**GOOGLE PLAY STORE APP ANALYSIS**

PREPARED BY

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**OVERVIEW**

Mobile apps are everywhere, and the global smartphone OS landscape is dominated by Android. It has already captured around 81% of the total market, which is a genuine reflection of the significant number of people utilizing Android.

The goal of this analysis report is to offer insights into Android applications and their respective categories and help Android app developers decide on the best Android app to create to achieve success on the Google Play Store.

This data analysis report is to provide the findings that Bhupesh Dhiman conducted on doing a comprehensive analysis of the Android app market by comparing over 10,000 apps on Google Play Store across different categories.

**METHODOLOGY**

The researcher conducted a **comprehensive analysis** on a dataset obtained from Kaggle and using Microsoft Excel. Upon completion of the analysis, the researcher explored the data and started generating meaning to the data.

**ANALYSIS**

The total number of apps on Google Play Store at the time of this analysis is 10,840 from different categories and genres. The researcher used Pivot Table to carry out the exploratory analysis.

**Result 1:**

Out of the 10,840 apps on Google Play Store, 92.62% of the total apps are FREE while 7.38% are PAID apps. This might indicate that the “paid app” market is very small when compared to the “free app” market.

Below is a chart representing the data.

**Result 2:**

Upon analyzing the data, the researcher discovered that "Tools" ranked highest among the top 10 genres in terms of the number of apps, closely followed by "Entertainment." Most of the apps within the "Tools" and "Entertainment" genres are freely available without any content restrictions. The accompanying Pivot Chart serves as a visual representation of these findings.

**Result 3:**

As evidenced in the worksheet, the Family category boasts the largest quantity of apps. This is likely attributable to the fact that apps within the family category typically have a content rating suitable for all ages and are predominantly available for free.

**Result 4:**

Although not the most expensive app, Minecraft was found to be the app with the highest earning generating as much as $70 million dollars.

The chart below shows the figures.

|  |  |  |  |
| --- | --- | --- | --- |
| **App** | **Type** | **Installs** | **Price** |
| Minecraft | Paid | 10,000,000 | $7 |
| Hitman Sniper | Paid | 10,000,000 | $1 |

**Result 5**

It has also been observed that Game followed by Communication is the category of app with the highest installs. This could be supported by the fact that there is no age restriction due to which there are maximum installs.

Below is the chart representing the data:

**Conclusion**

Upon completing the analysis, my conclusion is that users exhibit a preference for free apps over paid ones, as evidenced by the higher number of downloads and reviews garnered by free apps. Regarding installed apps, those belonging to the game category tend to have the highest number of installations, with the size of the games not being a significant determining factor. This is exemplified by the fact that certain games as large as 99 megabytes received over 100,000,000 downloads. Additionally, it's worth noting that the majority of apps within the game category are also available for free.

Following is the dashboard consisting of the findings from the analysis including most installed app.

A screenshot of a computer

Description automatically generated

Upon comparing my findings between apps with the highest downloads and those with the most reviews, I deduced that users are inclined to download apps more frequently if they have been reviewed by a larger number of individuals. Thus, encouraging users of your app to leave reviews presents another effective strategy for enhancing your app's visibility and market penetration. Additionally, urging Android app developers to create apps suitable for users of all ages can contribute to maximizing downloads.