



Play Store Dashboard

Introduction



In an era where mobile applications drive digital innovation and user engagement, understanding what makes an app successful on platforms like the Google Play Store is vital. This project, *“Discovering the DNA of Viral Apps,”* dives deep into app-level data to decode the patterns behind virality. Using data science techniques—including data cleaning, feature engineering, clustering (K-Means), and visualization through Power BI and Streamlit—the analysis uncovers key metrics such as Engagement Score and Virality Score. These insights help developers, marketers, and businesses identify the core attributes that lead to higher downloads, better ratings, and long-term app retention.

Intro

Page 1

Page 2

Conclusion





Play Store Dashboard



45.62K

Total Rating



11K

Total Price



5bn

Total Reviews



168bn

Total Installs



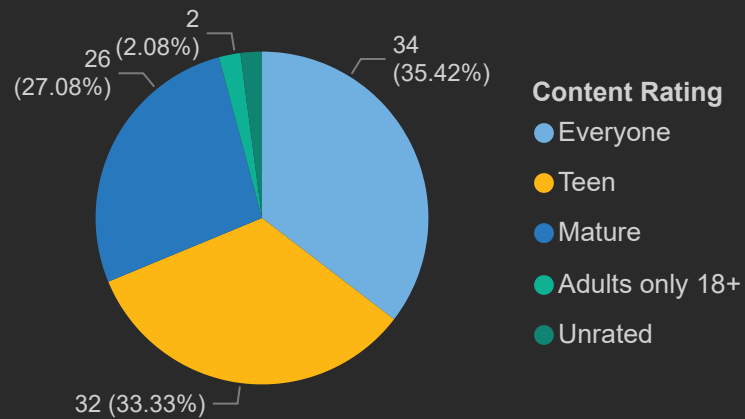
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Free App Percentage

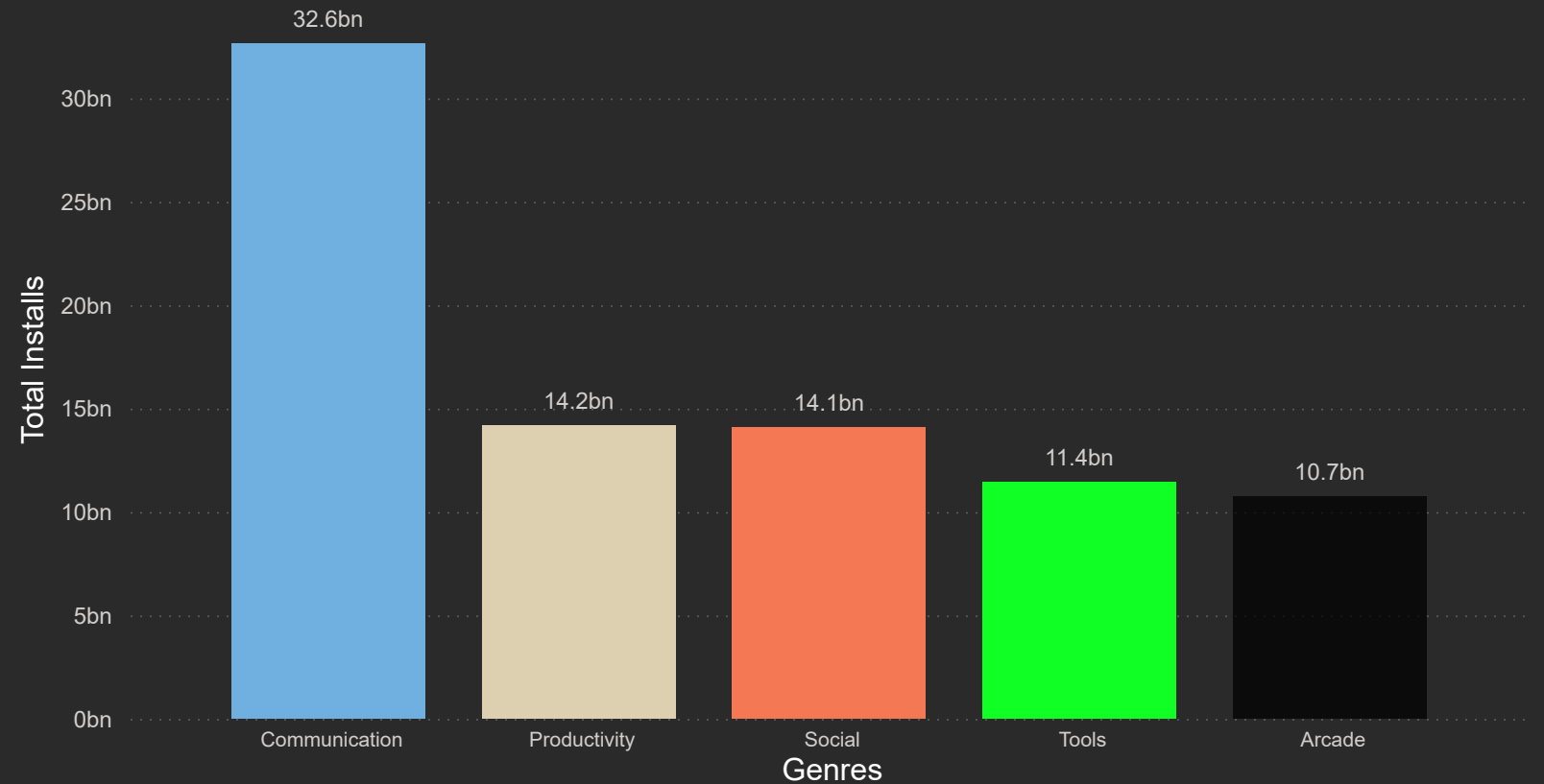
Category

All

Count of Category by Content Rating



Total Installs by Genres





Play Store Dashboard

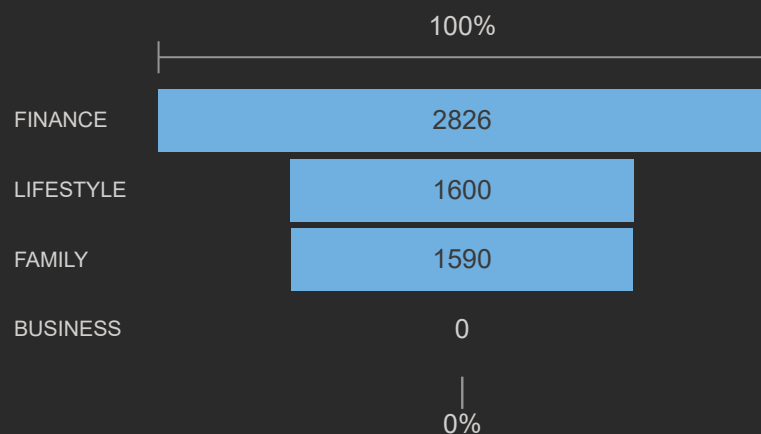


Size

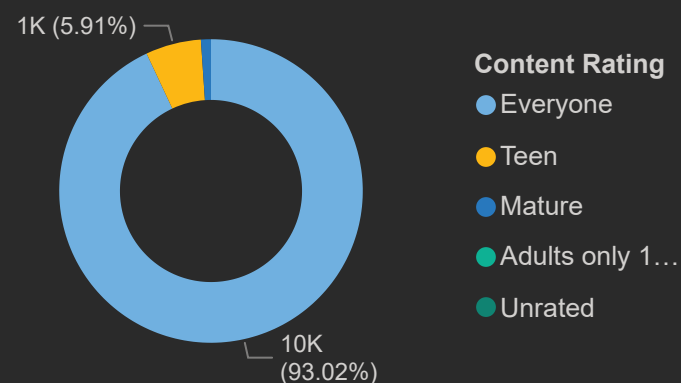
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1,020.00

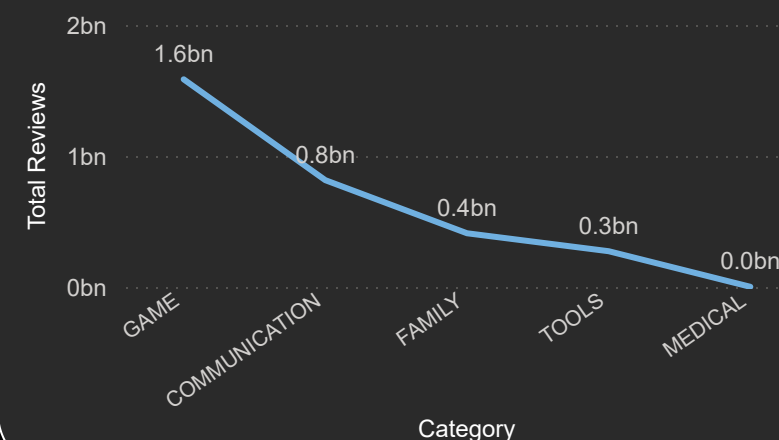
Sum of Price by Category



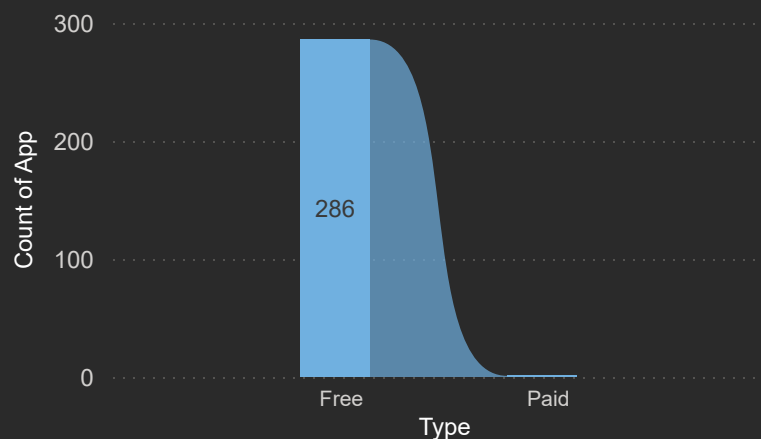
Sum of Price by Content Rating



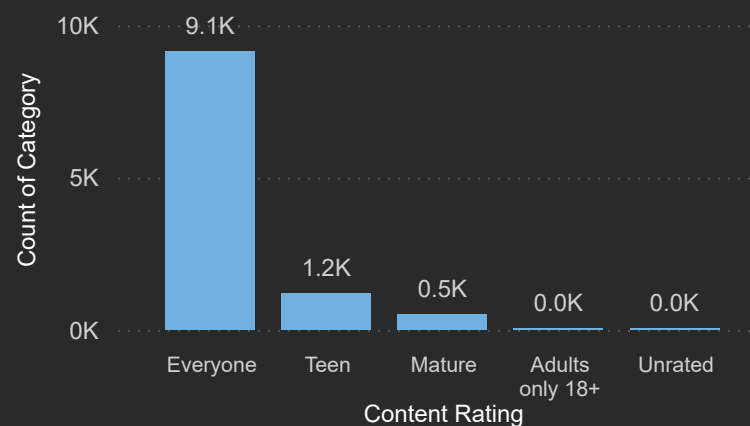
Total Reviews by Category



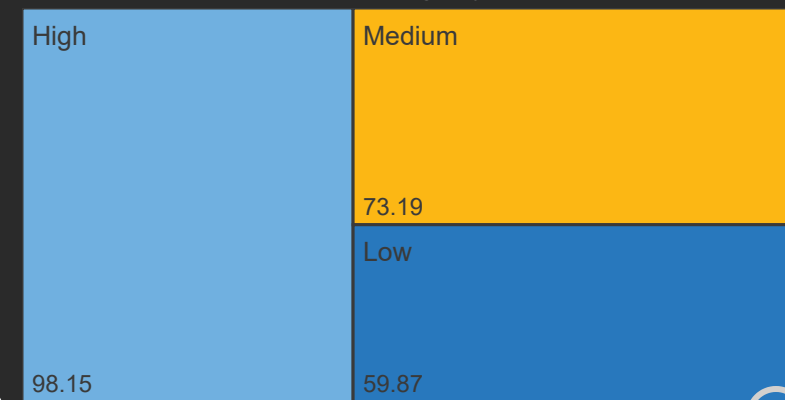
Count of App by Type



Count of Category by Content Rating



Free App Percentage by Engagement Category





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Conclusion



The analysis reveals that app virality is influenced by a combination of high user engagement (reviews relative to installs), consistent updates, optimized app size, and relevance within trending categories like Communication, Games, and Productivity. Free apps dominate in downloads, but virality is more nuanced—driven by quality and user feedback, not just availability. By combining statistical techniques and interactive dashboards, this project provides a comprehensive view of what makes an app thrive in a competitive marketplace. These findings empower app creators to make data-driven decisions that enhance visibility, engagement, and ultimately, success on the Google Play Store.

