

The Highest-Rated Games on Google Play Store



SUMMARIZATION:

This project performs exploratory data analysis on the highest-rated games from the Google Play Store.

The analysis shows that most top-ranked games are free and belong mainly to Action, Puzzle, and Arcade categories.

The average rating of most games is above 4.0, indicating high user satisfaction. There is a positive relationship between installs and total ratings.

Power BI was used to create interactive dashboards for better visualization and insights.

KEY INSIGHTS:

- **Free-to-Play Dominance:**
The majority of top-rated games on the Google Play Store are free. Paid games represent only a very small portion, indicating that the free-to-play business model dominates the mobile gaming industry.
- **High User Satisfaction:**
Most games have an average rating above **4.0**, which shows that users are generally satisfied with the quality of top-ranked games.
- **Popular Game Categories:**
Categories such as **Action, Puzzle, Arcade, and Word** contain the highest number of top-rated games, making them the most popular genres among users.
- **Installs vs Ratings Relationship:**
There is a positive correlation between the number of installs and total ratings. Games with more installs tend to receive more user reviews.
- **Recent Growth Patterns:**
Only a small number of games show very high growth in the last 30 and 60 days, while most games experience steady or slow growth.
- **User Sentiment from Ratings:**
The majority of ratings are **5-star and 4-star**, indicating positive user sentiment towards top-ranked games.
- **Rating Distribution Similarity:**
The violin plot shows that both free and paid games have similar average rating distributions, but free games show a wider spread of ratings.

BUSINESS RECOMMENDATIONS:

- Developers should focus on popular categories such as Action, Puzzle, Arcade, and Word, since these genres have higher demand and engagement.
- Maintaining high user satisfaction is important, so regular updates, bug fixes, and new features should be introduced to improve ratings.
- User reviews and ratings should be continuously monitored to understand customer preferences and improve product quality.
- Additionally, companies should use data analytics and visualization tools like Power BI to track performance metrics and make data-driven business decisions.
- Overall, these strategies can help increase user engagement, visibility, and long-term success in the mobile gaming market.

FINAL DASHBOARD STORY:

The dashboard summarizes key metrics using KPI cards, compares free and paid games, highlights popular categories, and shows the relationship between installs and ratings through interactive visuals. The distribution of average ratings shows that most games maintain ratings above 4.0, indicating strong user satisfaction.

*****Thank you*****