

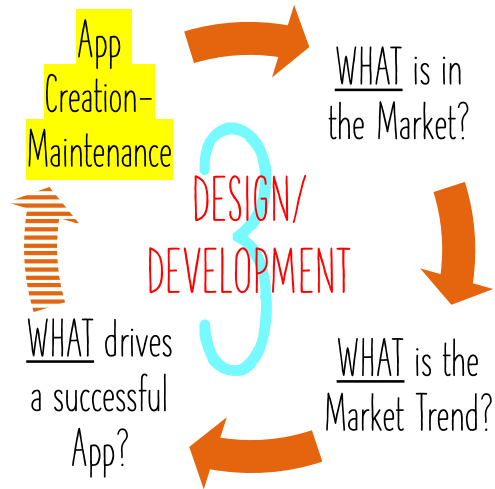
Google Android

- Android Devices : 87% of global smartphone market¹
- Next Few Years : Google to increase shares over Apple's iOS²
- Google Play Store Data : Understand the Android Apps Market
- WHO ? Apps Developers: Drive successful Apps

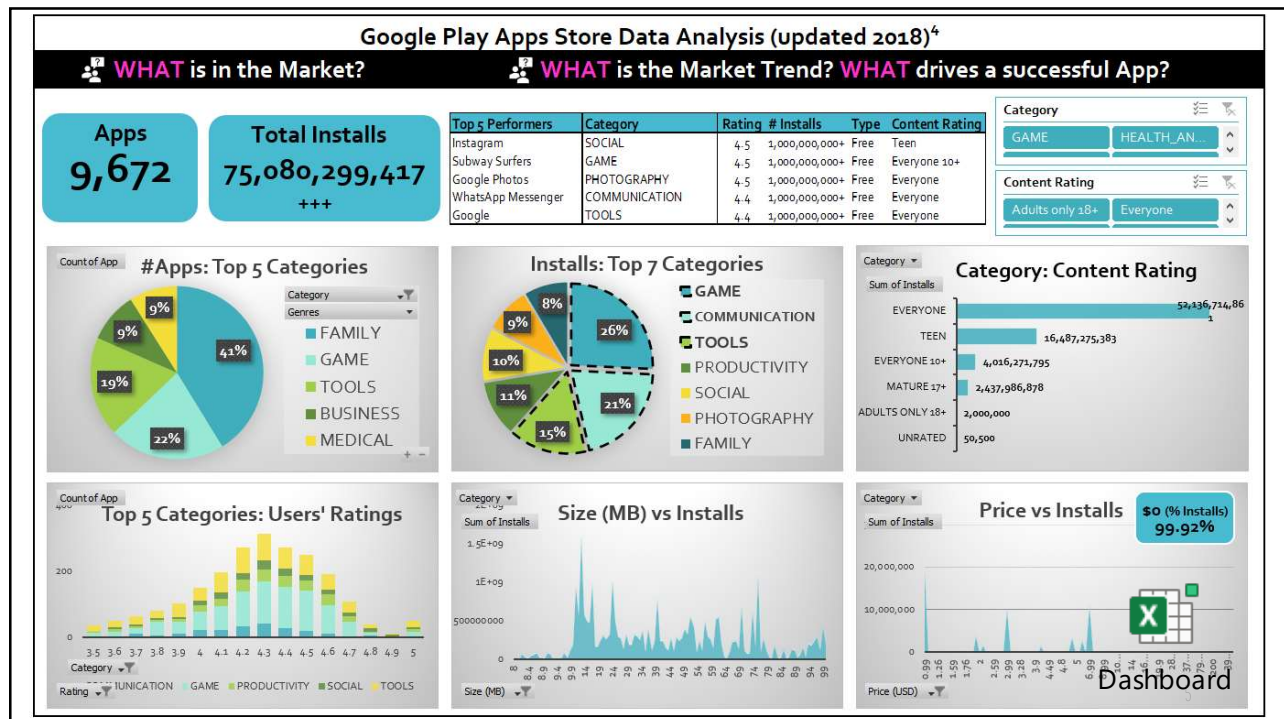
Sources: ¹[Statista, September 2019](#) | ²[Sensor Tower, January 2020](#)

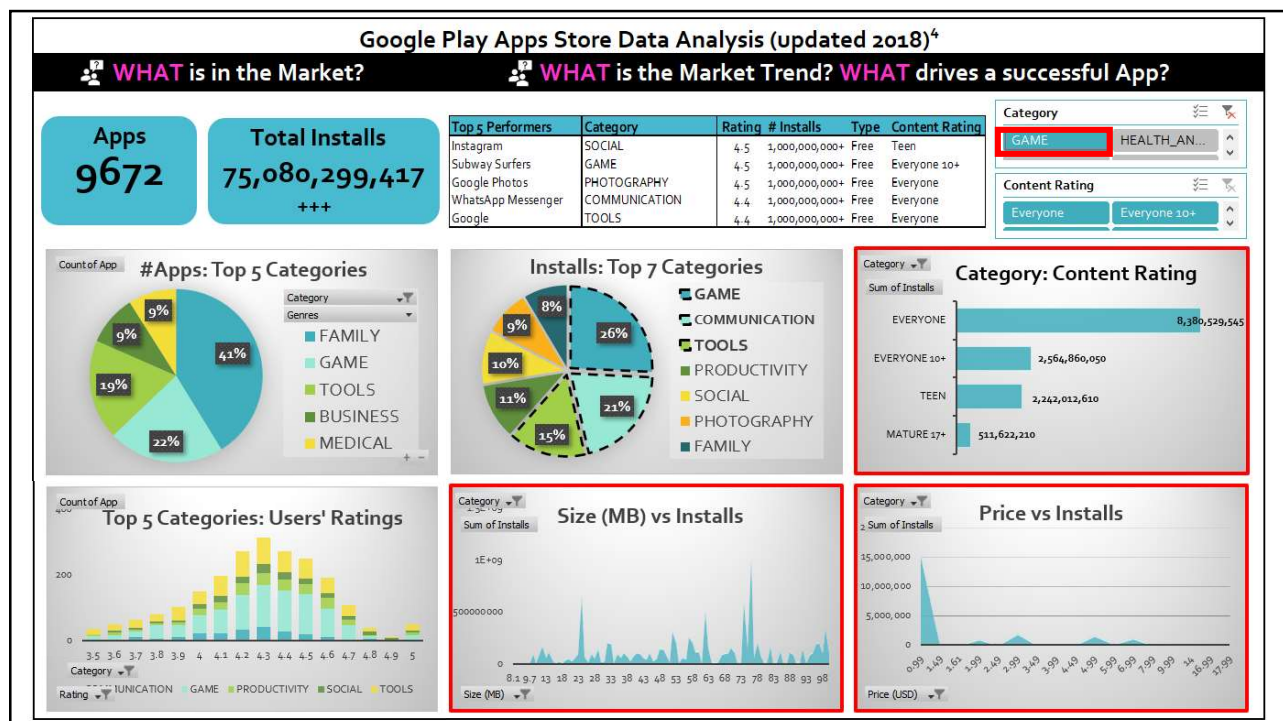
ASKING THE WHATS?

WHAAAA!?!?



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Insights into Android Apps Market

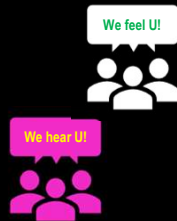
- **Lucrative Market** : \$39.7 billion revenue in H1 2019³
- **TOP 5**² : Games, Tools, Communication, Social, Entertainment
- **FREE** : "How to make money?"
- Good App Interface : Catchy name, Size, Less effort less time.
- Know Your Audience & Competitors

Sources: ³[Sensor Tower, July 2019](#)

Develop Your
App's
Uniqueness!



& Engage
Customers!

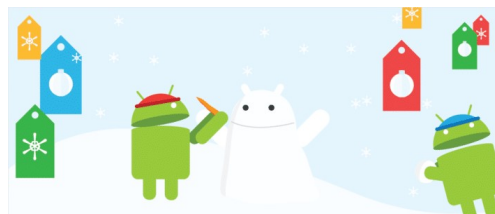


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😊 Data Source 😊

- ⁴Google Play Store Apps | Kaggle

<https://www.kaggle.com/lava18/google-play-store-apps>



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