

PERFORMANCE ANALYSIS REPORT OF GOOGLE PLAY STORE APPS



9,616  
Total Apps

3.55  
Average Rating

Year  

201020112012201320142015201620172018

Category  

All

Genres  

All

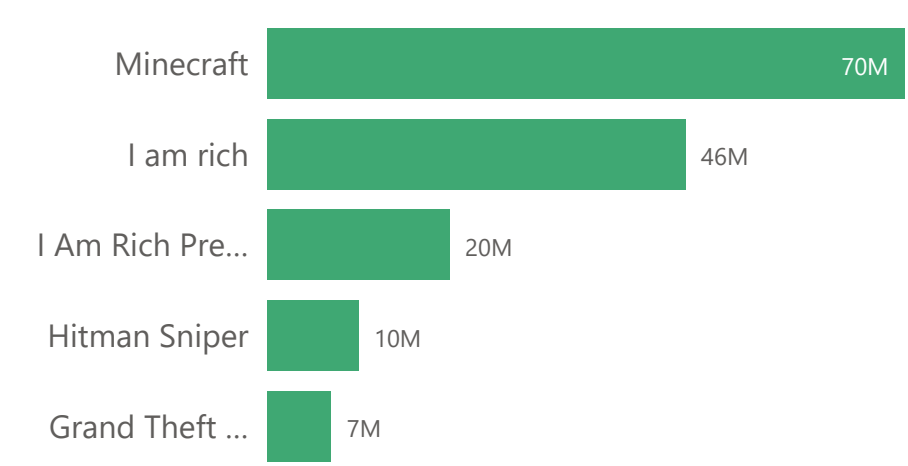
Sentiment  

All

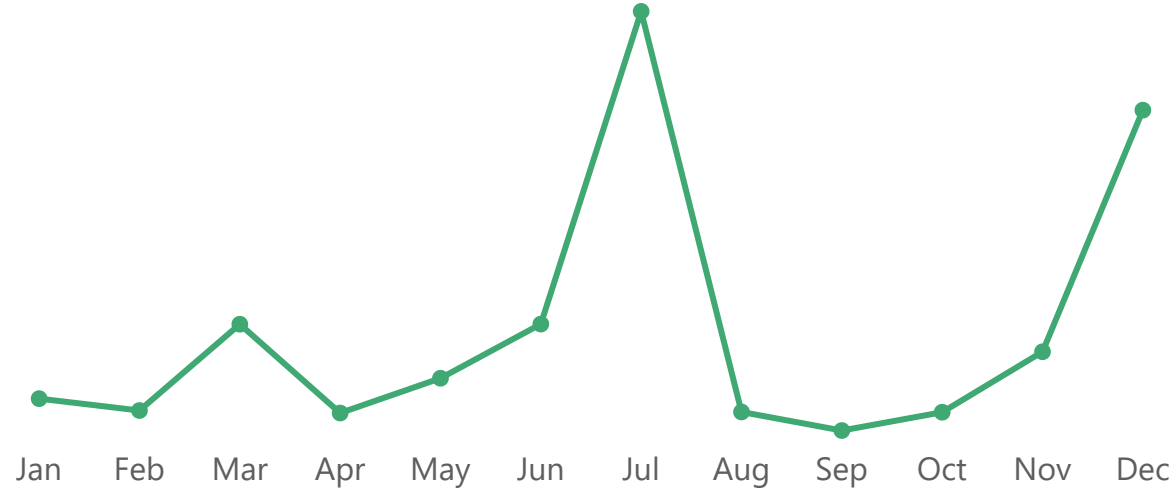
REVENUE ANALYSIS

292M  
Total Revenue

Top 5 Apps by Revenue



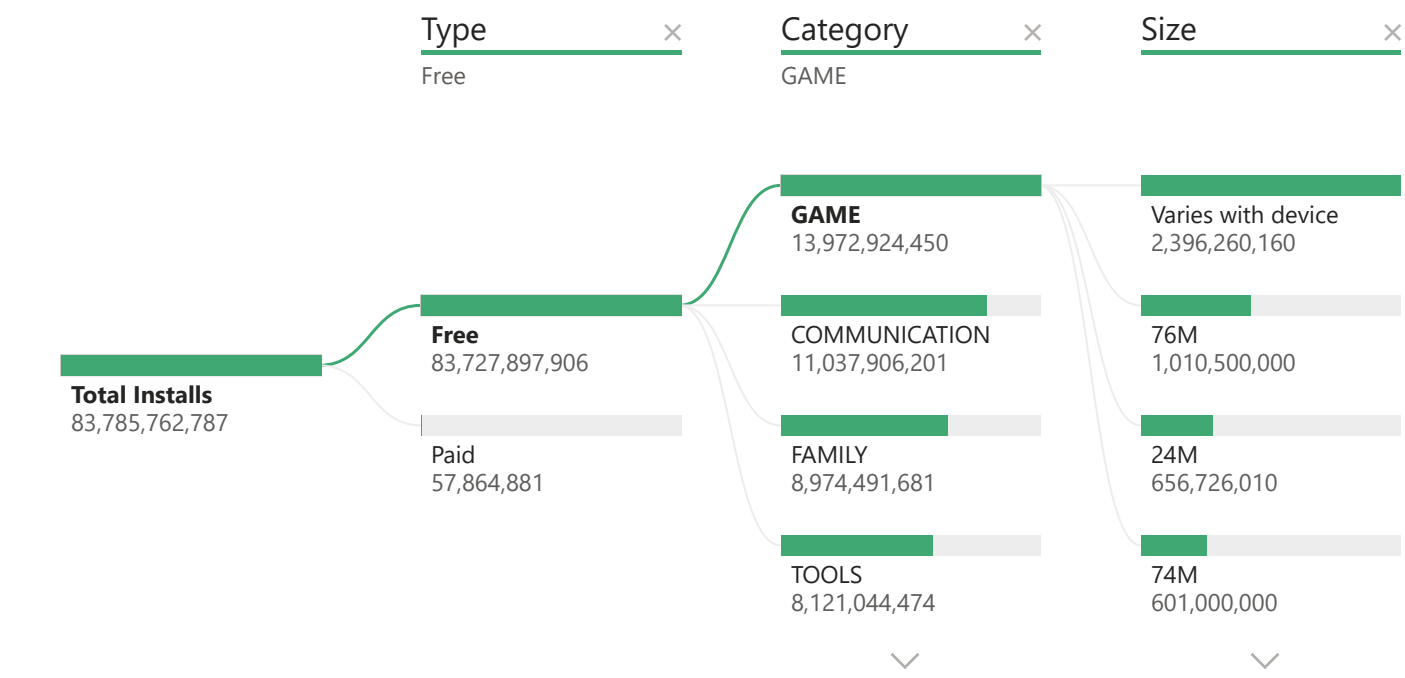
Total Revenue by Month



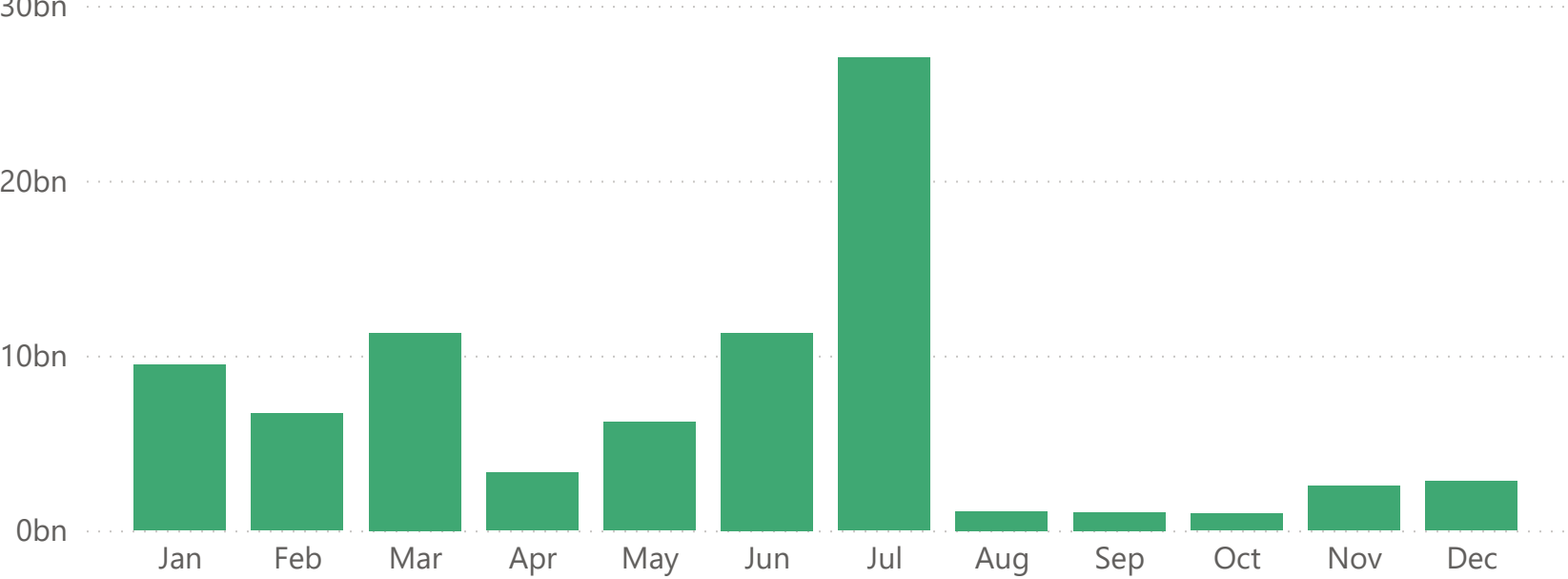
Category	Total Apps	Total Revenue	Star Rating
FAMILY	1,901	115,837,458	★★★★☆
LIFESTYLE	369	57,588,130	★★★★☆
GAME	958	40,897,715	★★★★☆
FINANCE	343	25,728,535	★★★★☆
PHOTOGRAPHY	280	8,520,300	★★★★☆
PERSONALIZATION	373	5,998,804	★★★★☆
MEDICAL	393	5,953,308	★★★★☆
TOOLS	826	5,327,951	★★★★☆
SPORTS	323	4,717,560	★★★★☆
COMMUNICATION	315	4,266,760	★★★★☆
PRODUCTIVITY	374	4,251,365	★★★★☆
Total	9,616	292,413,992	★★★★☆

INSTALLATION ANALYSIS

84bn  
Total Installs



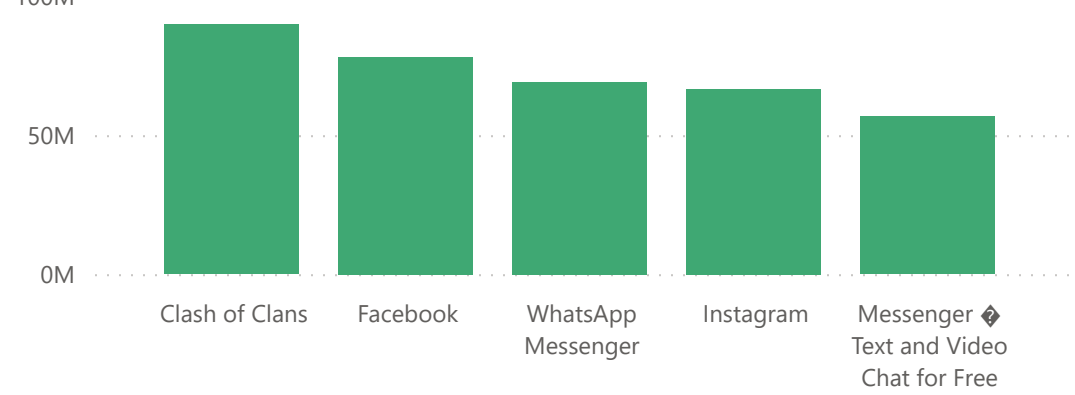
Total Installs by Month



REVIEWS ANALYSIS

2bn  
Total Reviews

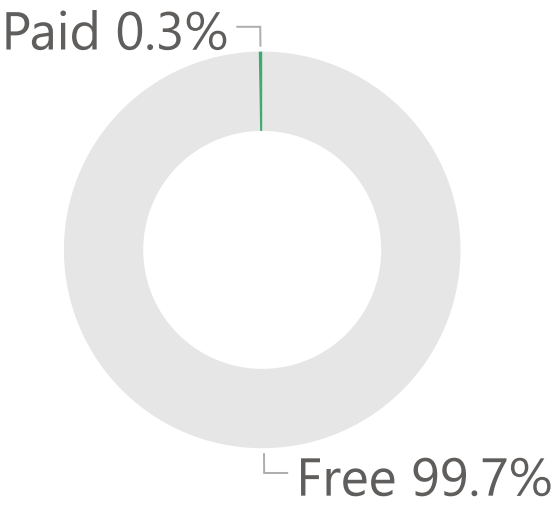
Top 5 Most Reviewed Apps



Top 20 Most Installed Genre



Total Reviews by Type

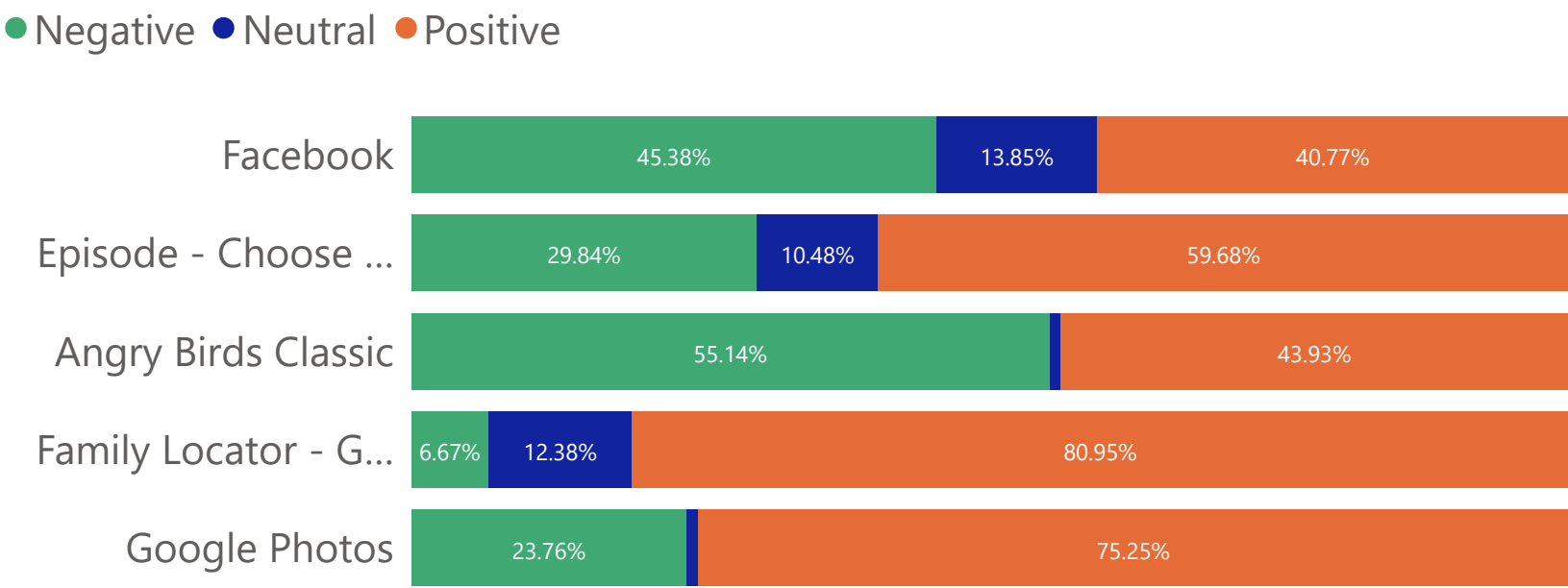


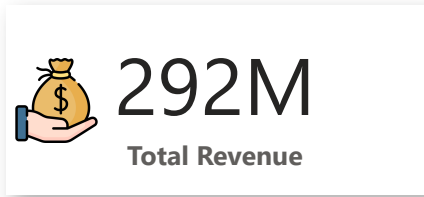
SENTIMENT ANALYSIS

865  
Total Apps

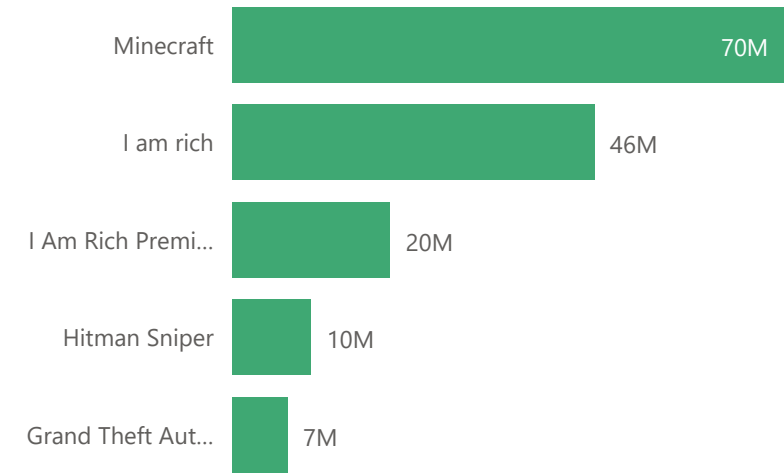
Translated Review

Sentiment Analysis of Top 5 Apps

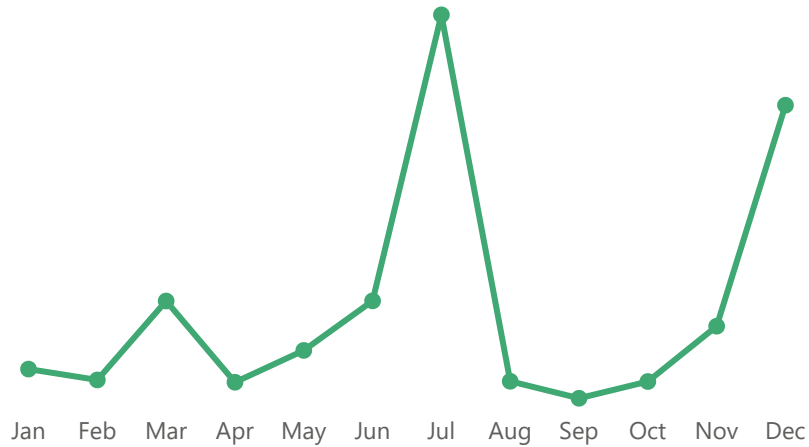




Top 5 Apps by Revenue



Total Revenue by Month

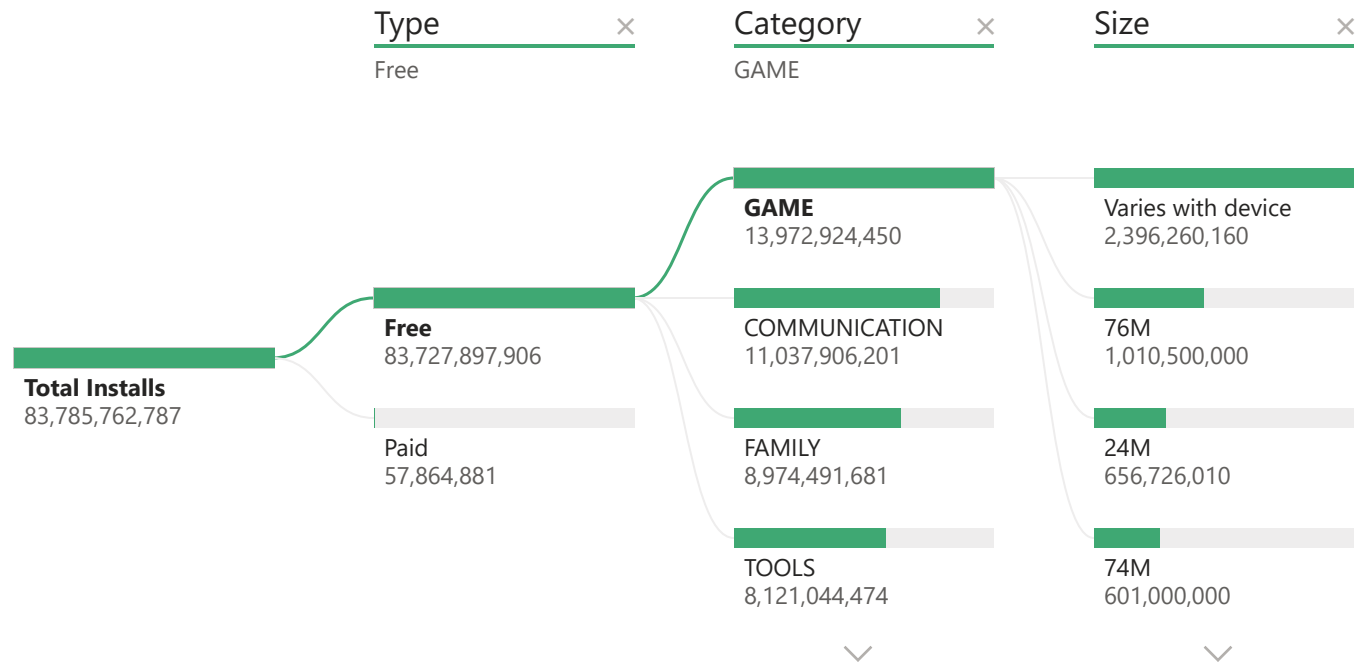


Category	Total Apps	Total Revenue	Rating
FAMILY	1,901	115,837,458	★★★★☆
LIFESTYLE	369	57,588,130	★★★★☆
GAME	958	40,897,715	★★★★☆
FINANCE	343	25,728,535	★★★★☆
PHOTOGRAPHY	280	8,520,300	★★★★☆
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TOOLS	826	5,327,951	★★★★☆
SPORTS	323	4,717,560	★★★★☆
COMMUNICATION	315	4,266,760	★★★★☆
PRODUCTIVITY	374	4,251,365	★★★★☆
WEATHER	79	4,139,500	★★★★☆
EDUCATION	119	2,410,000	★★★★☆
Total	9,616	292,413,992	★★★★☆

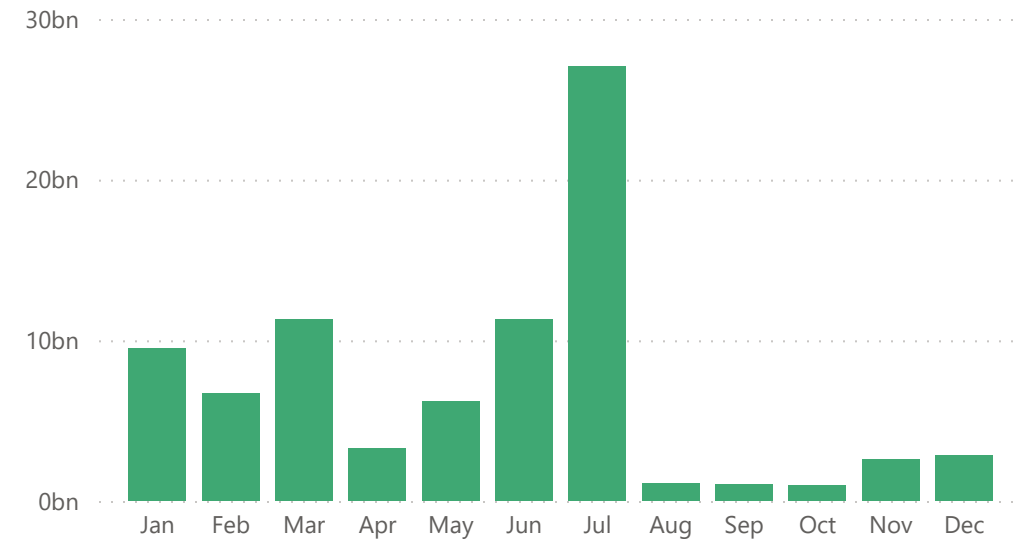


# 84bn

Total Installs



Total Installs by Month

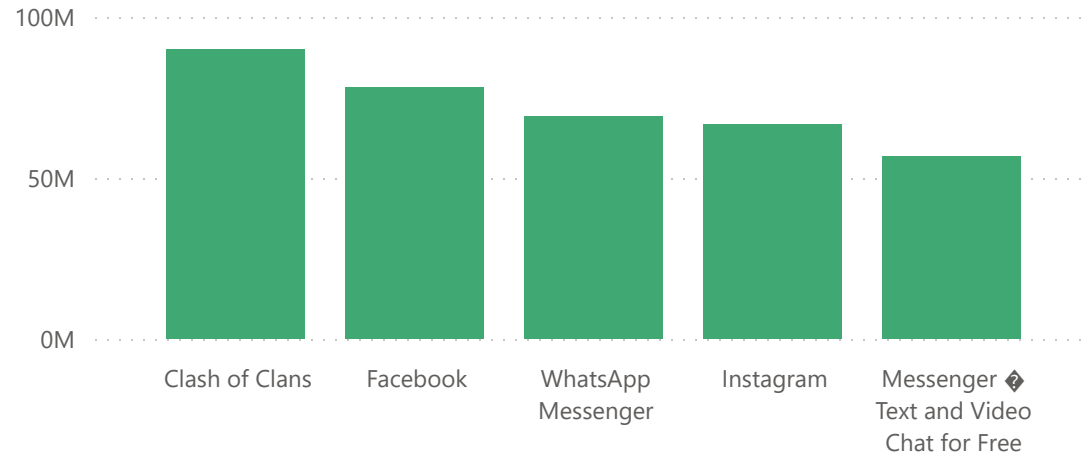




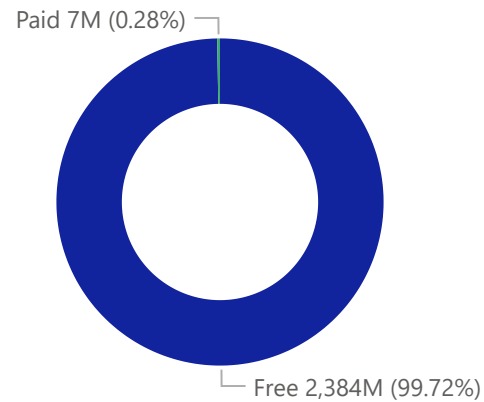
2bn

Total Reviews

Top 5 Most Reviewed Apps

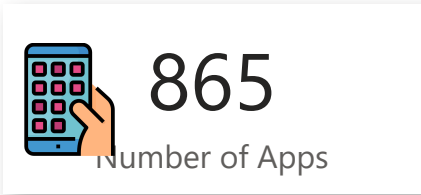


Total Reviews by Type



Top 20 Most Installed Genre





865  
Number of Apps

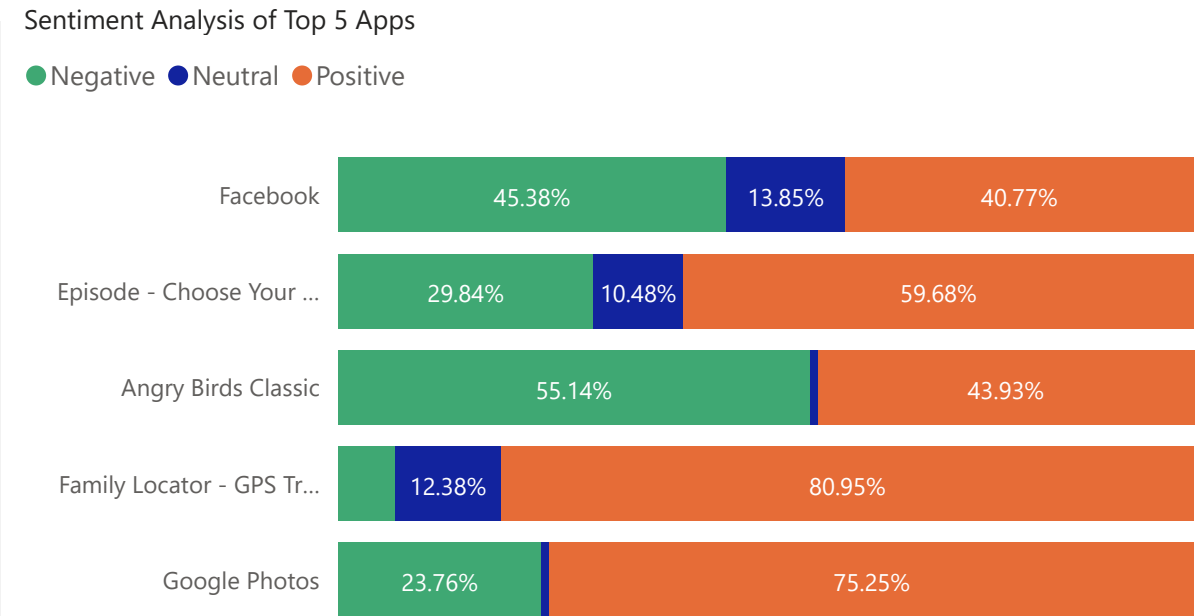
865  
Number of Apps

[illegible]

### Sentiment Analysis of Top 5 Apps

● Negative ● Neutral ● Positive

App	Negative (%)	Neutral (%)	Positive (%)
Facebook	45.38	13.85	40.77
Episode - Choose Your Own Adventure	29.84	10.48	59.68
Angry Birds Classic	55.14	0.00	43.93
Family Locator - GPS Tracker	12.38	12.38	80.95
Google Photos	23.76	0.00	75.25



### Sentiment Analysis of Top 5 Apps

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Episode - Choose Your Own Adventure	29.84	10.48	59.68
Angry Birds Classic	55.14	0.00	43.93
Family Locator - GPS Tracker	12.38	12.38	80.95
Google Photos	23.76	0.00	75.25