

Google Play Store Insights Dashboard Documentation

Overview

The Google Play Store Insights Dashboard provides a comprehensive analysis of core parts of the data like app performance, user engagement, and revenue generation. Designed for executives, this dashboard integrates predictive analytics and external datasets to offer strategic insights that drive decision-making.

Data Sources

- **Google Play Store Dataset:** Provided
- **External Dataset:** Apple Store Dataset.
- **Predictive Analytics:** Uses historical data to forecast future trends in app performance.

Dashboard Features & Layout

- **Performance Trends:** Displays app impact & installs trends over time.
- **User Engagement:** Analyzes reviews, retention, and user sentiment.
- **Competitor Analysis:** Compares key metrics with top-performing apps.
- **Monetization Insights:** Shows revenue streams from in-app purchases and ads.
- **Predictive Insights:** Forecasts future trends in sentiments & ratings.

How to Use the Dashboard

1. **Navigation:** Use the link provided to access.
2. **Filtering:** Apply categories or click on bars in the charts to filter.
3. **Custom Views:** Adjust filters to tailor insights based on business needs.

Future Enhancements

- Integration with real-time data sources for live monitoring.
- AI-powered recommendation engine for app optimization.
- Deeper competitor benchmarking using additional market research.

Contact & Support

For any questions or further enhancements, please reach out to the Team.

Power BI Dashboard Link: [Google Play Store Insights Dashboard](#)