

Analysis of Google Play Store Apps Data

Group Four

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Motivation and Objective

- 85% of the mobile devices → Android.
- Google Play Store → most popular Android app store.
- Insights can be drawn by analysis of App features.



Dataset

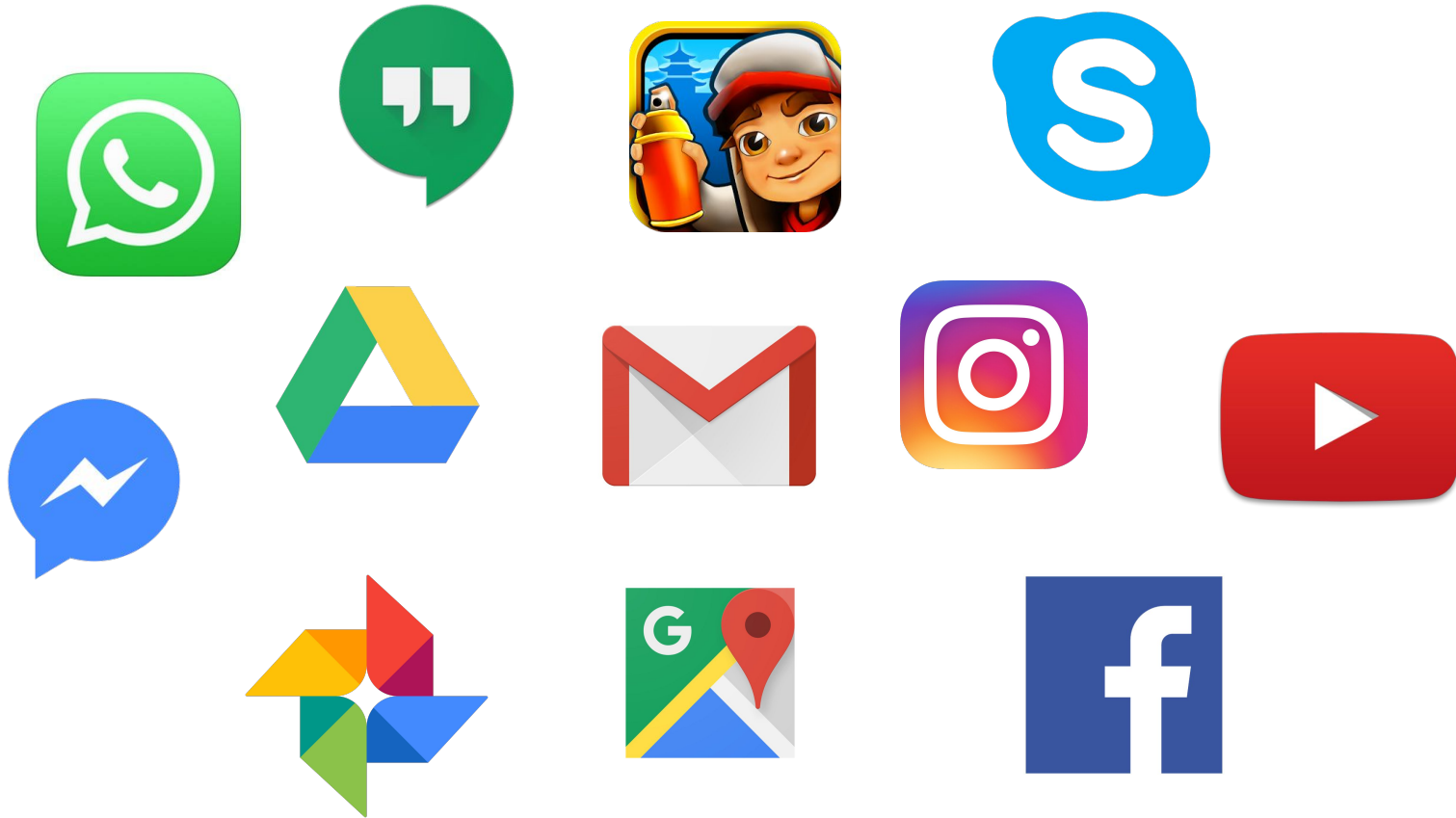


- From Kaggle
- Information of 10,000+ Apps
- Features: Category, #Installs, Ratings, Price and Reviews of Apps

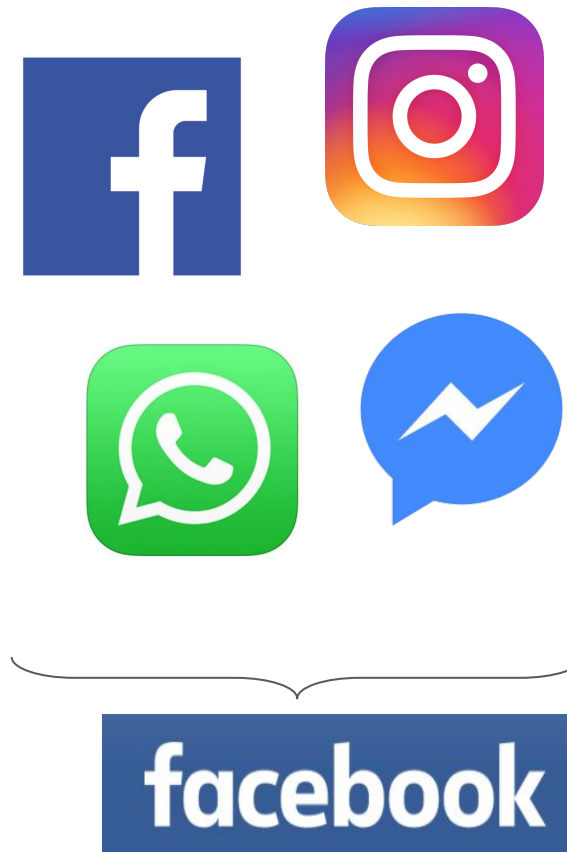
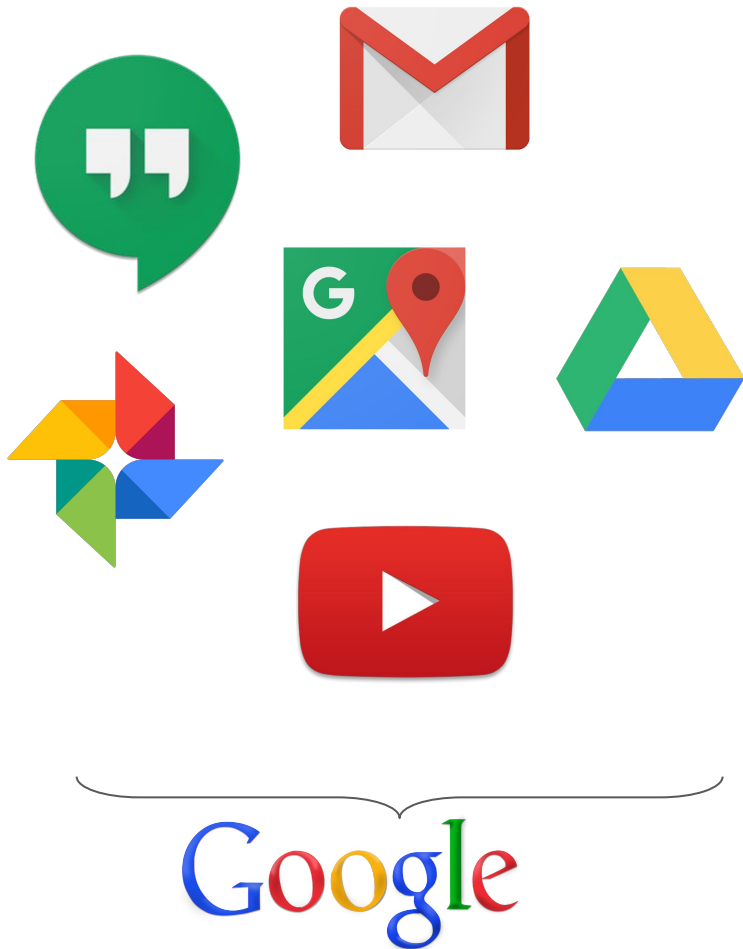
Top Installed Apps

App	Installs	Category	Type
Subway Surfers	1 Billion	GAME	Free
Google Photos	1 Billion	PHOTOGRAPHY	Free
Google Chrome: Fast & Secure	1 Billion	COMMUNICATION	Free
WhatsApp Messenger	1 Billion	COMMUNICATION	Free
Messenger – Text and Video Chat for Free	1 Billion	COMMUNICATION	Free
Google Drive	1 Billion	PRODUCTIVITY	Free
Google Play Books	1 Billion	BOOKS_AND_REFERENCE	Free
Google Play Movies & TV	1 Billion	VIDEO_PLAYERS	Free
Google Street View	1 Billion	TRAVEL_AND_LOCAL	Free
Hangouts	1 Billion	COMMUNICATION	Free
Google+	1 Billion	SOCIAL	Free
Gmail	1 Billion	COMMUNICATION	Free
Maps - Navigate & Explore	1 Billion	TRAVEL_AND_LOCAL	Free
Google News	1 Billion	NEWS_AND_MAGAZINES	Free
Skype - free IM & video calls	1 Billion	COMMUNICATION	Free
Instagram	1 Billion	SOCIAL	Free
Facebook	1 Billion	SOCIAL	Free
Google Play Games	1 Billion	ENTERTAINMENT	Free
Google	1 Billion	TOOLS	Free
YouTube	1 Billion	VIDEO_PLAYERS	Free

Top Free Installed Apps



Top Free Installed Apps



Top Paid Installed Apps

Game and **Family** apps have the highest market prevalence for paid apps.

App	Installs	Category	Type
Hitman Sniper	10 Million	GAME	Paid
Minecraft	10 Million	FAMILY	Paid
League of Stickman 2018- Ninja Arena PVP(Dreamsky)	1 Million	GAME	Paid
Five Nights at Freddy's	1 Million	GAME	Paid
Zombie Avengers:(Dreamsky)Stickman War Z	1 Million	GAME	Paid
DraStic DS Emulator	1 Million	GAME	Paid
Cut the Rope GOLD	1 Million	FAMILY	Paid
Bloons TD 5	1 Million	FAMILY	Paid
Tasker	1 Million	TOOLS	Paid
True Skate	1 Million	SPORTS	Paid
Fruit Ninja Classic	1 Million	GAME	Paid
Sleep as Android Unlock	1 Million	LIFESTYLE	Paid
Stickman Legends: Shadow Wars	1 Million	GAME	Paid
Lost Journey (Dreamsky)	1 Million	GAME	Paid
Where's My Water?	1 Million	FAMILY	Paid

Top Paid Installed Apps

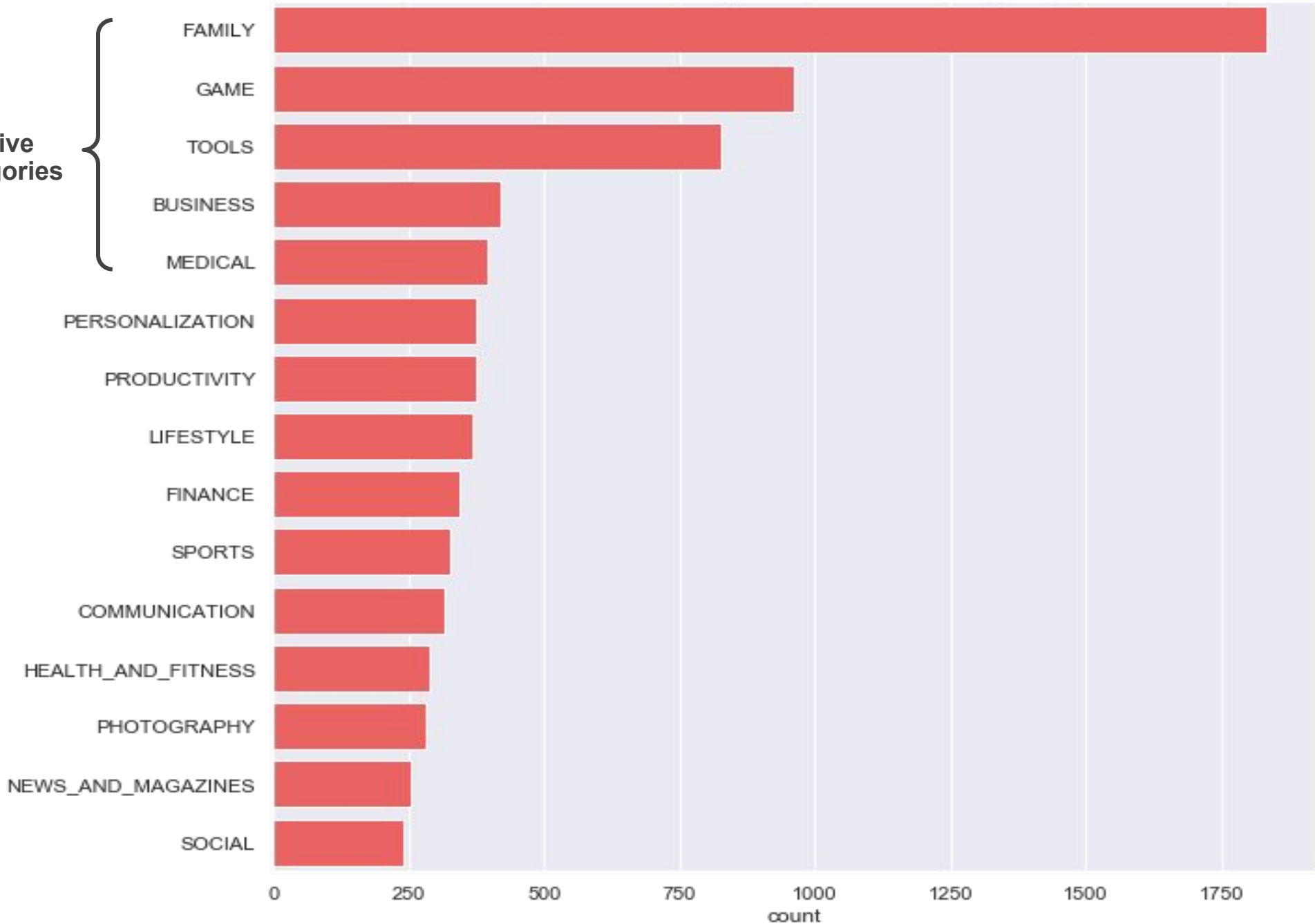


All of them are from Games Category!

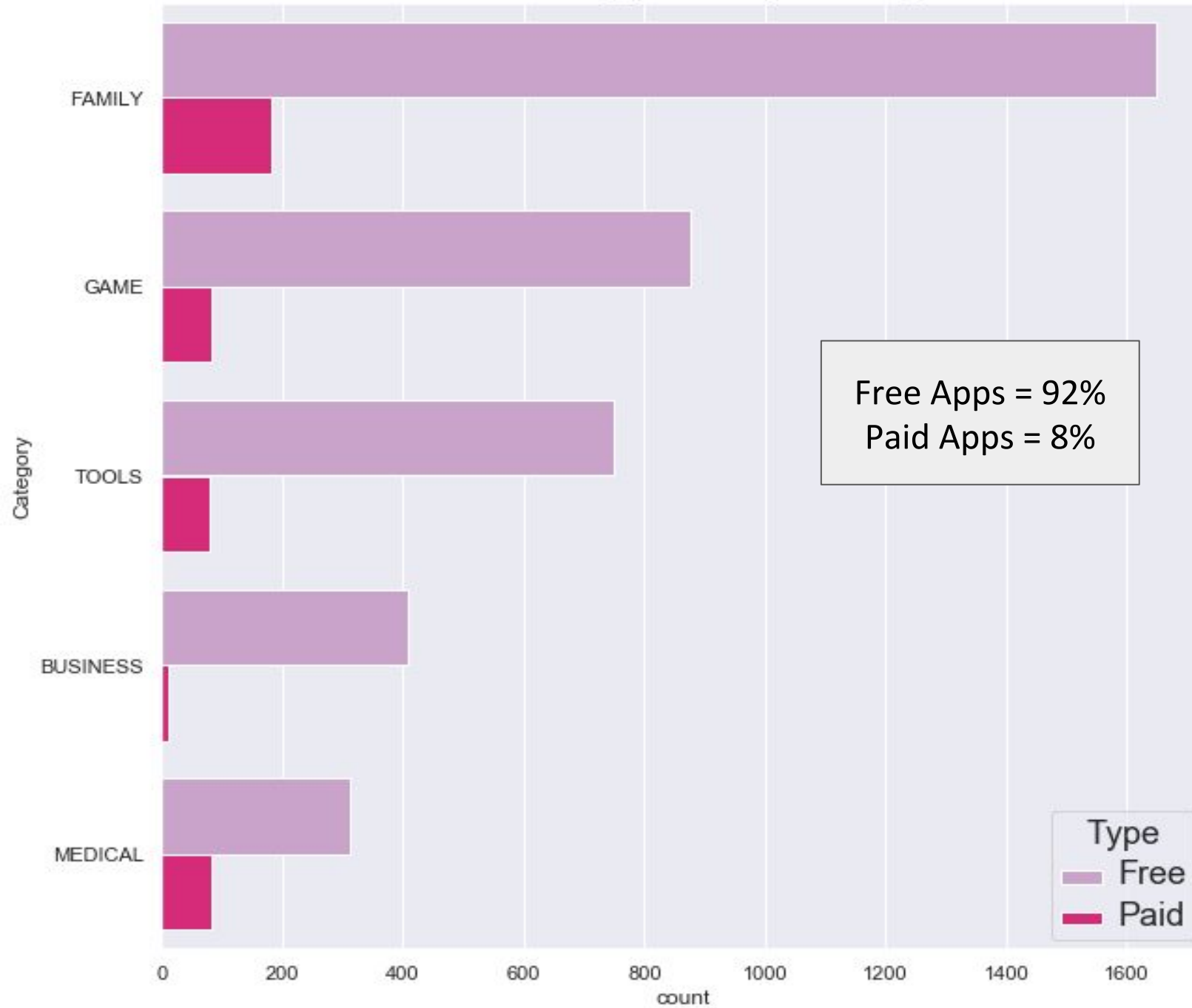
Total # of apps in each Category

Top Five
Categories

Category



Free vs Paid Apps in Top 5 Categories

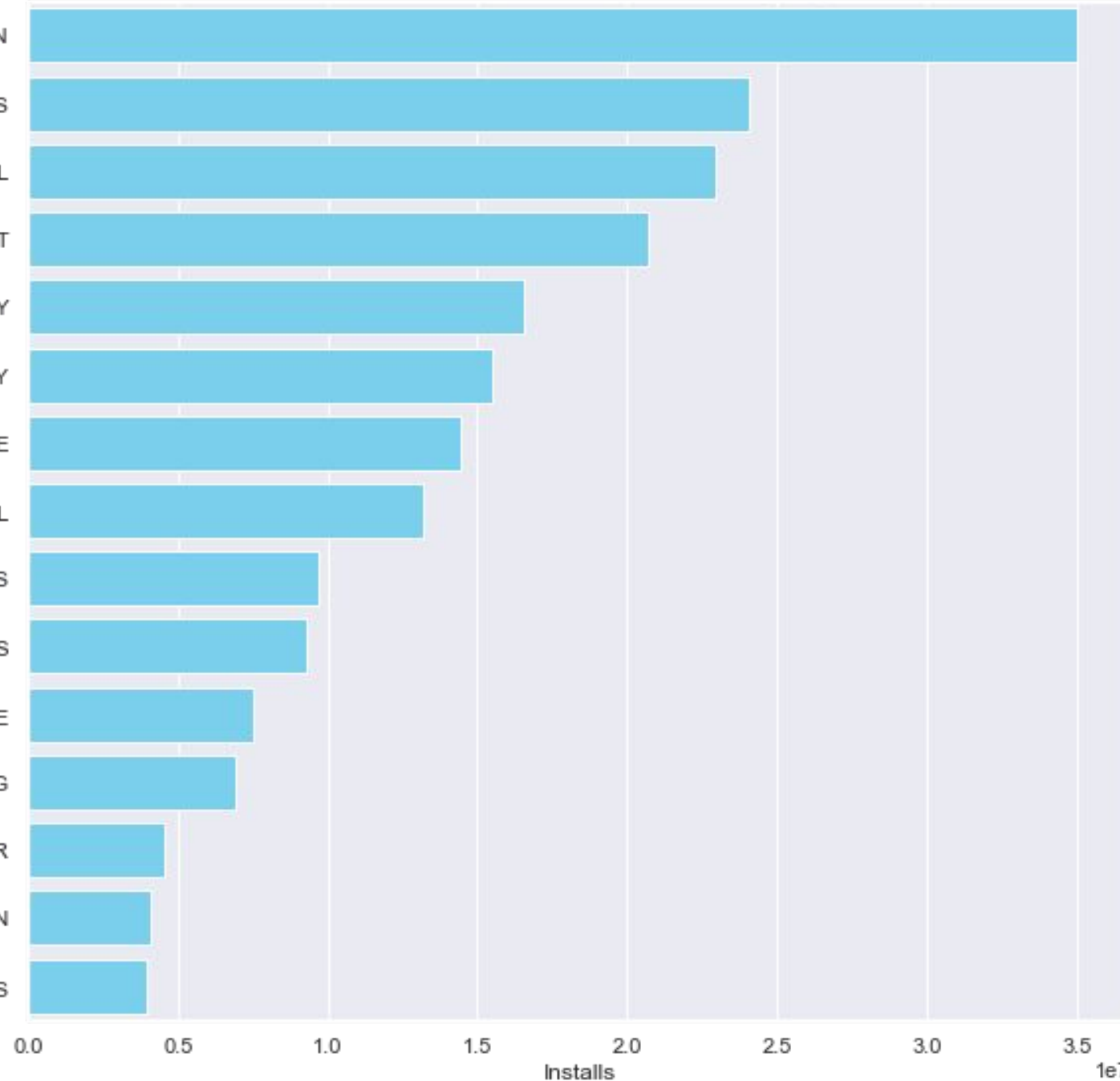


Installations in each Category

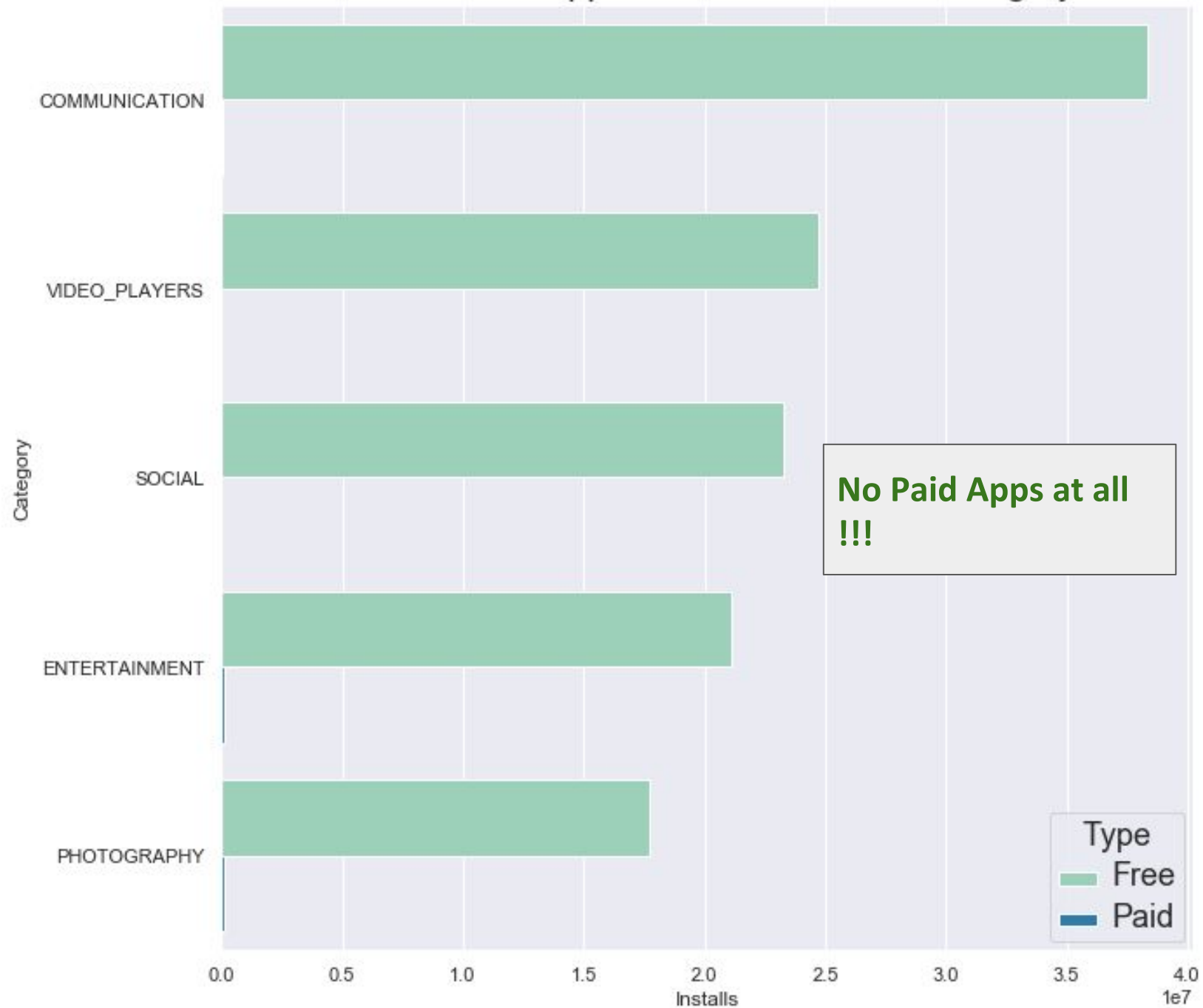
Top Five
Categories

Category

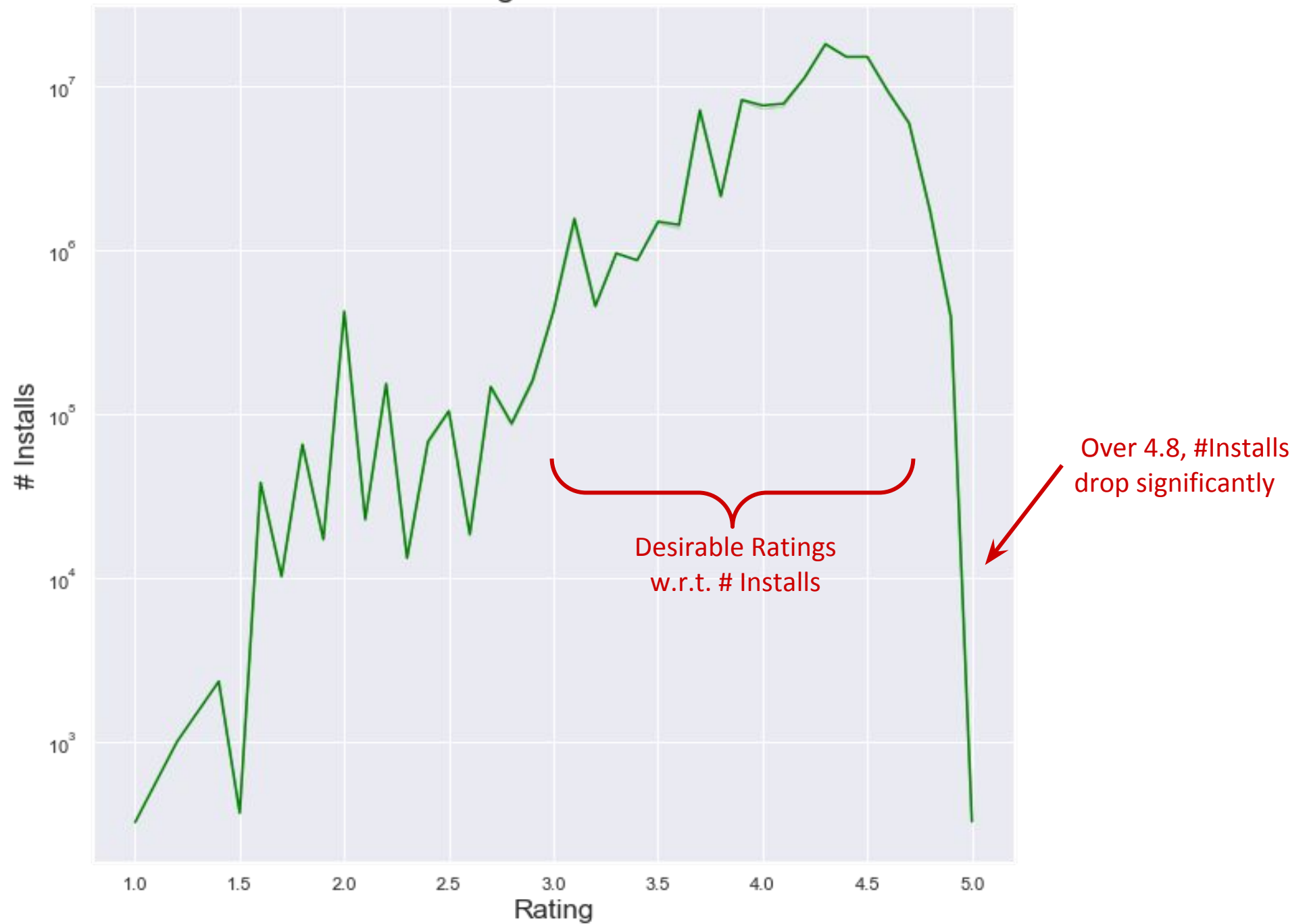
COMMUNICATION
VIDEO_PLAYERS
SOCIAL
ENTERTAINMENT
PHOTOGRAPHY
PRODUCTIVITY
GAME
TRAVEL_AND_LOCAL
TOOLS
NEWS_AND_MAGAZINES
BOOKS_AND_REFERENCE
SHOPPING
WEATHER
PERSONALIZATION
HEALTH_AND_FITNESS



Free vs Paid App-Installations in each Category



Rating vs #Installs



0 50 100 150 200 250 300 350 400

App Pricing Trend across Categories

Category

LIFESTYLE

FINANCE

FAMILY

MEDICAL

BUSINESS

TOOLS

GAME

PHOTOGRAPHY

0

50

100

150

200

250

300

350

400

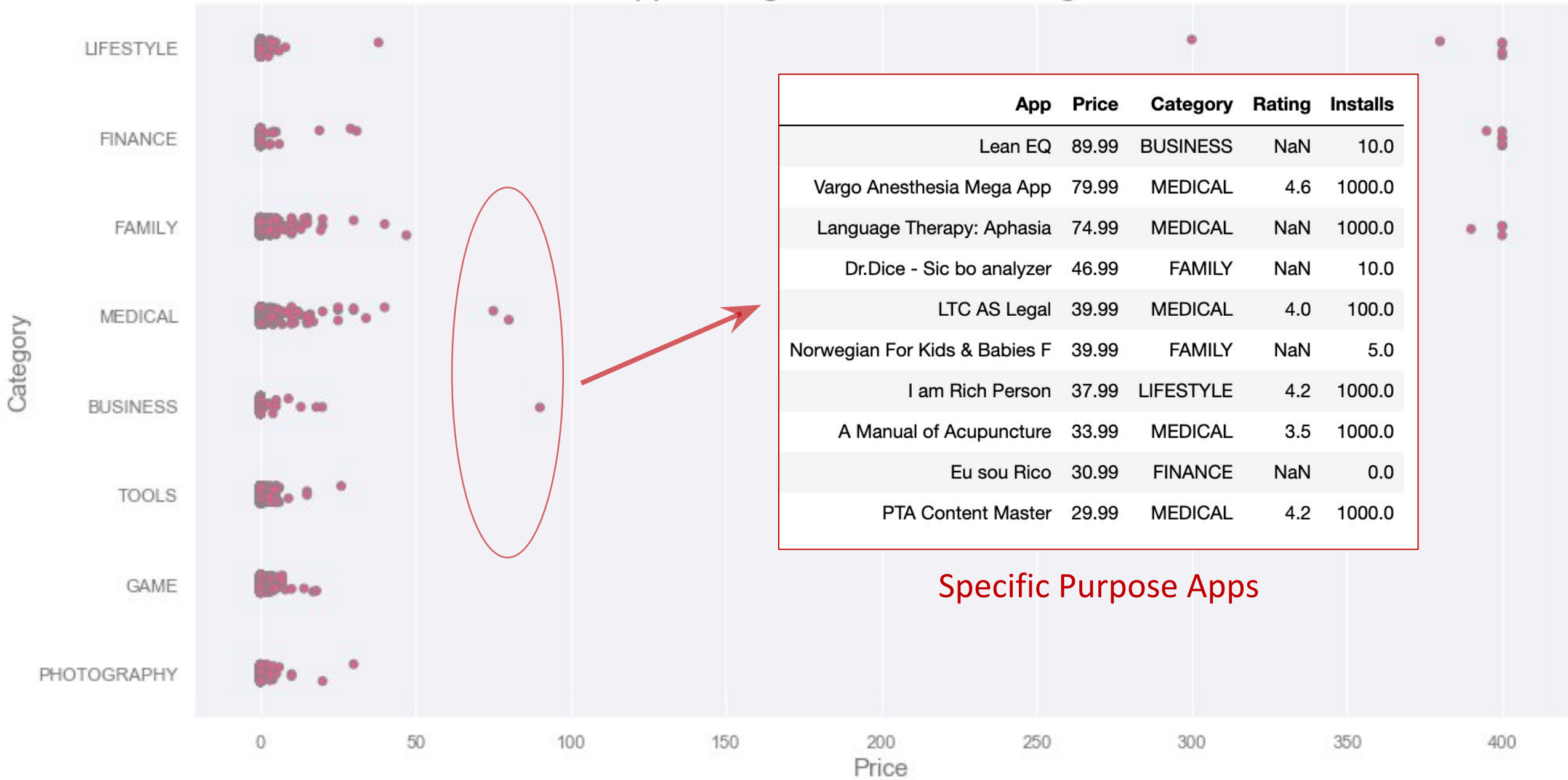
Price

App	Price	Category
I'm Rich - Trump Edition	400.00	LIFESTYLE
most expensive app (H)	399.99	FAMILY
I am rich(premium)	399.99	FINANCE
I'm Rich/Eu sou Rico/أنا غني/我很有錢	399.99	LIFESTYLE
I am rich (Most expensive app)	399.99	FINANCE
I am Rich	399.99	FINANCE
I Am Rich Pro	399.99	FAMILY
I am Rich!	399.99	FINANCE
💎 I'm rich	399.99	LIFESTYLE
I Am Rich Premium	399.99	FINANCE

Junk Apps



App Pricing Trend across Categories



Thank You