



Google Play Store Apps

Analyse Google Play Store Data to Gain Insights into Android Apps Market

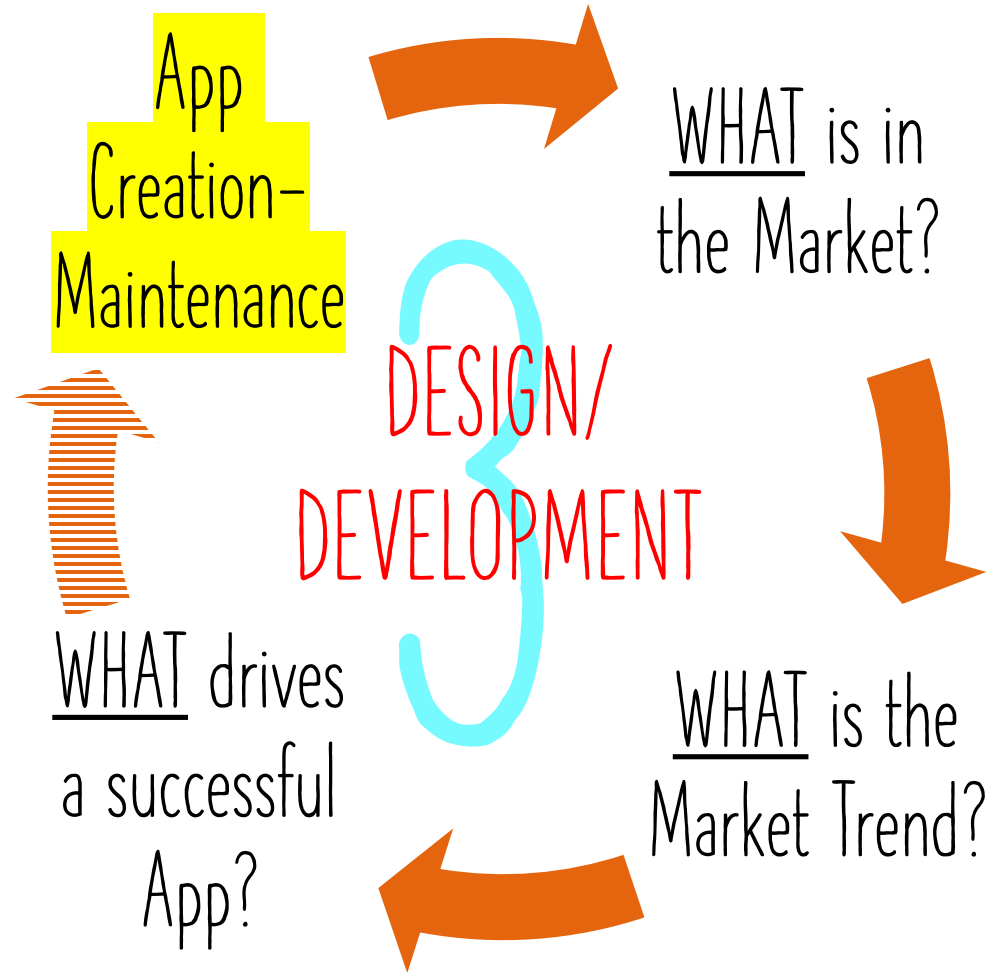
Google Android

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

ASKING THE WHATS?

WHAAAA!?!?



Google Play Apps Store Data Analysis (updated 2018)⁴

WHAT is in the Market?

WHAT is the Market Trend? **WHAT** drives a successful App?

Apps
9,672

Total Installs
75,080,299,417
+++

Top 5 Performers	Category	Rating	# Installs	Type	Content Rating
Instagram	SOCIAL	4.5	1,000,000,000+	Free	Teen
Subway Surfers	GAME	4.5	1,000,000,000+	Free	Everyone 10+
Google Photos	PHOTOGRAPHY	4.5	1,000,000,000+	Free	Everyone
WhatsApp Messenger	COMMUNICATION	4.4	1,000,000,000+	Free	Everyone
Google	TOOLS	4.4	1,000,000,000+	Free	Everyone

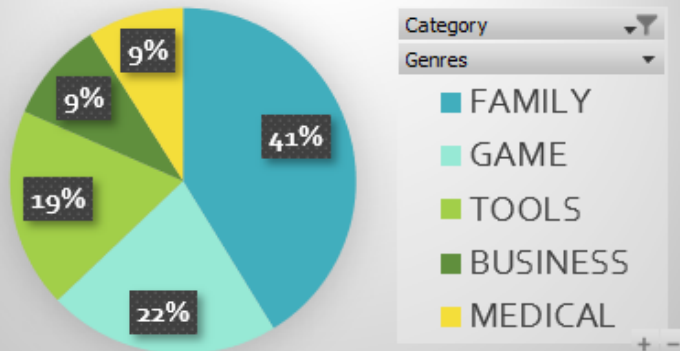
Category

GAME HEALTH_AN...

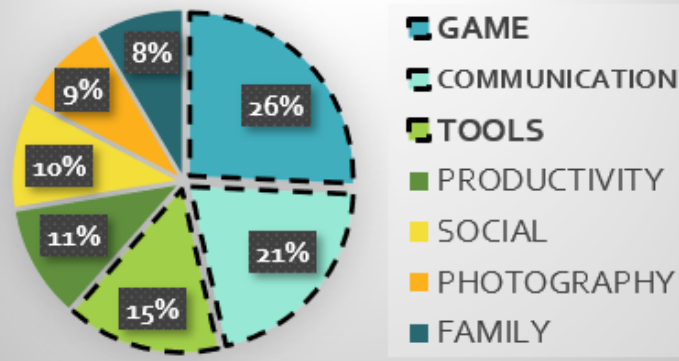
Content Rating

Adults only 18+ Everyone

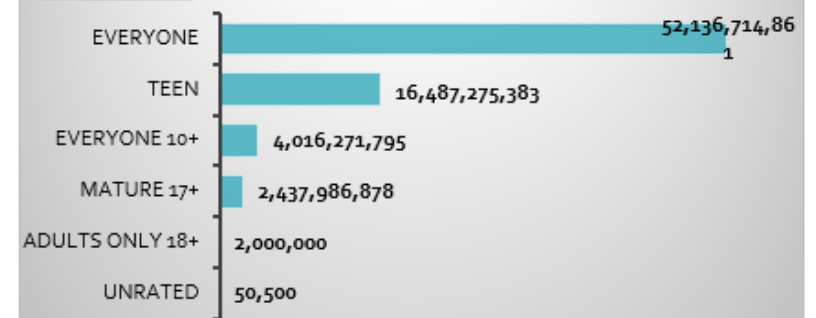
Count of App #Apps: Top 5 Categories



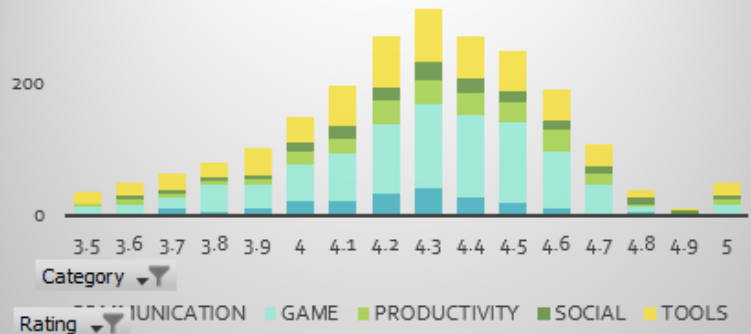
Installs: Top 7 Categories



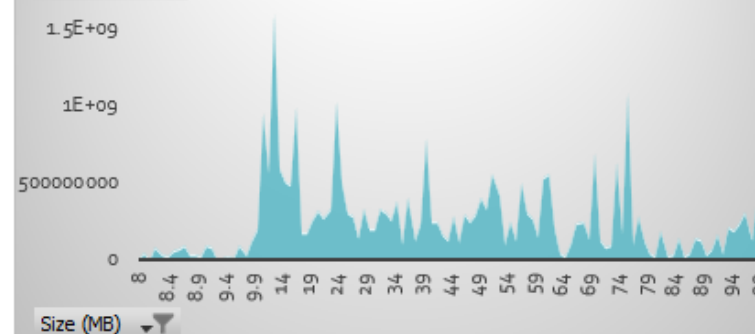
Category: Content Rating



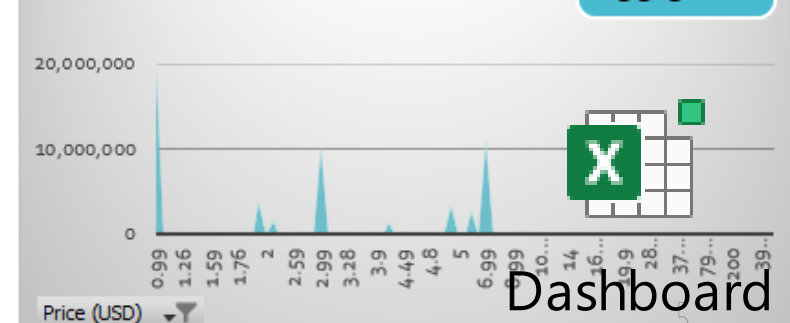
Count of App Top 5 Categories: Users' Ratings



Size (MB) vs Installs



Price vs Installs \$0 (% Installs) 99.92%



Dashboard

Google Play Apps Store Data Analysis (updated 2018)⁴

WHAT is in the Market?

WHAT is the Market Trend? **WHAT** drives a successful App?

Apps
9672

Total Installs
75,080,299,417
+++

Top 5 Performers	Category	Rating	# Installs	Type	Content Rating
Instagram	SOCIAL	4.5	1,000,000,000+	Free	Teen
Subway Surfers	GAME	4.5	1,000,000,000+	Free	Everyone 10+
Google Photos	PHOTOGRAPHY	4.5	1,000,000,000+	Free	Everyone
WhatsApp Messenger	COMMUNICATION	4.4	1,000,000,000+	Free	Everyone
Google	TOOLS	4.4	1,000,000,000+	Free	Everyone

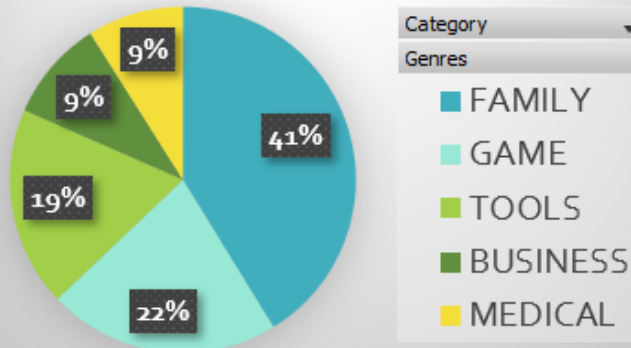
Category

GAME HEALTH_AN...

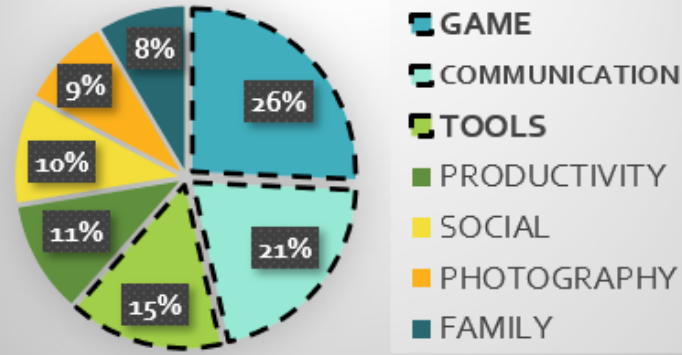
Content Rating

Everyone Everyone 10+

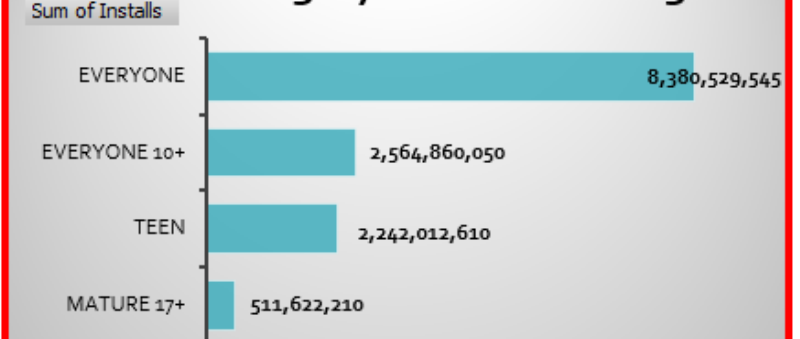
Count of App #Apps: Top 5 Categories



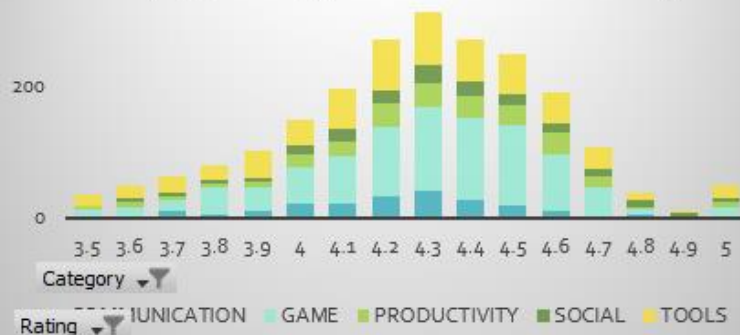
Installs: Top 7 Categories



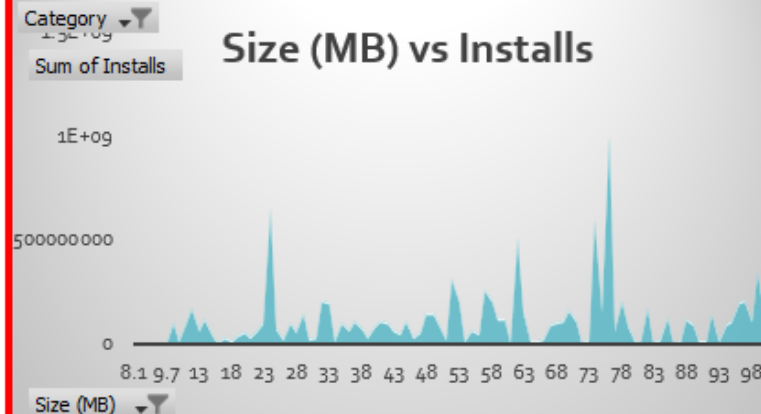
Category: Content Rating



Count of App Top 5 Categories: Users' Ratings



Size (MB) vs Installs



Price vs Installs



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!



😊 Data Source 😊

- ⁴Google Play Store Apps | Kaggle

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

