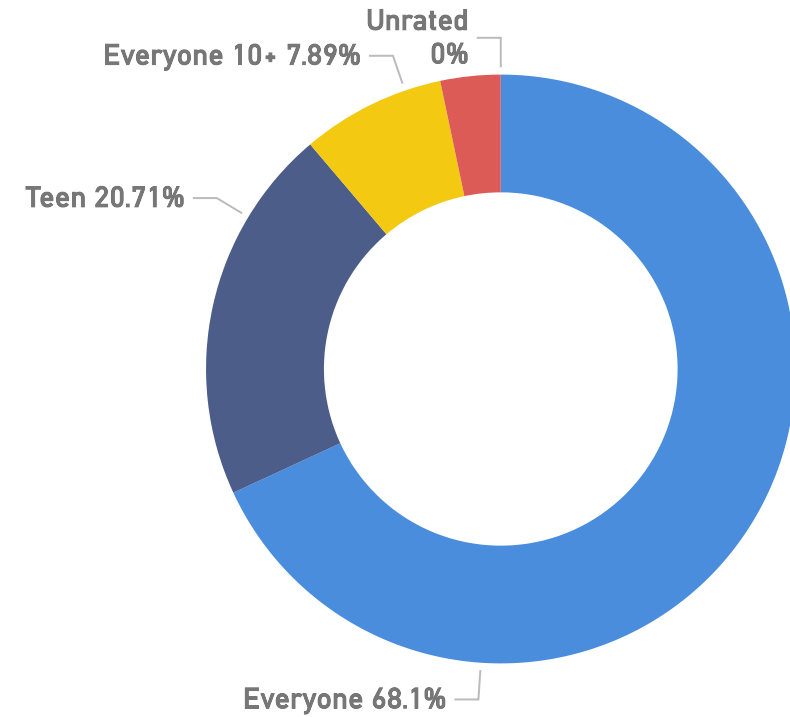
### Top 5 Apps by Rating



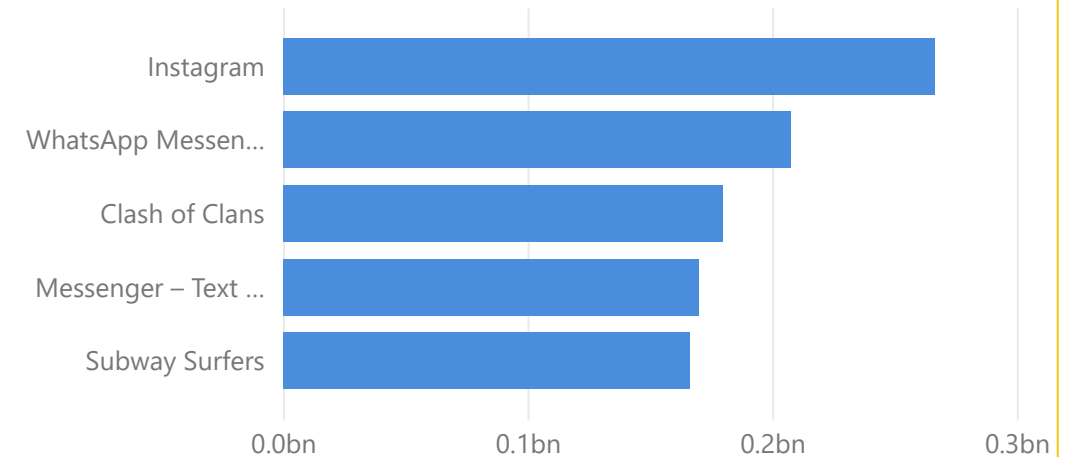
### Most popular Android Version Supported



### Installs by Content Rating



### Top 5 Apps by Reviews





Google Play

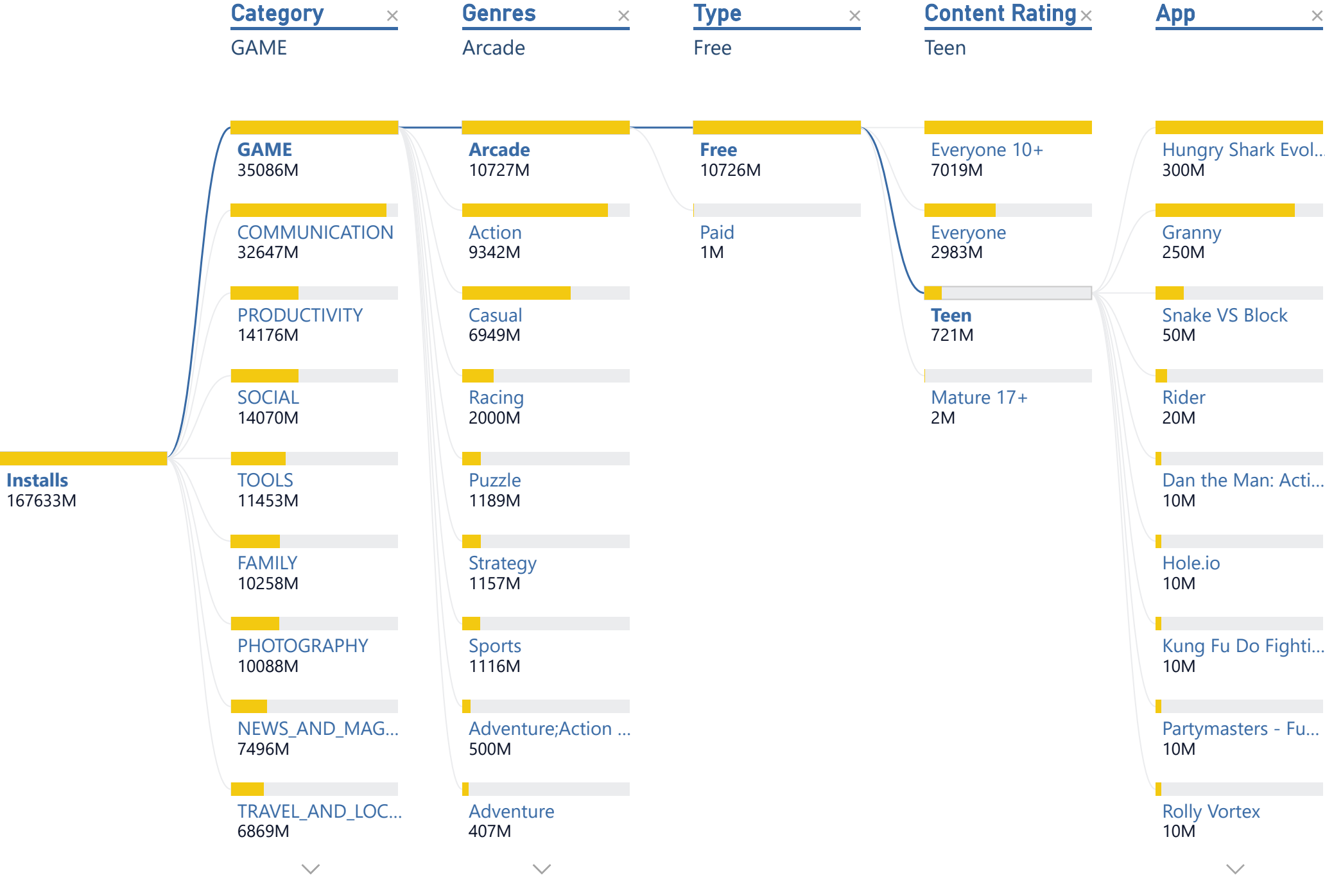
Data Summary

Category Summary

App Summary

Decomposition Tree

Key Influencers





Google Play

Data Summary

Category  
Summary

App Summary

Decomposition  
Tree

Key Influencers

## Key influencers Top segments

What influences Rating to Increase ?

When...

...the average of Rating  
increases by

Genres is  
Education;Education

0.75

Category is EDUCATION

0.74

Genres is Action

0.61

Category is GAME

0.55

Category is  
ENTERTAINMENT

0.51

Content Rating is Everyone  
10+

0.48

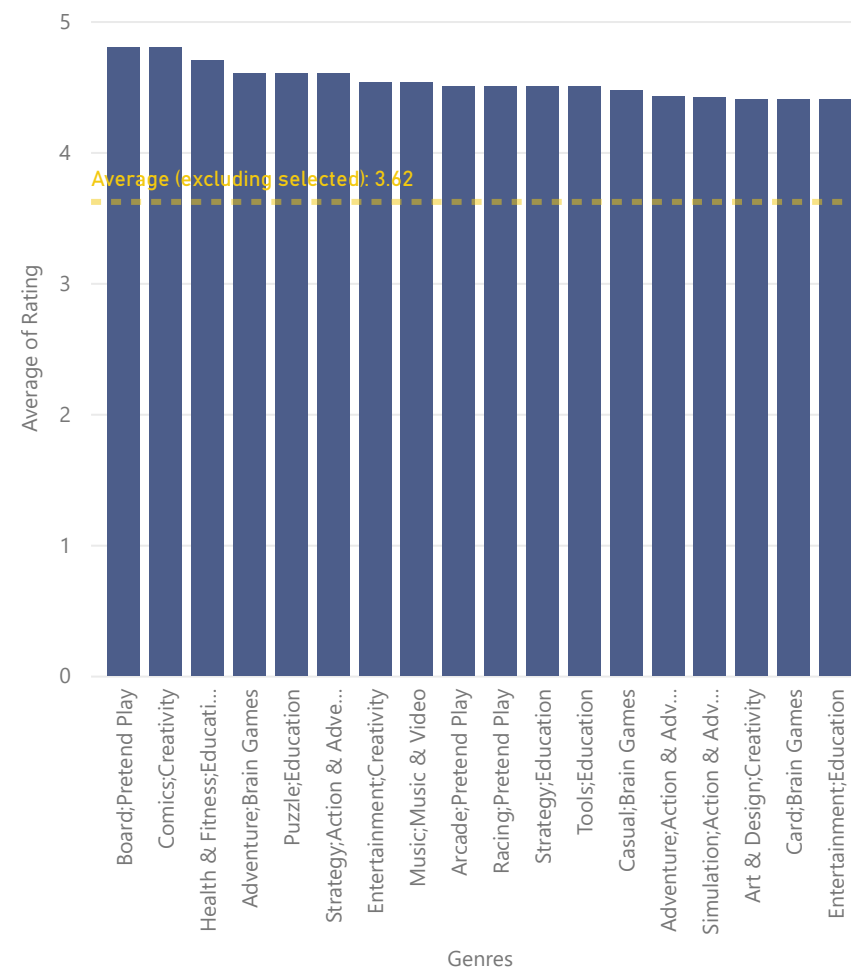
Category is PHOTOGRAPHY

0.38

Genres is PHOTOGRAPHY

0.38

← Rating is more likely to increase when Genres is Education;Education than otherwise (on average).



☐ Only show values that are influencers