

# *Google Play Store App Analysis*

*Identifying Success Patterns in Mobile App Categories*

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# Google Play Store App Analysis

Analyzed app performance across categories to identify success trends and pricing impacts.

Cleaned 10k+ apps · Labeled outcomes · Visualized trends with pivot tables

**Game** apps lead by a wide margin with a net score of **(+459)**, showing strong user success despite a high number of total apps.

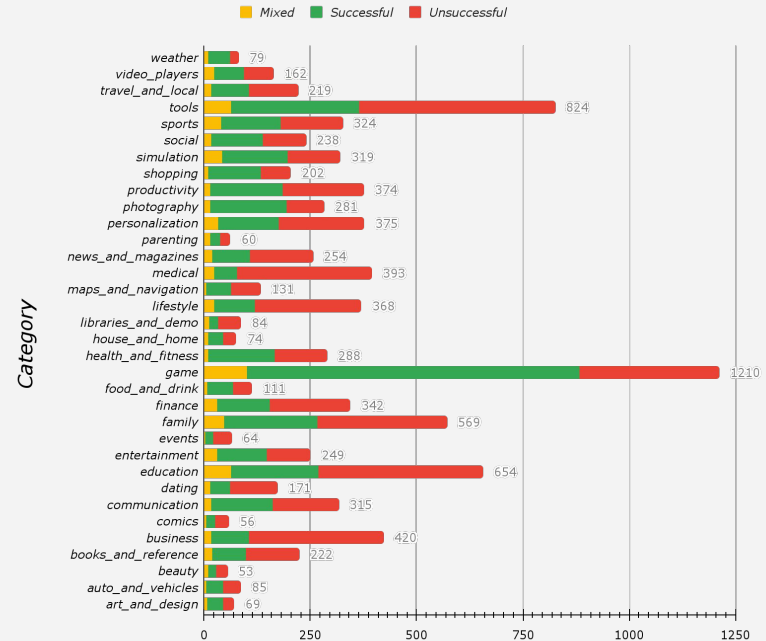
**Photography** holds second place **(+94)**, reflecting niche appeal and a solid success-to-failure ratio.

**Shopping** apps ranked third **(+57)** with moderate volume and consistent performance across launches.

**Health & Fitness** came in fourth **(+38)**, a competitive space with high engagement but more mixed results.

**Weather** and **Simulation** tied for fifth **(+36)**, showing specialized apps can still perform well when executed effectively.

App Success By Category



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Compare the success performance between free and paid apps to identify which model fares better in the market.

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**Free** apps dominate in quantity but struggle with success (**net score: -139**)

**Paid** apps are fewer but face greater challenges (**net score: -470**)

Neither model achieves a positive net score, but free apps come closer to breaking even

Data suggests price alone does not guarantee success — content and category matter more

Monetization strategies should align with user expectations and app functionality for better outcomes

Free vs. Paid Apps

