

<!DOCTYPE html>

Question 5: Googleplay

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1 App size and ratings linked to number of installs

The graph provided above gives an indication of the link between the size of the app and its rating, with most apps having ratings above 4 and sizes below 100M. I would, therefore, suggest an app with a size below 100M. The graph also shows that, while most apps are linked to positive reviewer sentiment, there does not seem to be a link between reviewer sentiment and the number of installations. This can show that, even though it is important to listen to what reviews have to say, this does not necessarily correlate with how many people choose to install an app. If profitability is linked to the number of installations, it would be a better idea to focus on the app rating and keeping those numbers high while also ensuring that apps are not too big in size.

2 App ratings and categories

Table 2.1: Top 20 Rated Apps

App

Category

Rating

Installs

1

CDL Practice Test 2018 Edition

AUTO_AND_VEHICLES

4.9

100

2

DMV Permit Practice Test 2018 Edition

AUTO_AND_VEHICLES

4.9

100

3

Down Dog: Great Yoga Anywhere

HEALTH_AND_FITNESS

4.9

500

4

Amino: Communities and Chats

SOCIAL

4.8

10000

5

Calculator with Percent (Free)

TOOLS

4.8

1000

6

DU Recorder – Screen Recorder, Video Editor, Live

VIDEO_PLAYERS

4.8

50000

7

Even - organize your money, get paid early

FINANCE

4.8

100

8

Find a Way: Addictive Puzzle

FAMILY

4.8

500

9

FreePrints – Free Photos Delivered

PHOTOGRAPHY

4.8

1000

10

Fuzzy Seasons: Animal Forest

FAMILY

4.8

100

11

GoodRx Drug Prices and Coupons

MEDICAL

4.8

1000

12

GPS Speedometer and Odometer

MAPS_AND_NAVIGATION

4.8

1000

13

Home Workout - No Equipment

HEALTH_AND_FITNESS

4.8

10000

14

Home Workout for Men - Bodybuilding

HEALTH_AND_FITNESS

4.8

1000

15

1800 Contacts - Lens Store

MEDICAL

4.7

1000

16

Abs Training-Burn belly fat

HEALTH_AND_FITNESS

4.7

100

17

Ada - Your Health Guide

MEDICAL

4.7

1000

18

ASOS

SHOPPING

4.7

10000

19

Associated Credit Union Mobile

FINANCE

4.7

50

20

Backgrounds (HD Wallpapers)

PERSONALIZATION

4.7

10000

This table shows the categories that the top 20 highest rated apps fall into. There are quite a variety of categories in the top 20 but many of the categories are linked to ways that help people, whether this is with health, navigation, mathematics or practising for a written driving test. I would thus suggest creating an app that offers a helpful service, maybe linked to the health and fitness category. The top 20 apps also have a similar number of installations which suggests this is the range to aim for.