**GOOGLE PLAY STORE APP ANALYSIS**

PREPARED BY

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**OVERVIEW**

Android is expanding as an operating system. It has captured around 74% of the total market, which is a true indicator of the huge amount of population using Android.

This analysis report is to provide insights about Android applications and their categories. My goal with this analysis is to help Android app developers know the apps that are getting good reviews and high installation count in Google Play Store so as to help them come up with apps that will capture the Android market.

**METHODOLOGY**

The researcher conducted a comprehensive analysis on a dataset scraped from Google Play website using Microsoft Excel. Upon completion of the analysis, the researcher explored the data and started generating meaning to the data.

**ANALYSIS**

The total number of apps on Google Play Store at the time of this analysis is 10,840 from different categories and genres. The researcher used Pivot Table to carry out the exploratory analysis.

**Result 1:**

Out of the 10,840 apps on Google Play Store, 92.68% of the total apps are FREE while 7.38% are PAID apps. This might indicate that the “paid app” market is very small when compared to the “free app” market.

Below is a chart representing the data.

**Result 2:**

From the analyze data, the researcher found out that **Tools** has the highest number of apps in the top 10 genres followed by **Entertainment**. Majority of the apps in the tools and entertainment genres are free with no content restriction.

The Pivot Chart below is used to demonstrate the visualization.

**Result 3:**

As demonstrated in the worksheet, the **Family** category has the highest number of apps. This may be due to the fact that the content rating for apps in the family category is for everyone and most are also free.

**Result 4:**

Although not the most expensive app, Minecraft was found to be the app with the highest earning generating as much as $70 million dollars.

The chart below shows the figures.

|  |  |  |  |
| --- | --- | --- | --- |
| **App** | **Type** | **Installs** | **Price** |
| Minecraft | Paid | 10,000,000 | $7 |
| Hitman Sniper | Paid | 10,000,000 | $1 |

**Conclusion**

After completion of the analysis, I concluded that users prefer more free apps than paid apps due to the number of downloads and reviews gotten from free apps.

For most installed apps, apps from game category have the highest number of installations and the size of the games wasn’t a deciding factor. This is because some games as big as 99 megabytes in size received over 100,000,000 downloads. And most apps in the game category are free too.

So, creating a free app whether in the game category or not can help to increase the number of download the app may receive.

Comparing my findings between apps with the highest downloads and apps with the highest reviews, I came to the conclusion that users tend to download apps more if the apps has been reviewed by a larger number of people.

So, encouraging users of your app to drop reviews is another great idea to increase your app power to capture the market.