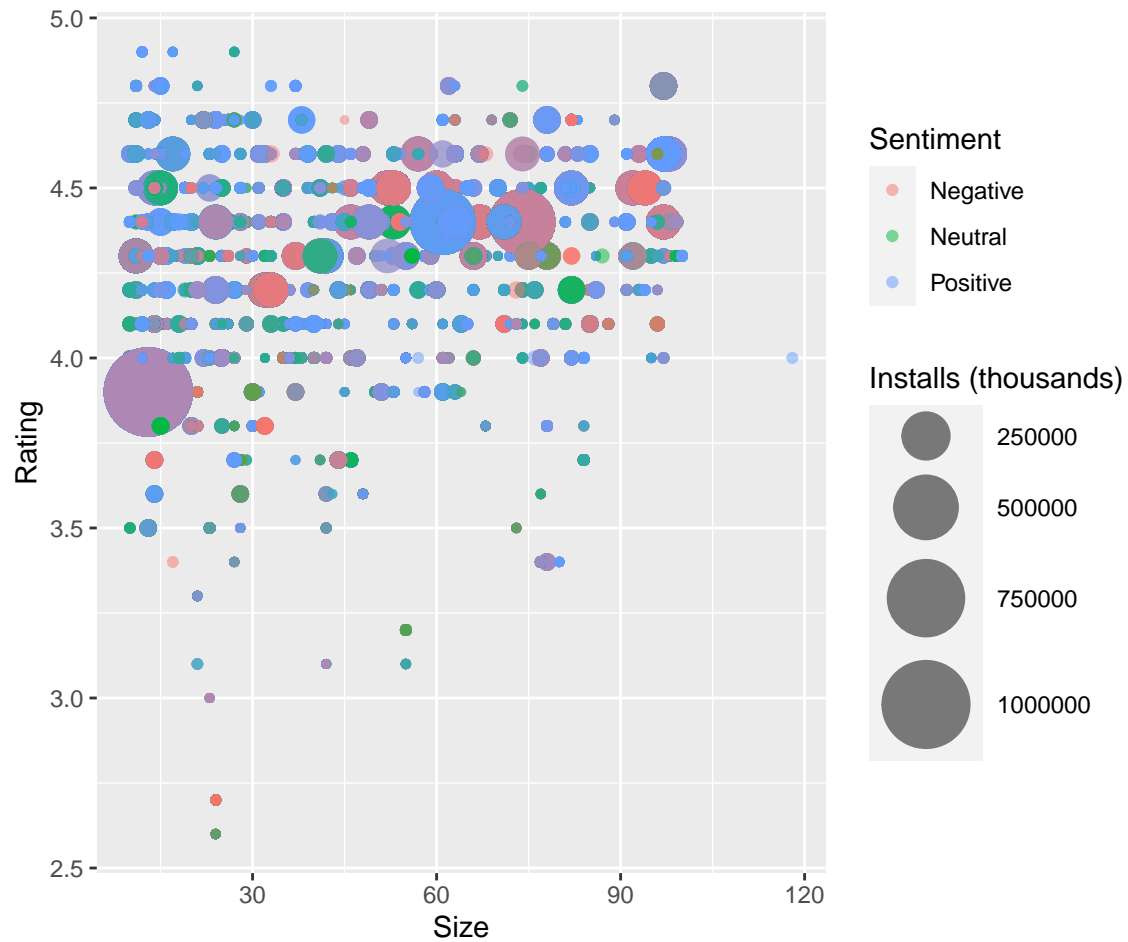# Question 5: Googleplay

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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

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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

App	Category	Rating
CDL Practice Test 2018 Edition	AUTO_AND_VEHICLES	4.9
DMV Permit Practice Test 2018 Edition	AUTO_AND_VEHICLES	4.9
Down Dog: Great Yoga Anywhere	HEALTH_AND_FITNESS	4.9
Amino: Communities and Chats	SOCIAL	4.8
Calculator with Percent (Free)	TOOLS	4.8
DU Recorder – Screen Recorder, Video Editor, Live	VIDEO_PLAYERS	4.8
Even - organize your money, get paid early	FINANCE	4.8
Find a Way: Addictive Puzzle	FAMILY	4.8
FreePrints – Free Photos Delivered	PHOTOGRAPHY	4.8
Fuzzy Seasons: Animal Forest	FAMILY	4.8

This table shows the categories that the top 10 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.