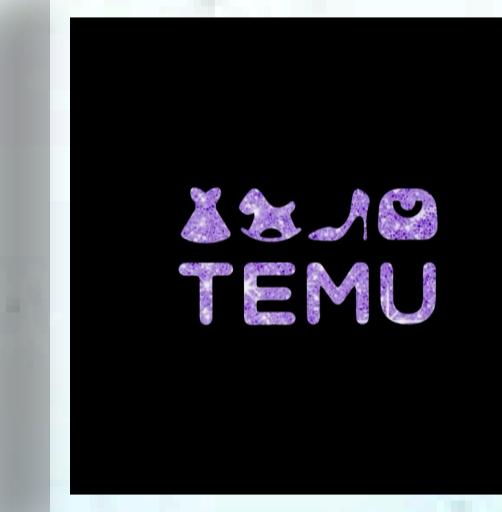
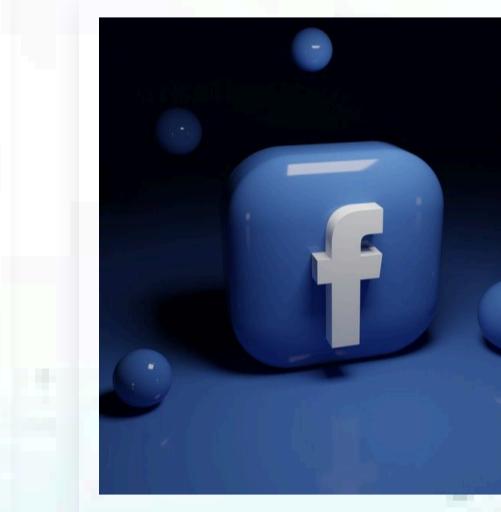
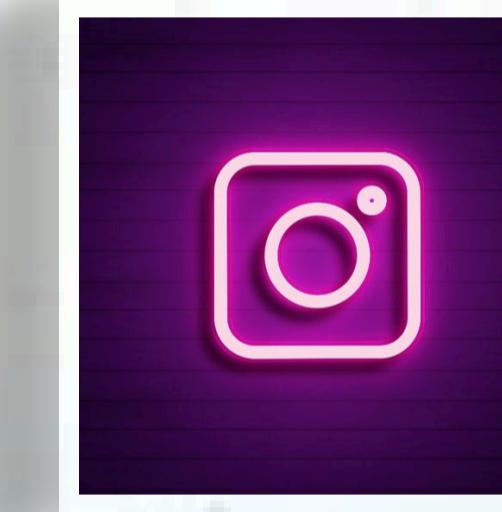
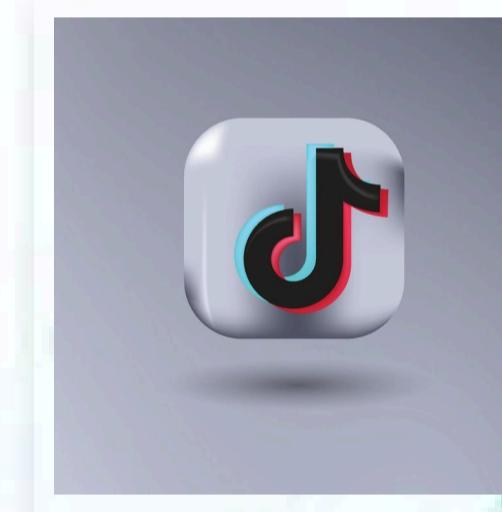
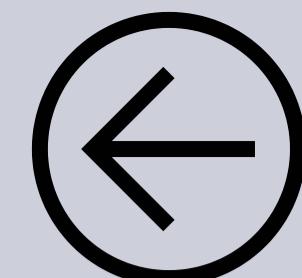


APP PERFORMANCE & MONETIZATION DASHBOARD (POWER BI)



ALL APPLICATIONS

ALL APPLICATIONS



TIKTOK

₹ 36.93bn

TOTAL APP REVENUE

244bn

TOTAL APP INSTALLS

3bn

TOTAL NUMBER OF REVIEWS

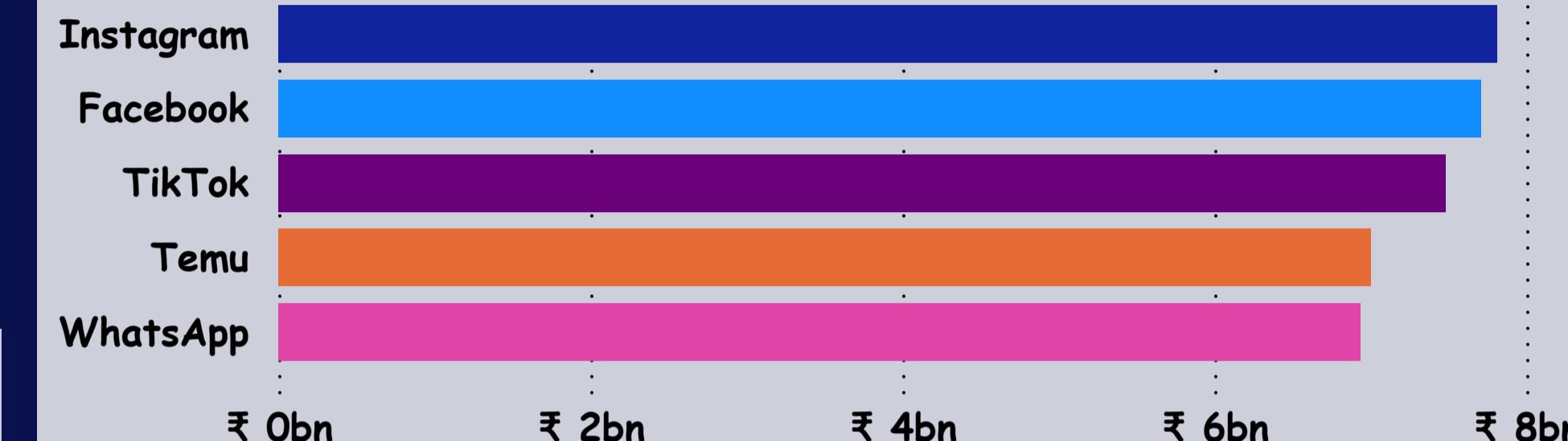
7.55K

TOTAL USER ENGAGEMENT SCORE

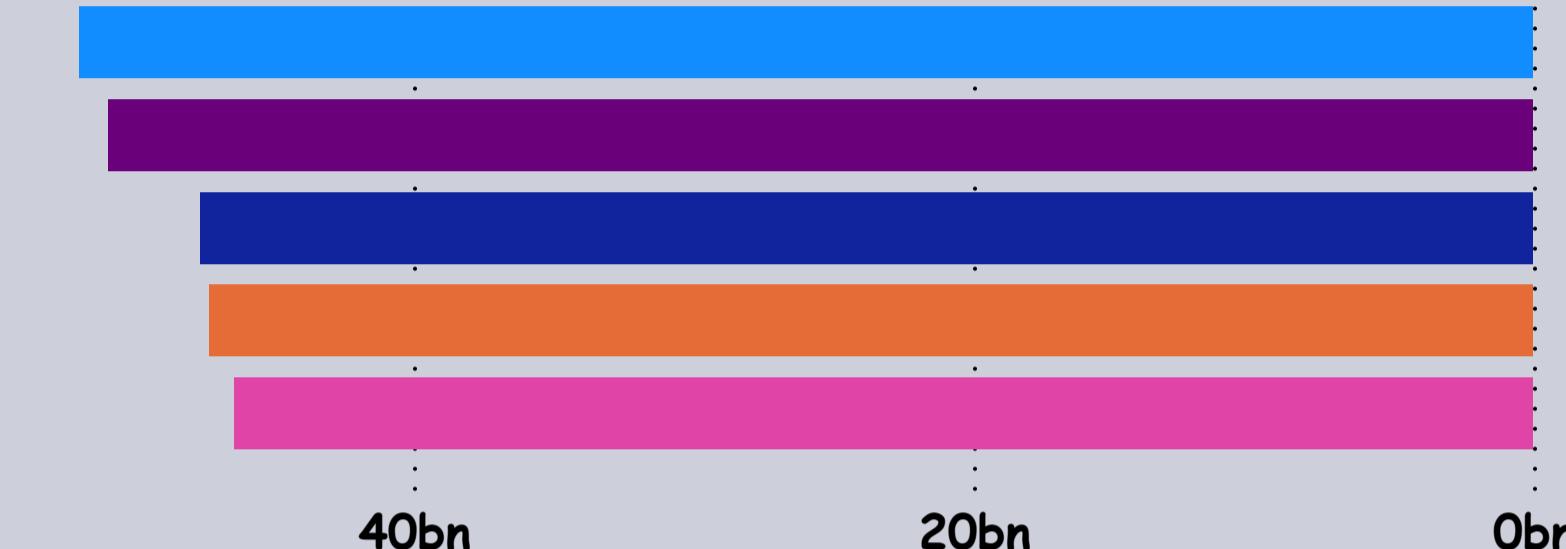
3.77K

TOTAL RATINGS

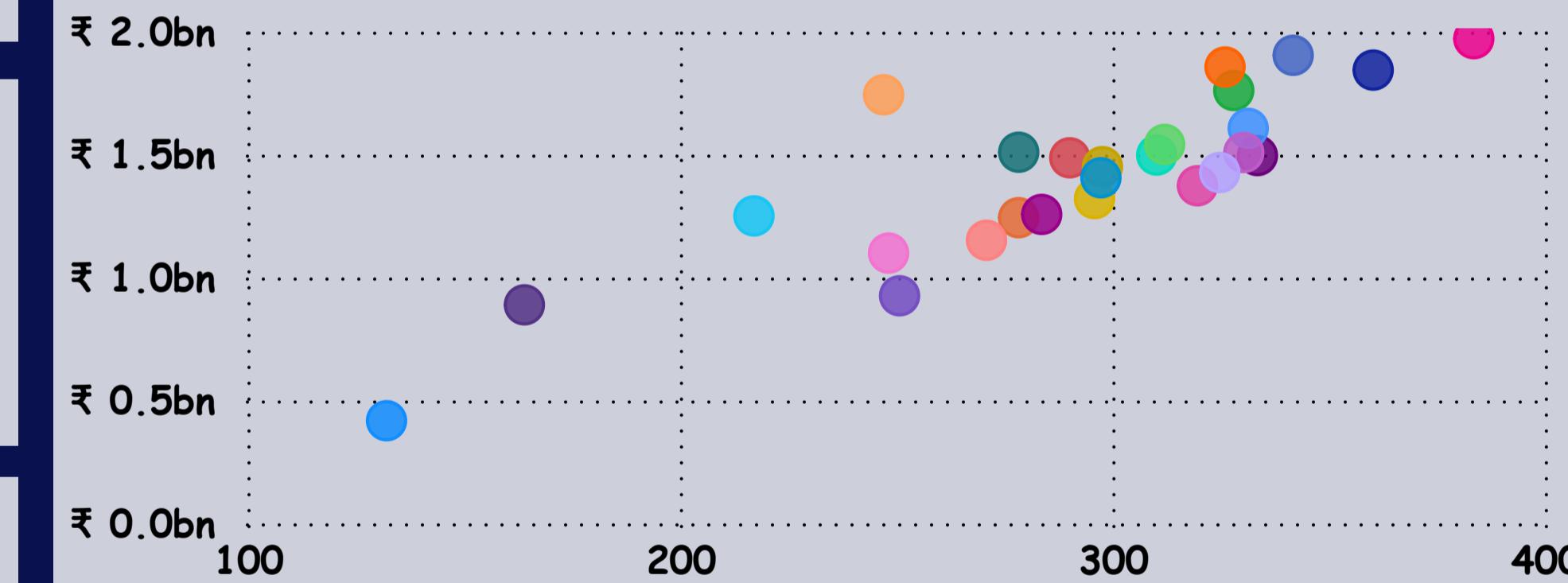
Apps By Revenue



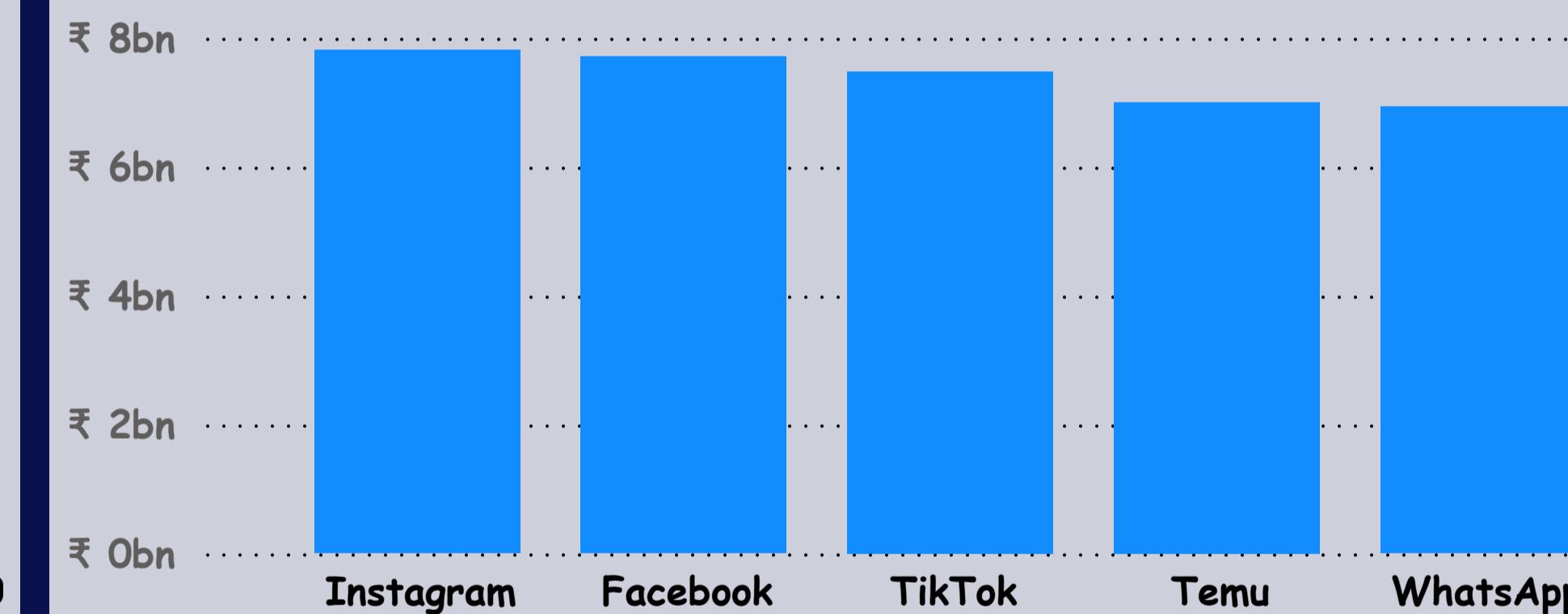
Apps By Installs



Rating vs User Engagement Score



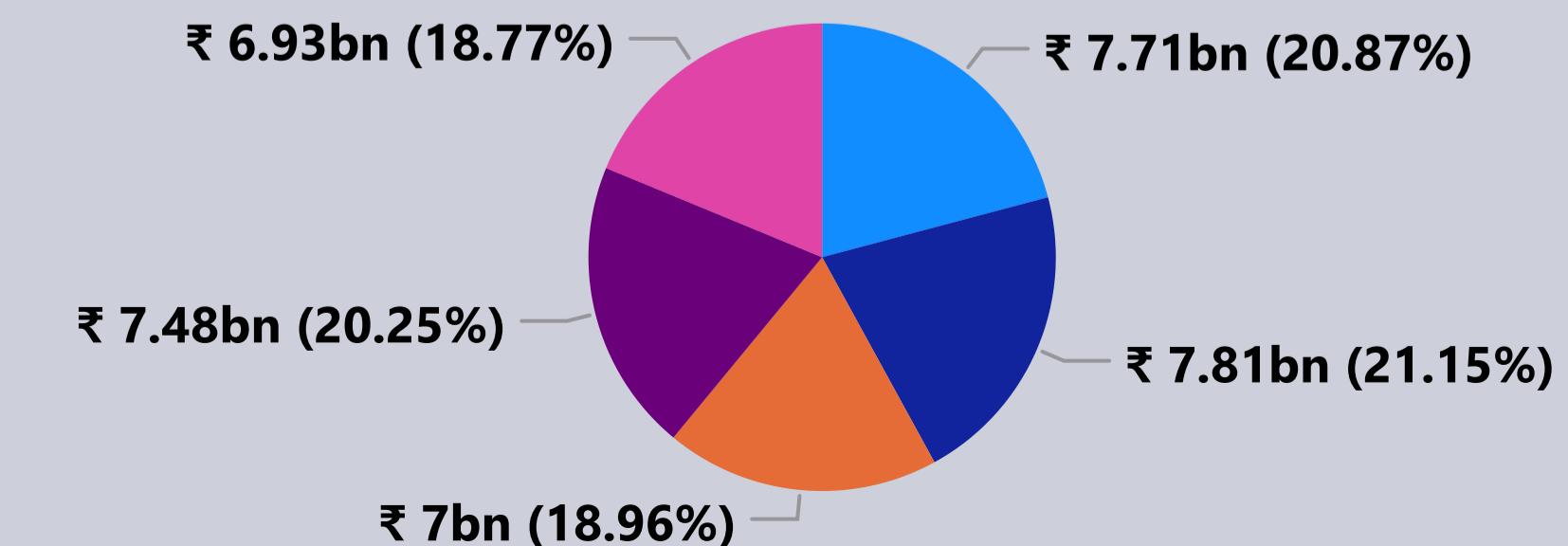
App Revenue vs Installs



App Name

Select all	Instagram	TikTok
Facebook	Temu	WhatsApp

App Revenue by Month





₹ 7.48bn

TOTAL REVENUE

51bn

TOTAL INSTALLS

495M

NUMBER OF REVIEWS

1.49K

USER ENGAGEMENT SCO...

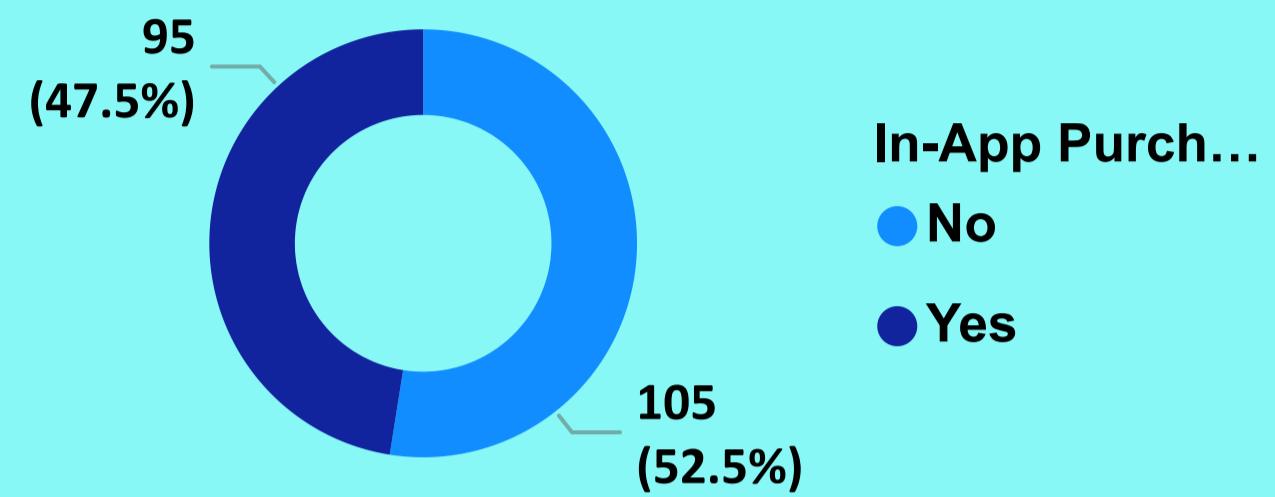
754.60

RATINGS

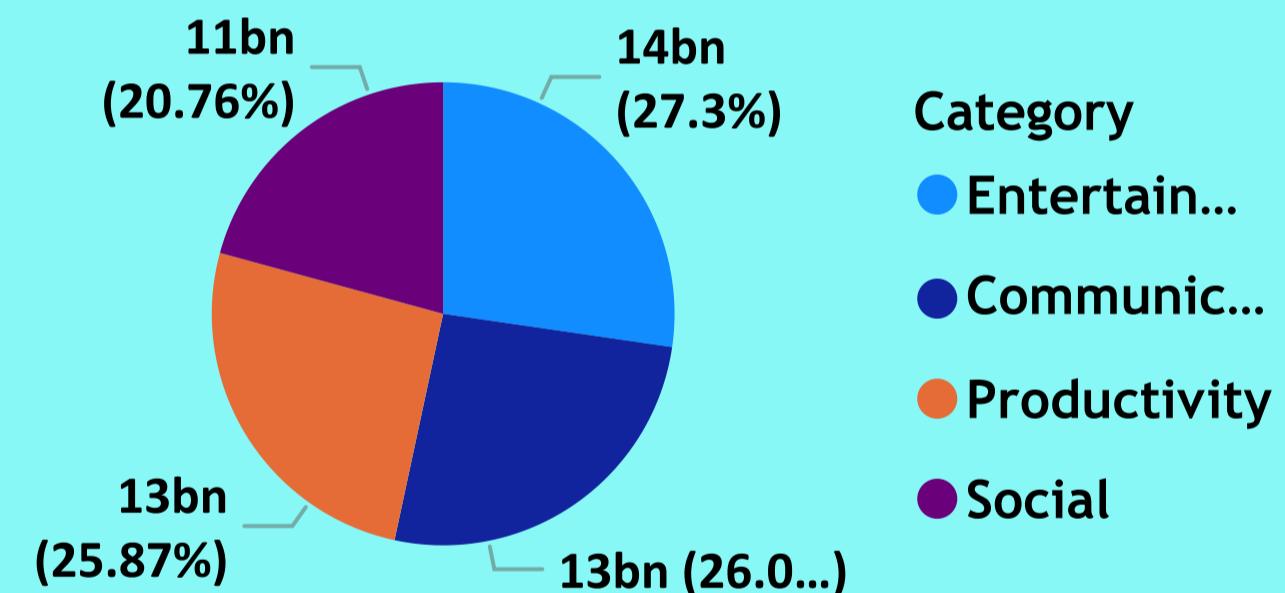
INSTAGRAM

ALL APPS...

Ad Supported by In-App Purchases



Installs by Category



Category

Select all

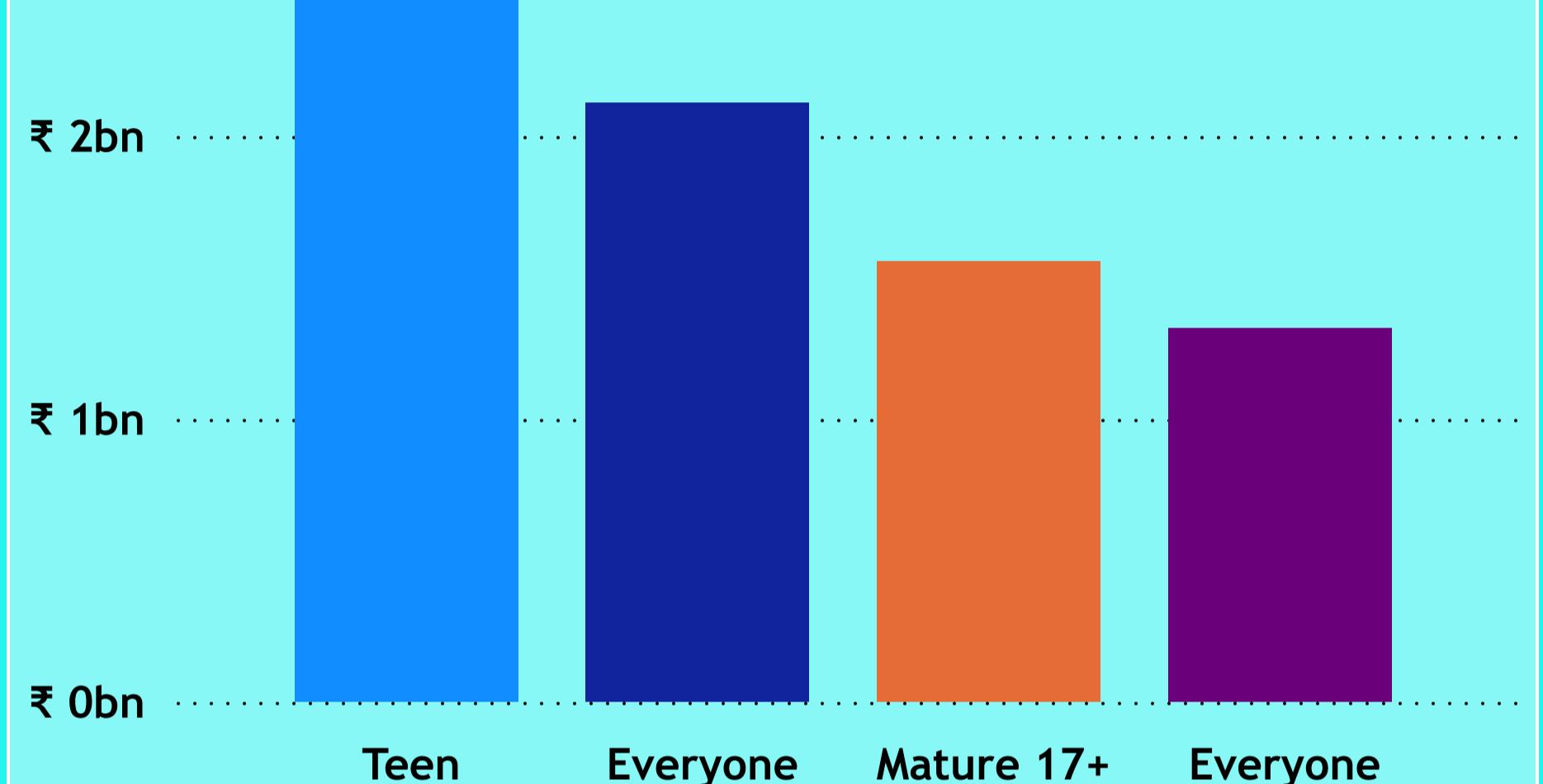
Communication

Entertainment

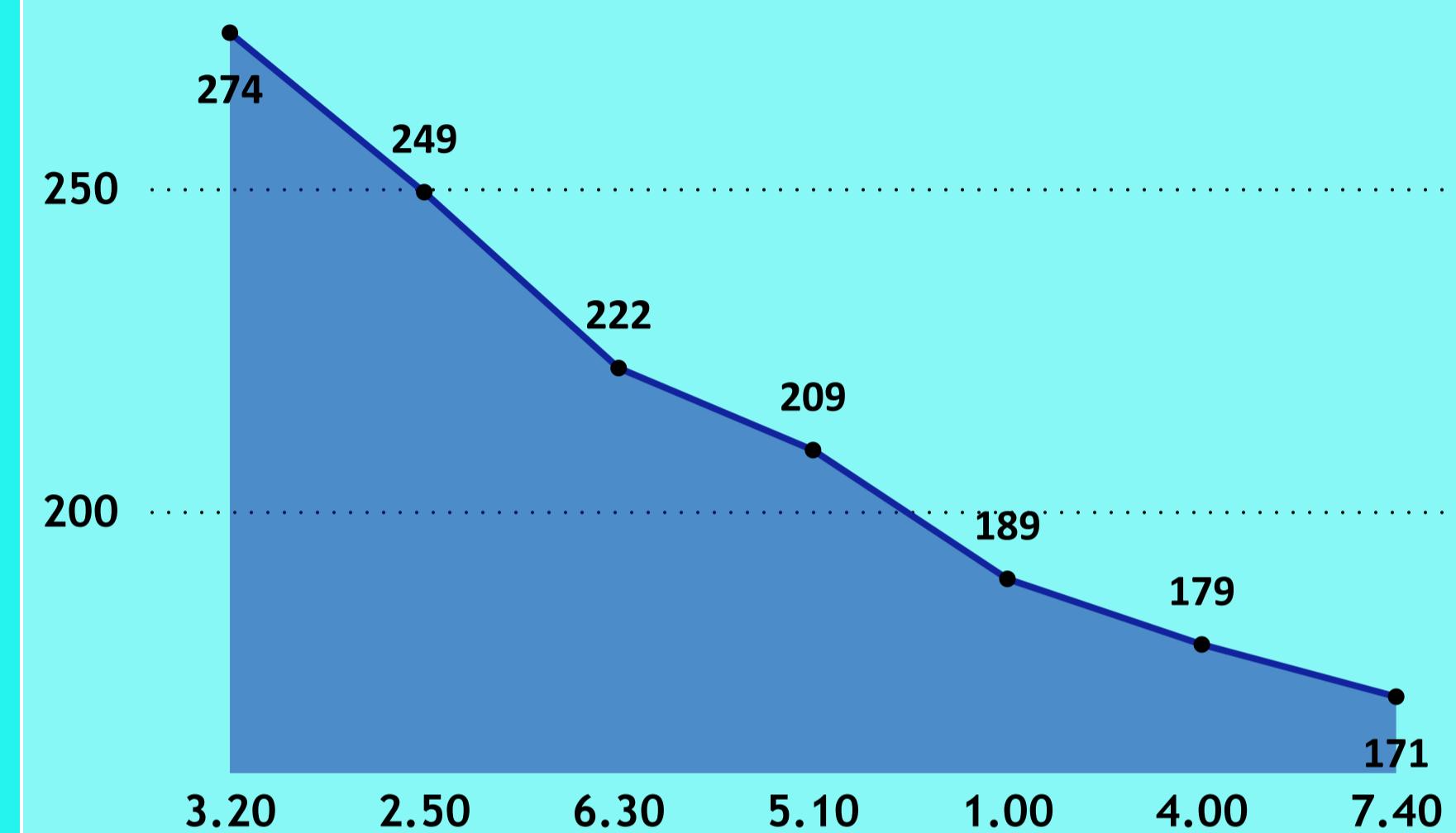
Productivity

Social

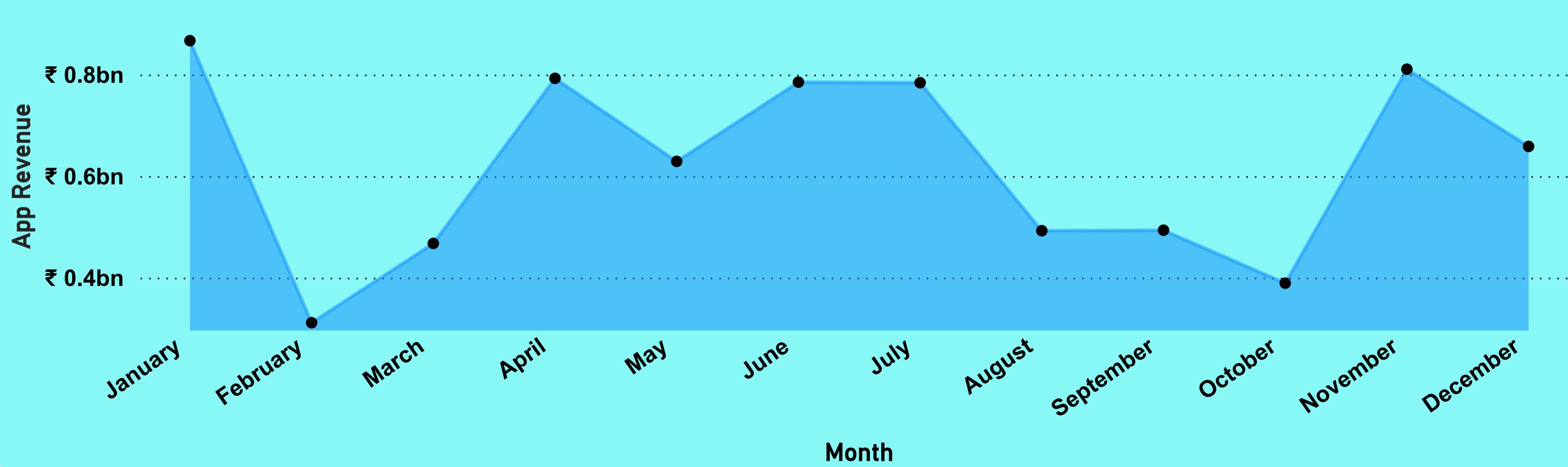
App Revenue by content rating



User Engagement Score by Current Version



App Revenue by Month





₹ 7.81bn
APP REVENUE

48bn
INSTALLS

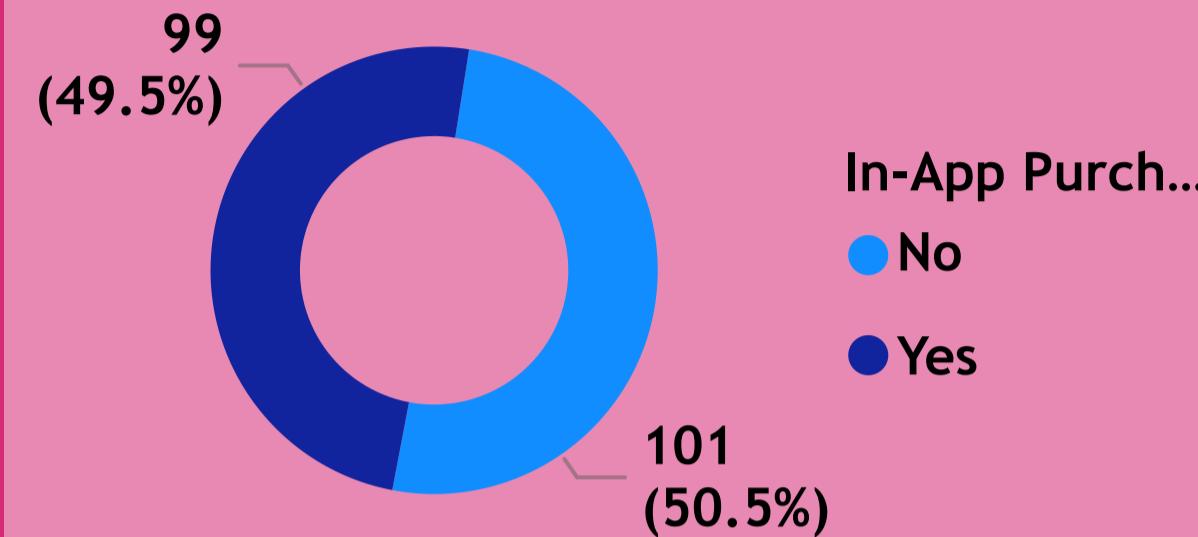
551M
NUMBER OF REVIEWS

769.10
RATINGS

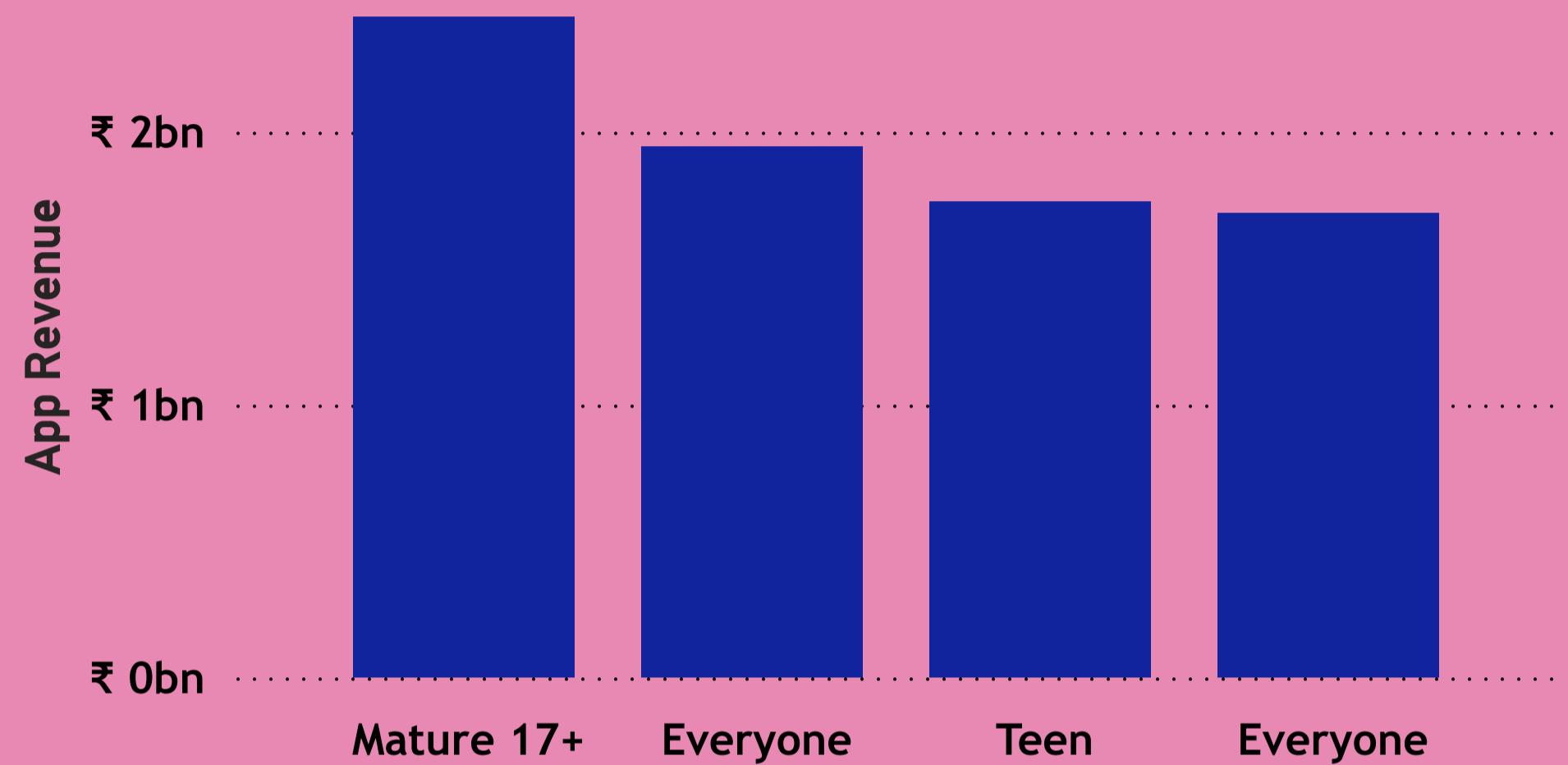
1.50K
USER ENGAGEMENT SCORE

FACEBOOK
TIKTOK

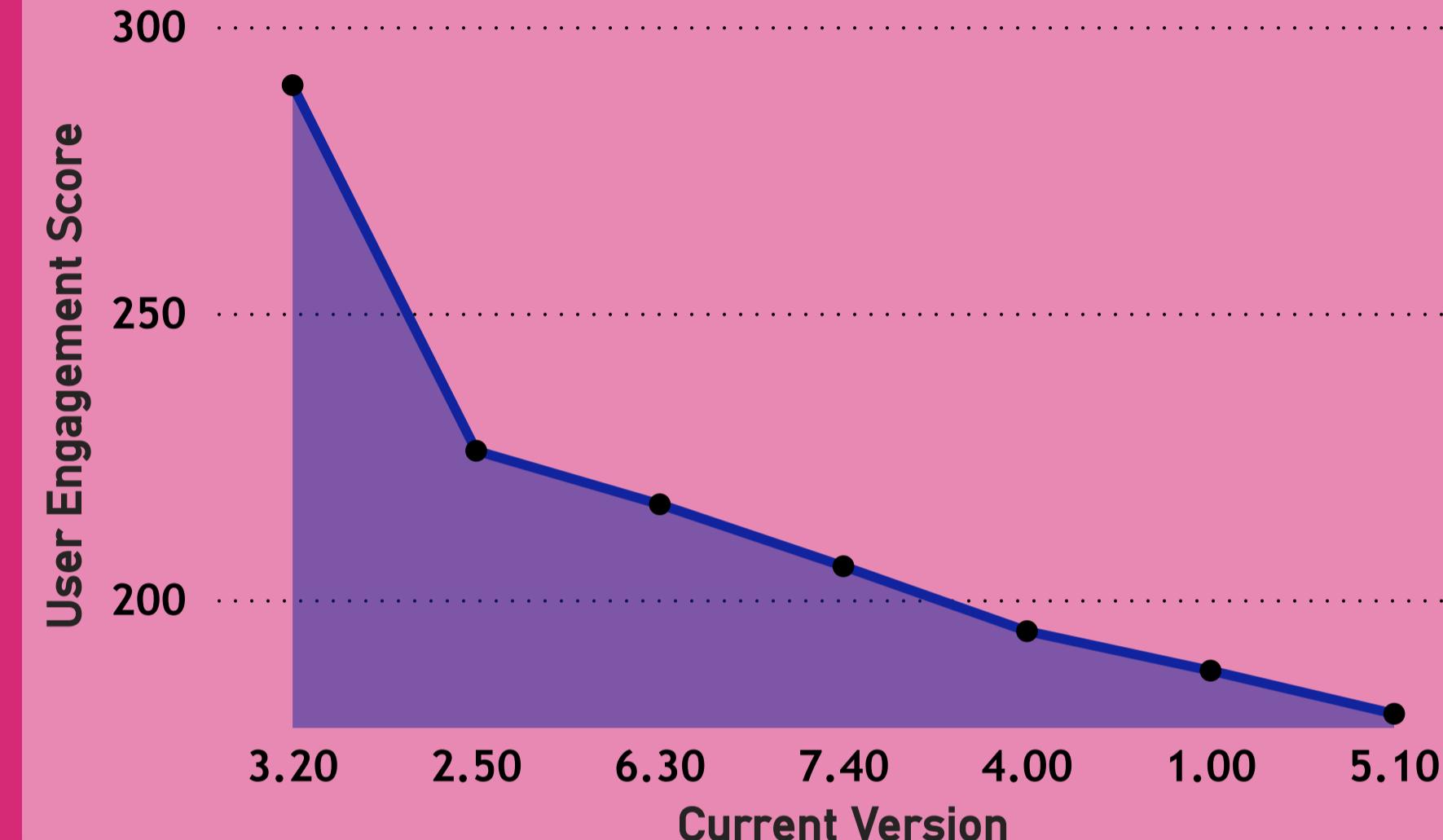
Ad Supported by In-App Purchases



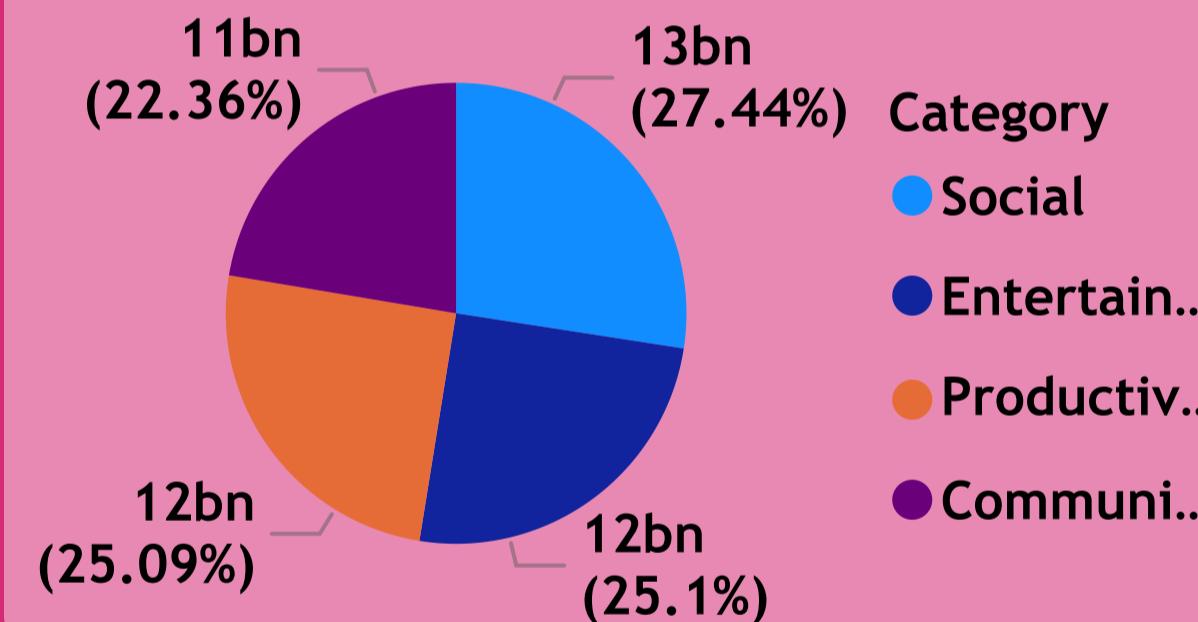
App Revenue by Content Rating



User Engagement Score by Current Version



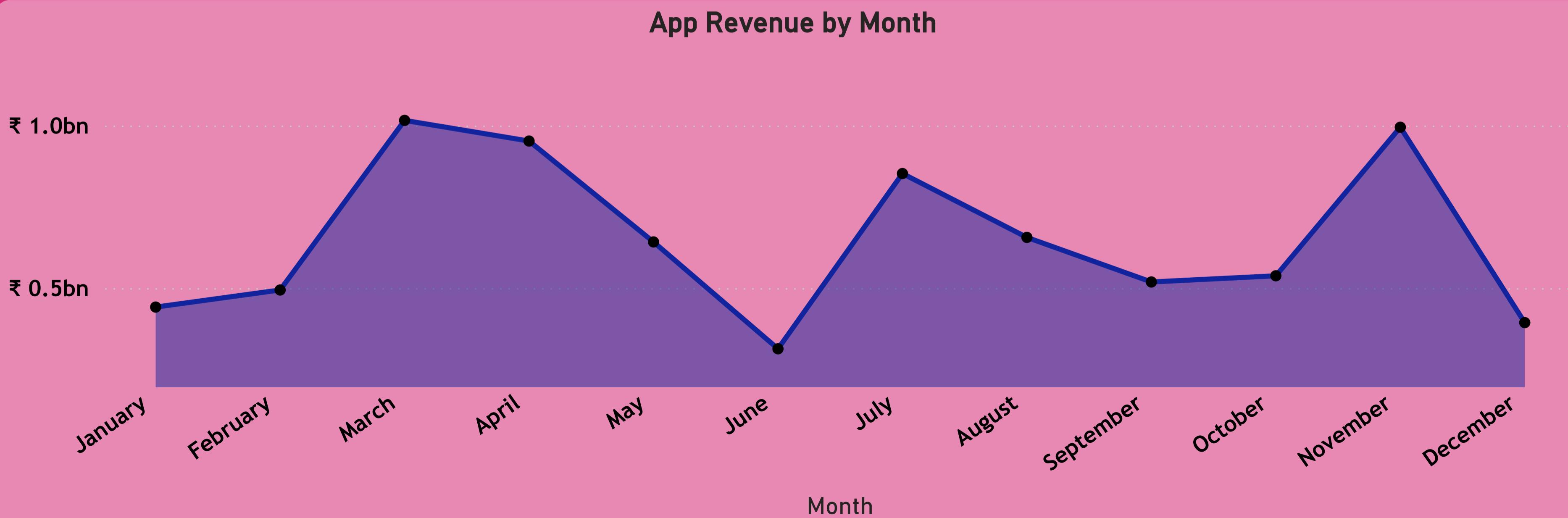
Installs by Category

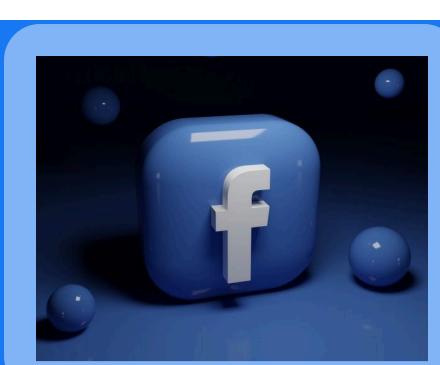


Category

- Select all
- Communication
- Entertainment
- Productivity
- Social

App Revenue by Month





₹ 7.71bn
FACEBOOK REVENUE

52bn
INSTALLS

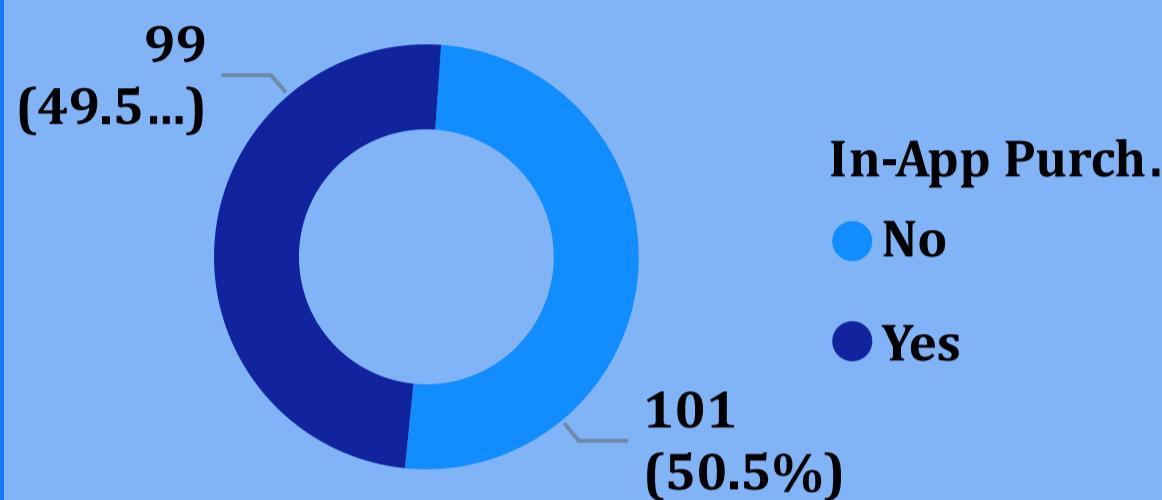
475M
NUMBER OF REVIEWS

1.50K
USER ENGAGEMENT SCORE

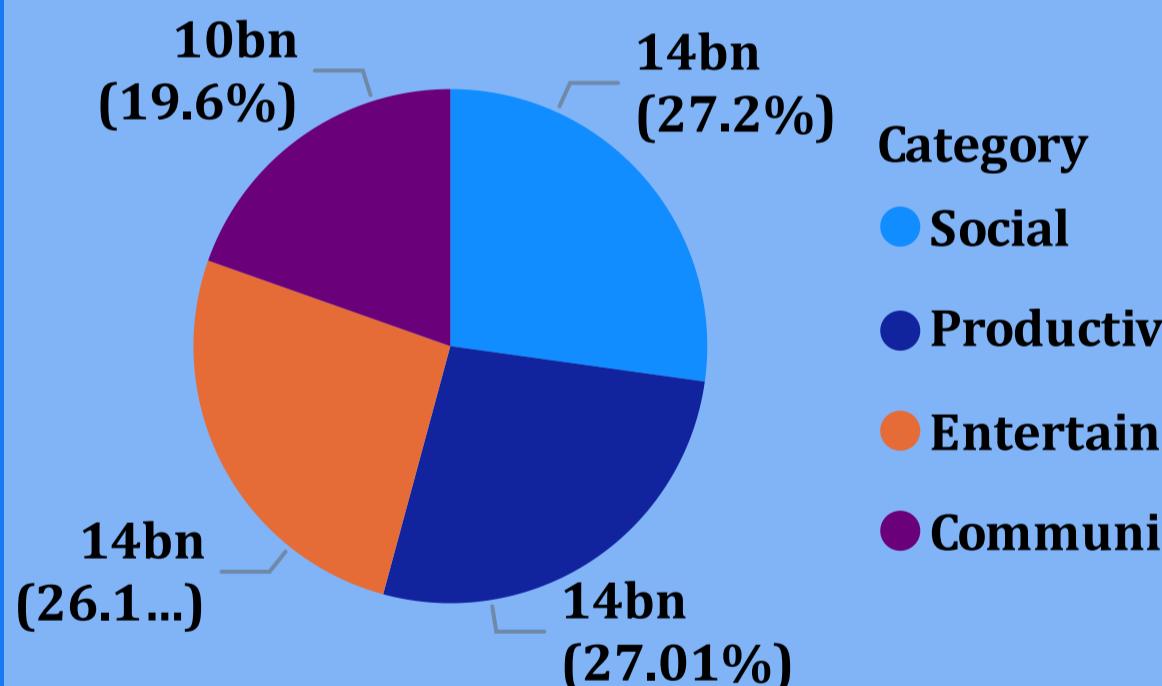
758.00
RATINGS

WHATSA...
INSTAGA...

Ad Supported by In-App Purchases



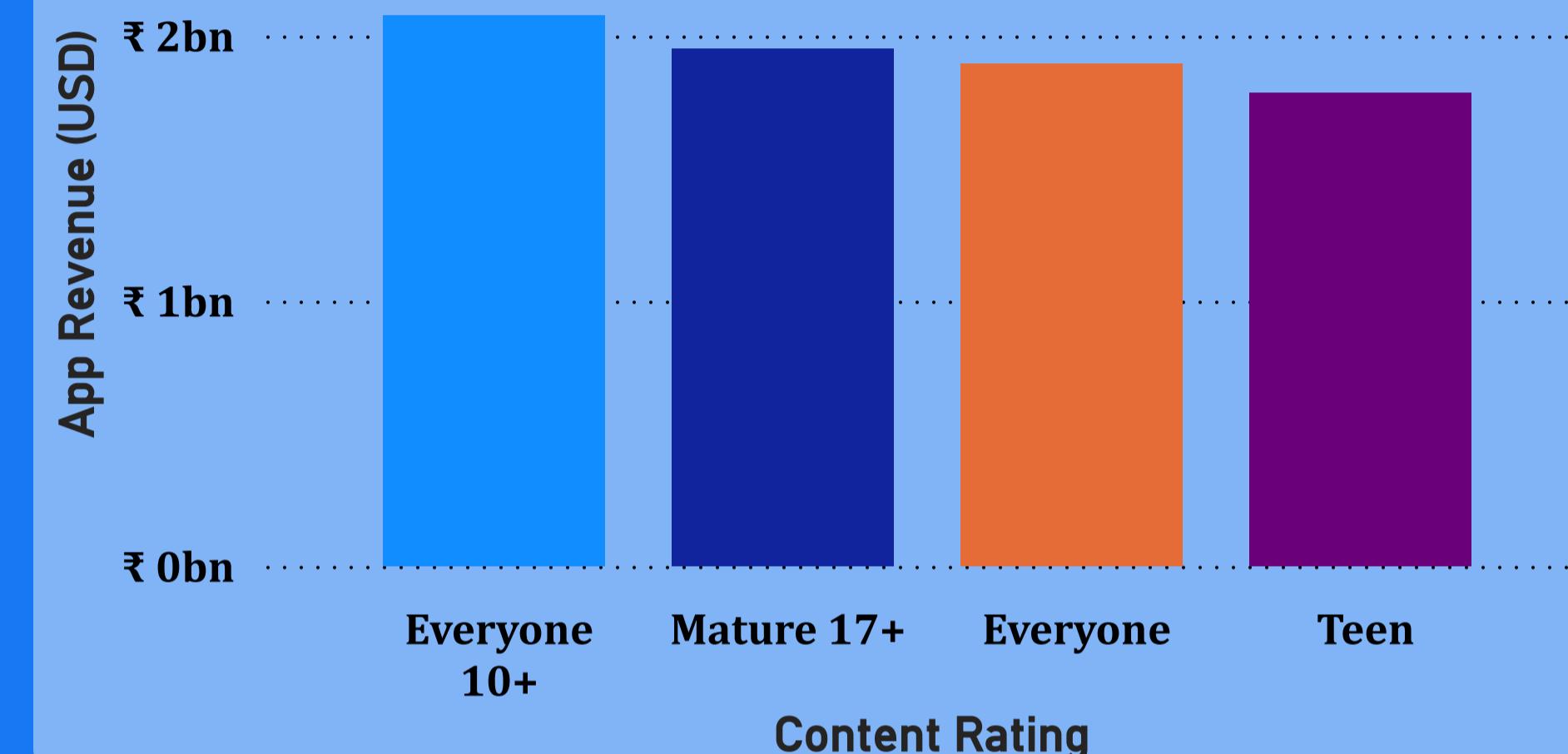
Installs by Category



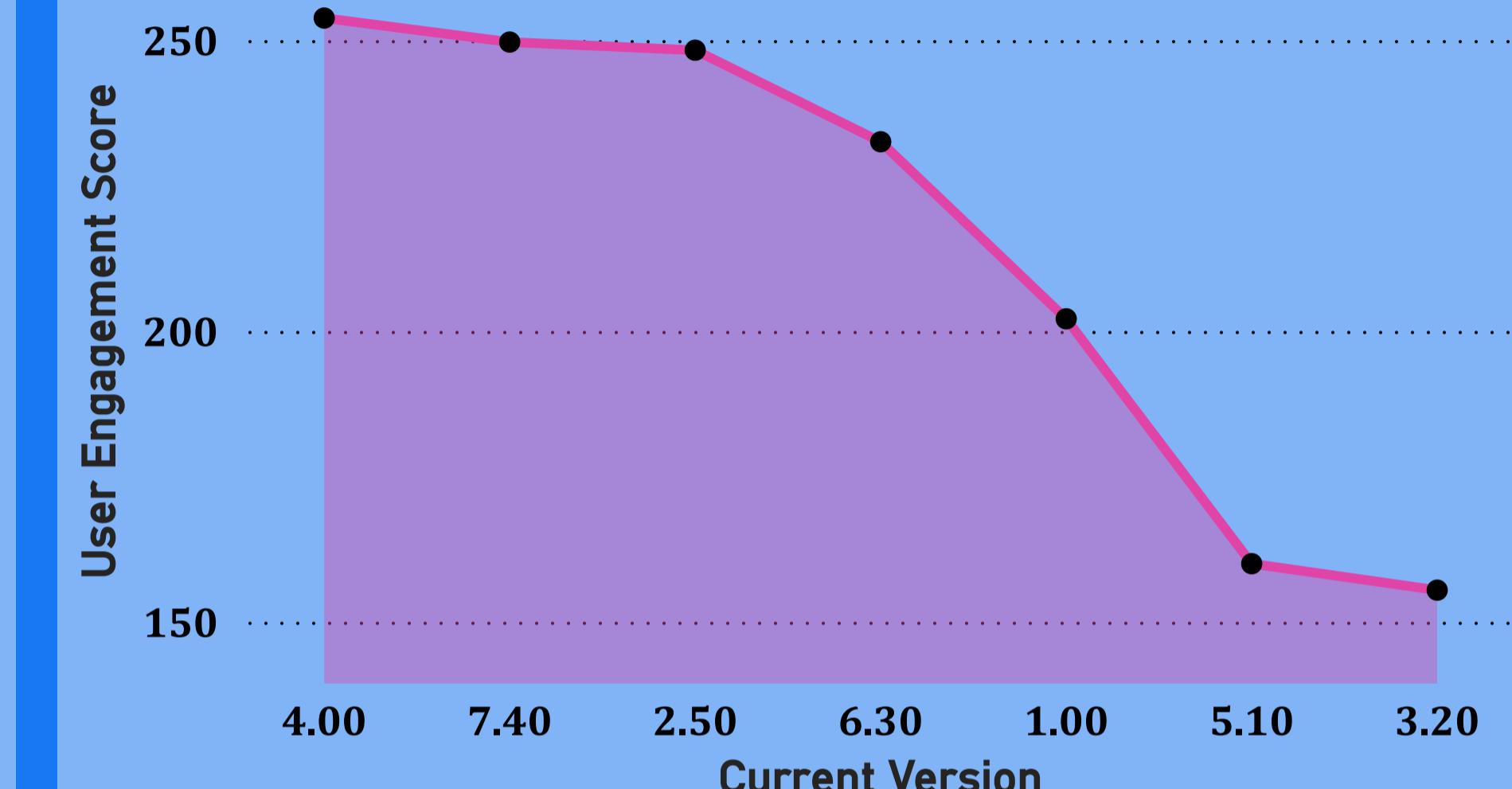
Category

- Select all
- Communication
- Entertainment
- Productivity
- Social

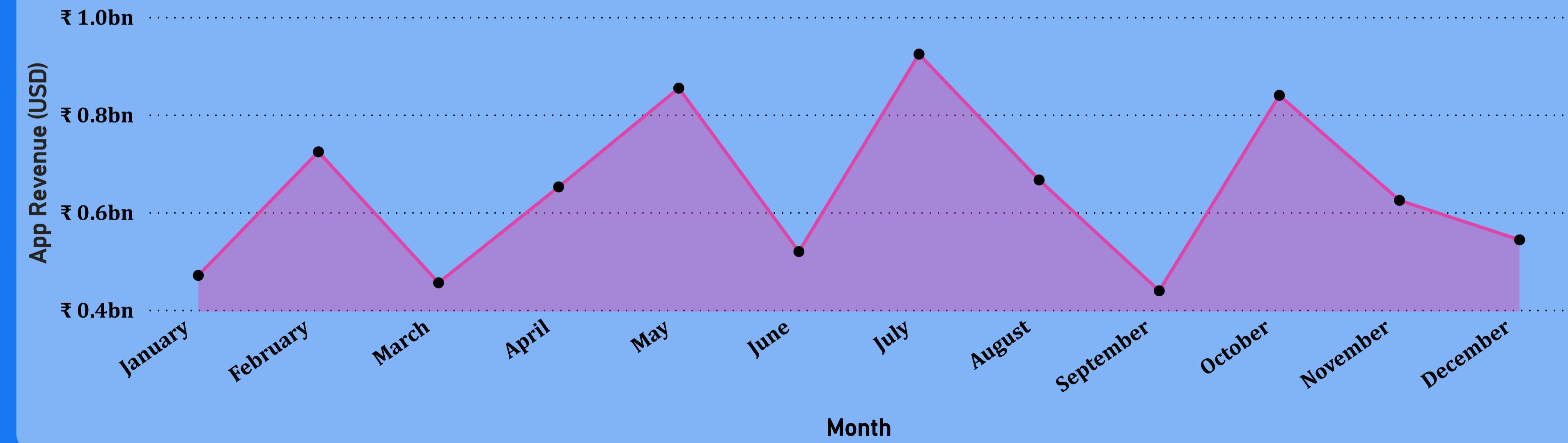
App Revenue by Android Version

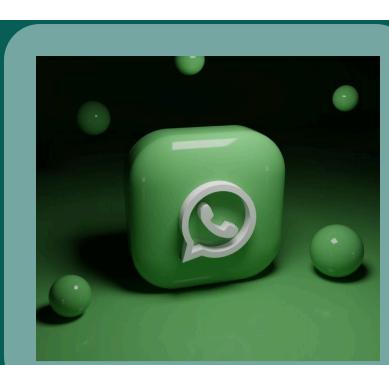


User Engagement Score by Current Version



App Revenue (USD) by Month





₹ 6.93bn
WHATSAPP REVENUE

46bn
INSTALLS

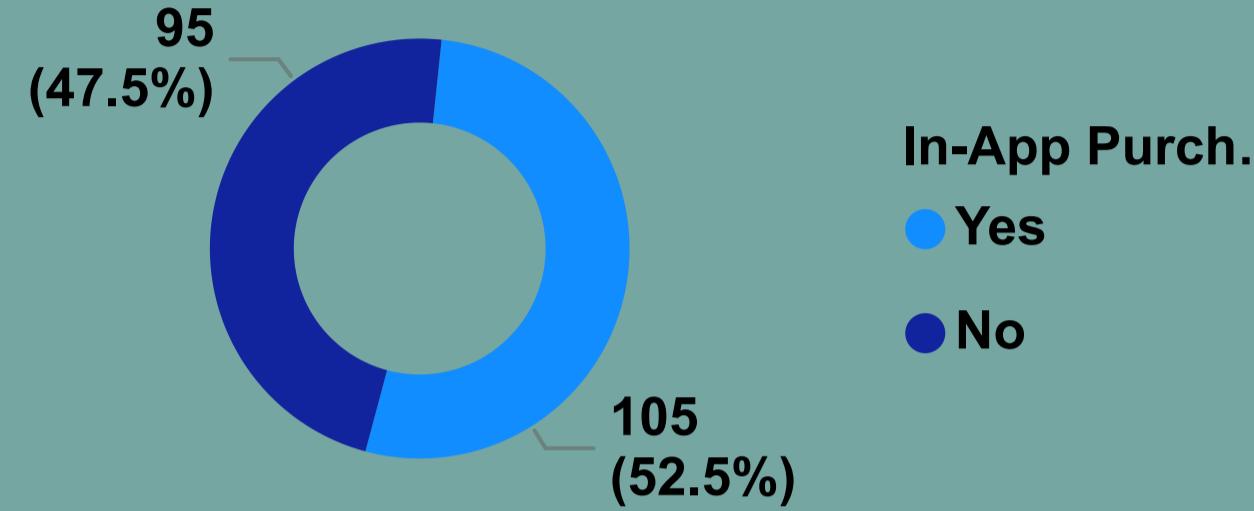
506M
Sum of Number of Reviews

750.30
RATING

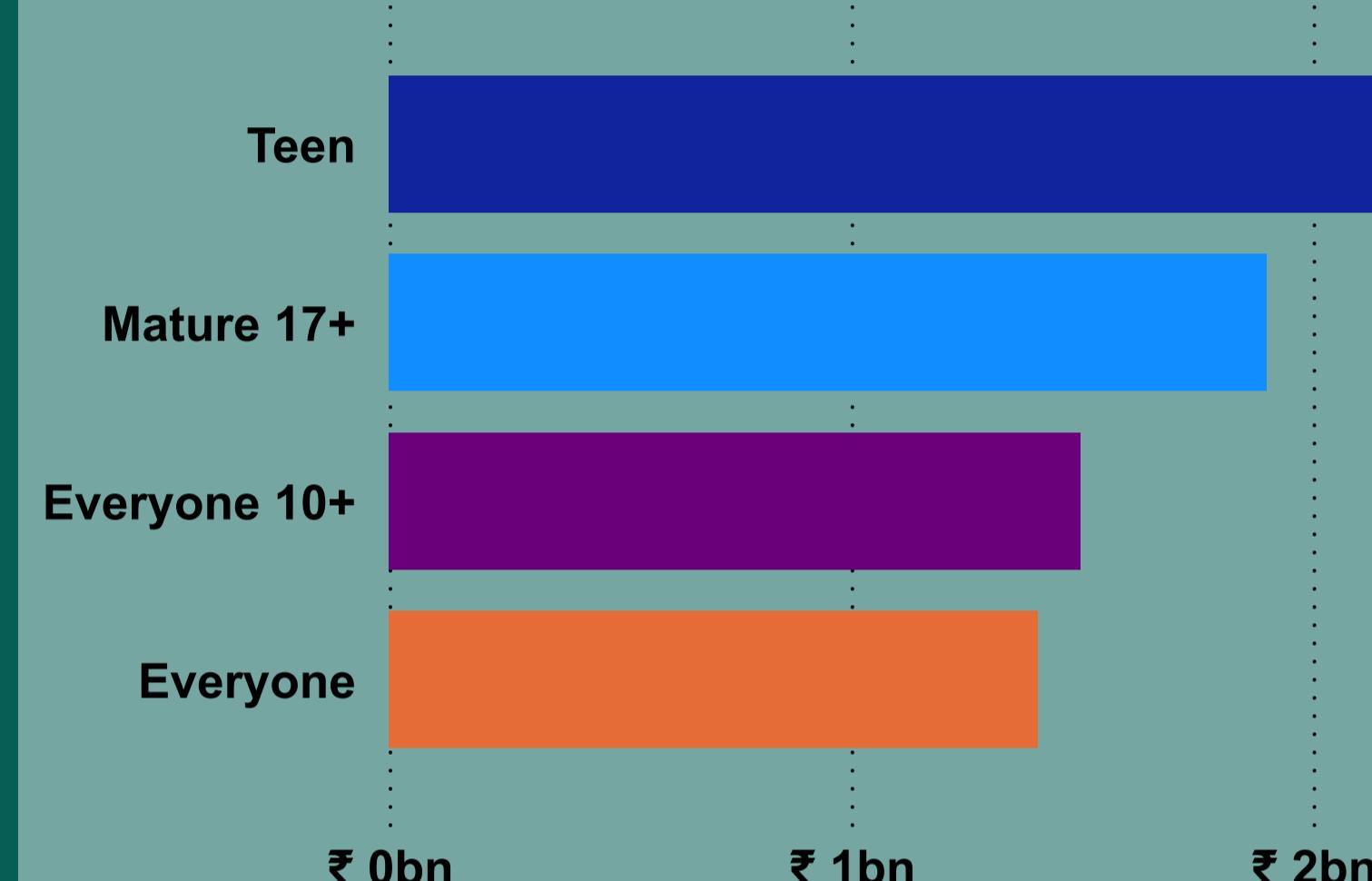
1.53K
USER ENGAGEMENT SCORE

TEMU →
← FACEB...

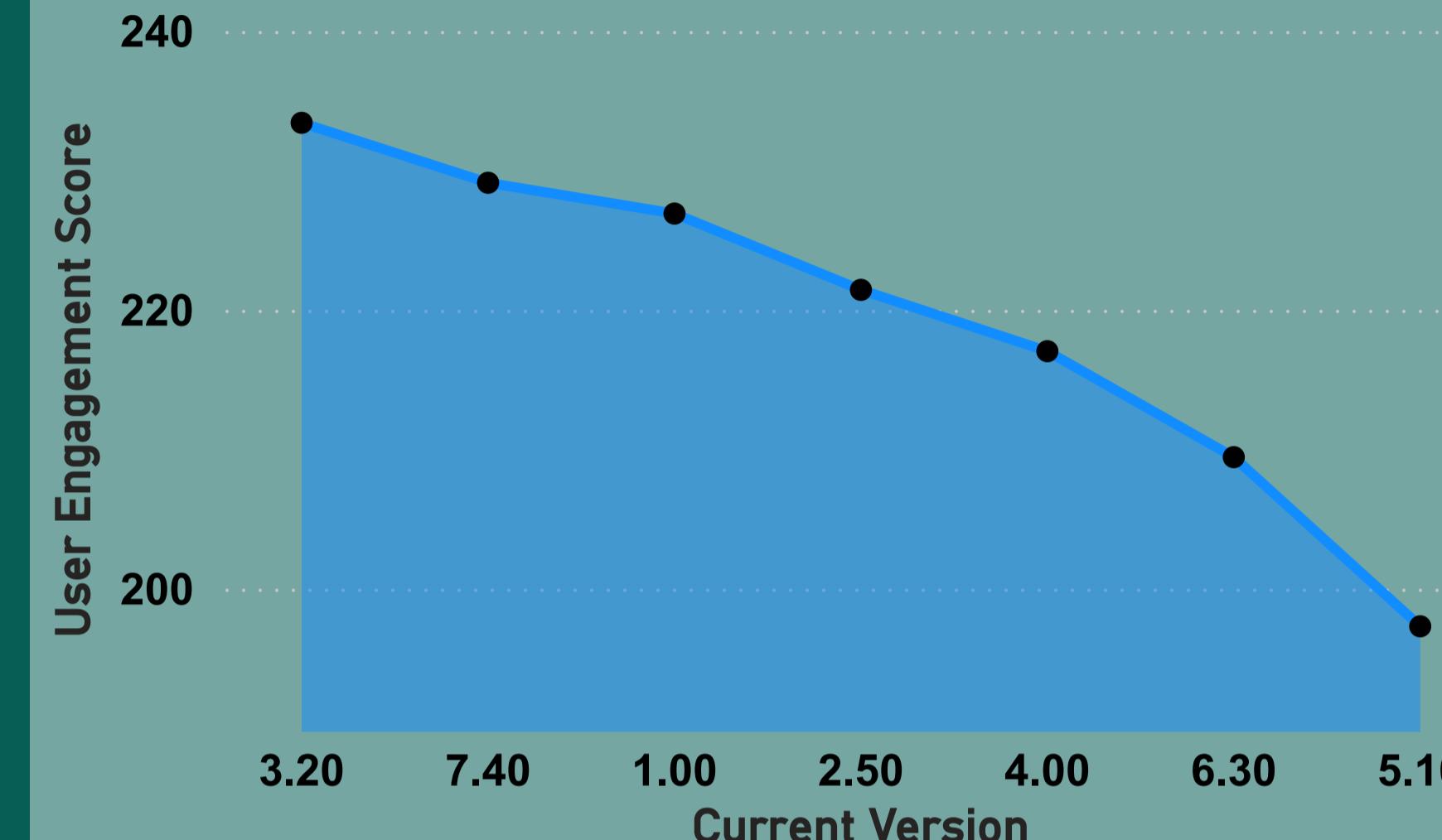
Ad Supported by In-App Purchases



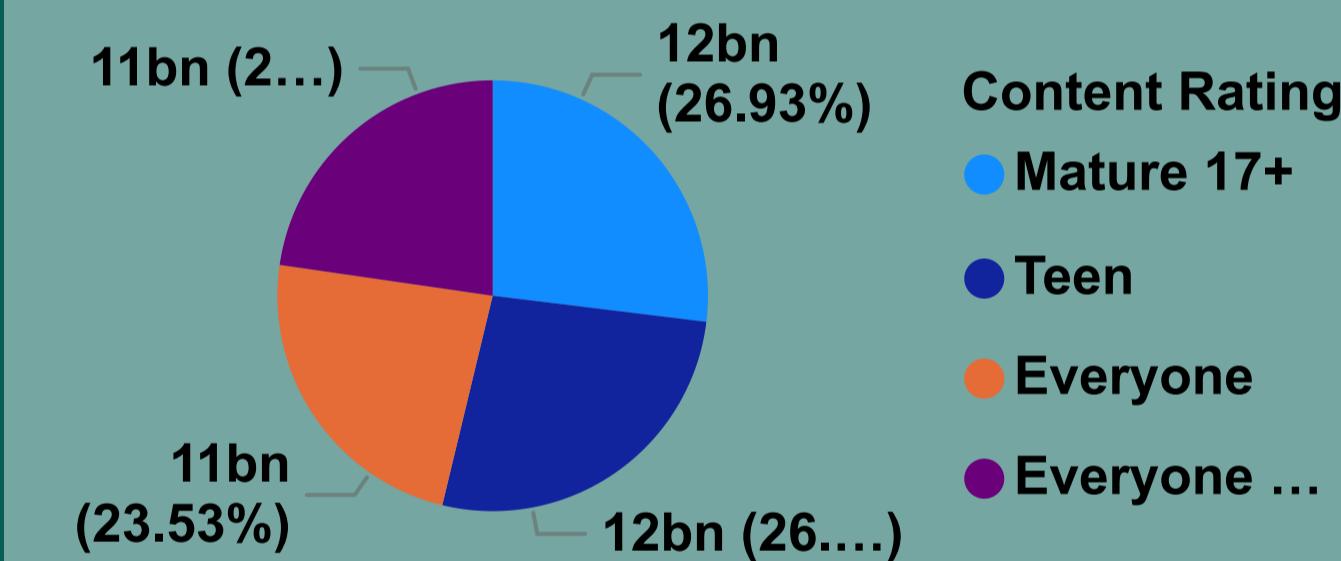
App Revenue by Content Rating



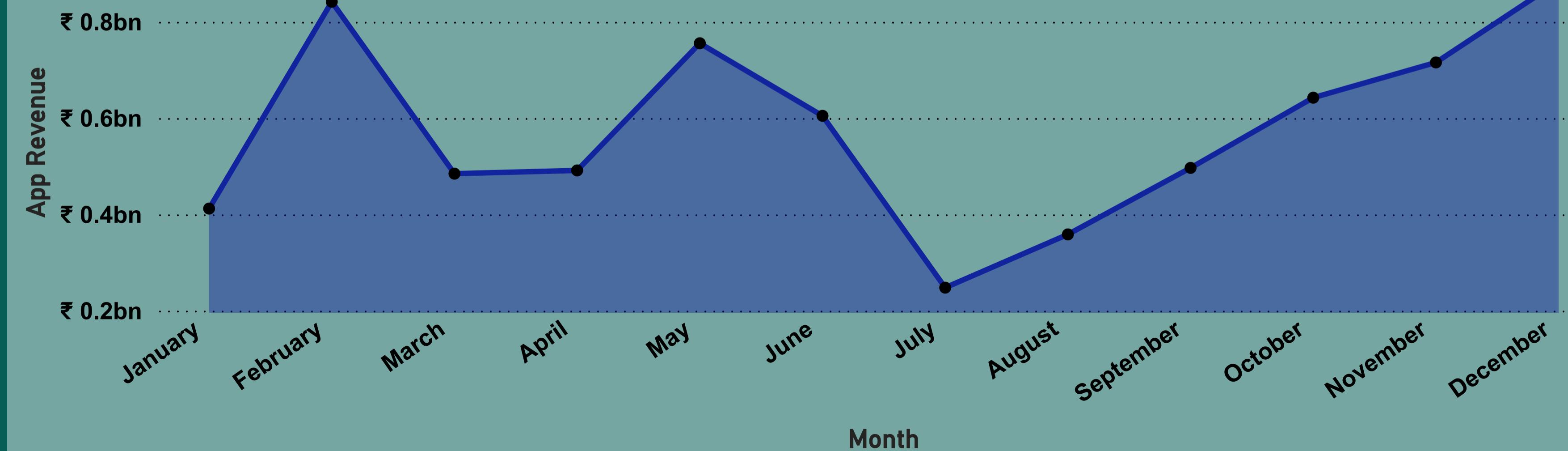
User Engagement Score by Current Version



Installs by Content Rating



App Revenue by Month



Category



₹ 7bn
APP REVENUE

505M
NUMBER OF REVIEWS

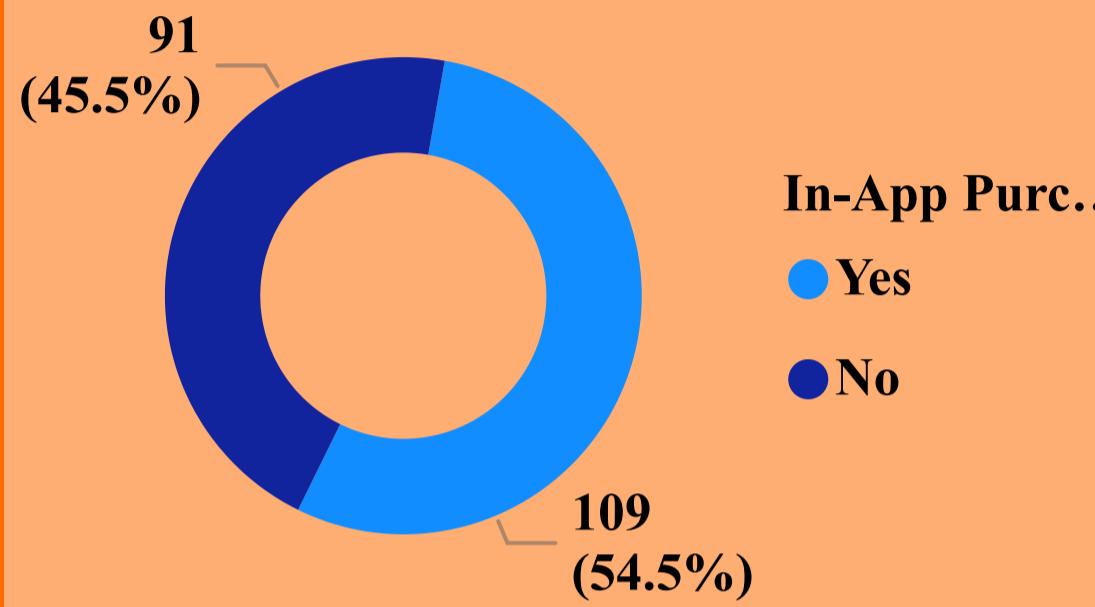
47bn
INSTALLS

1.52K
USER ENGAGEMENT SCORE

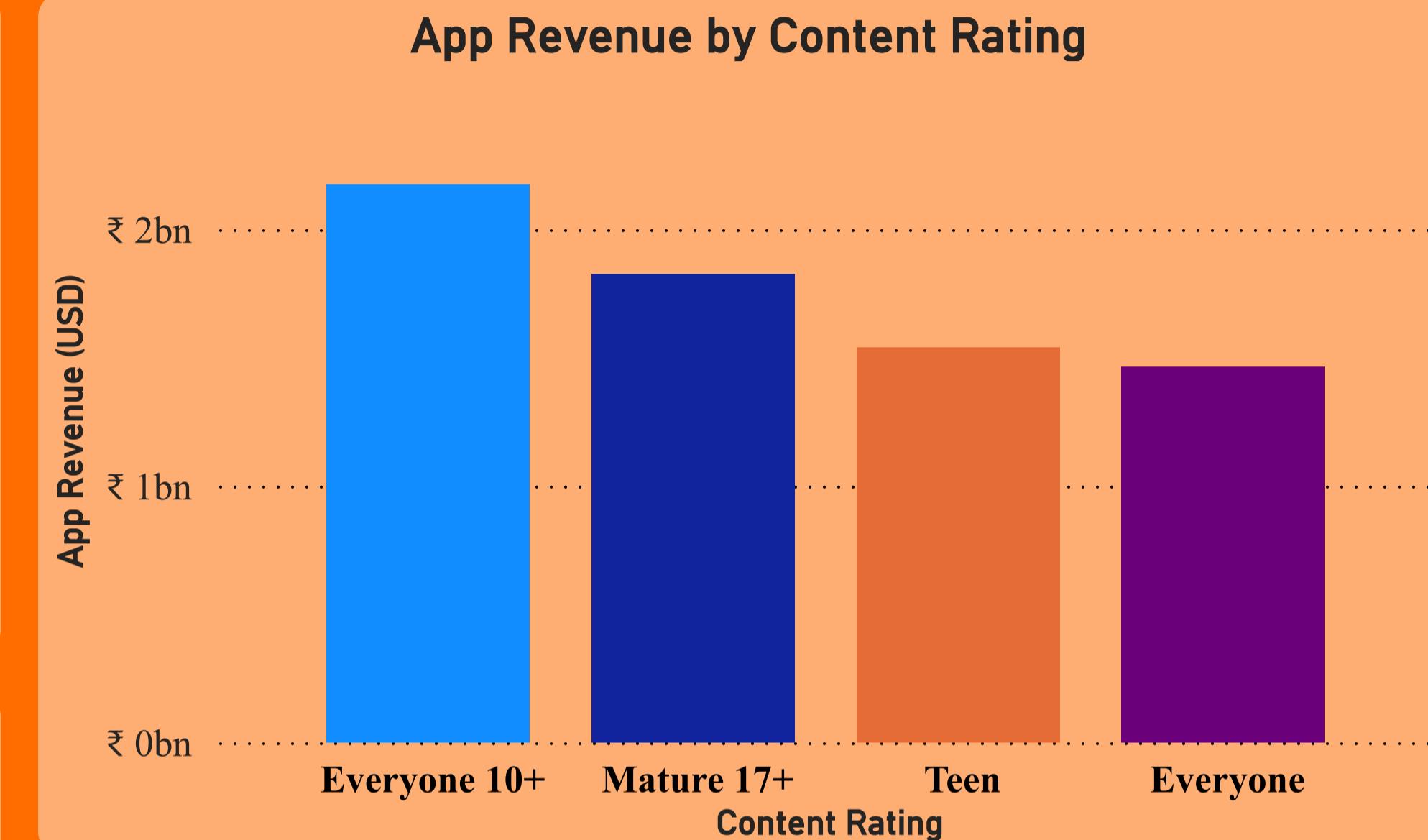
736.20
RATING

← WHATSAPP
HOME →

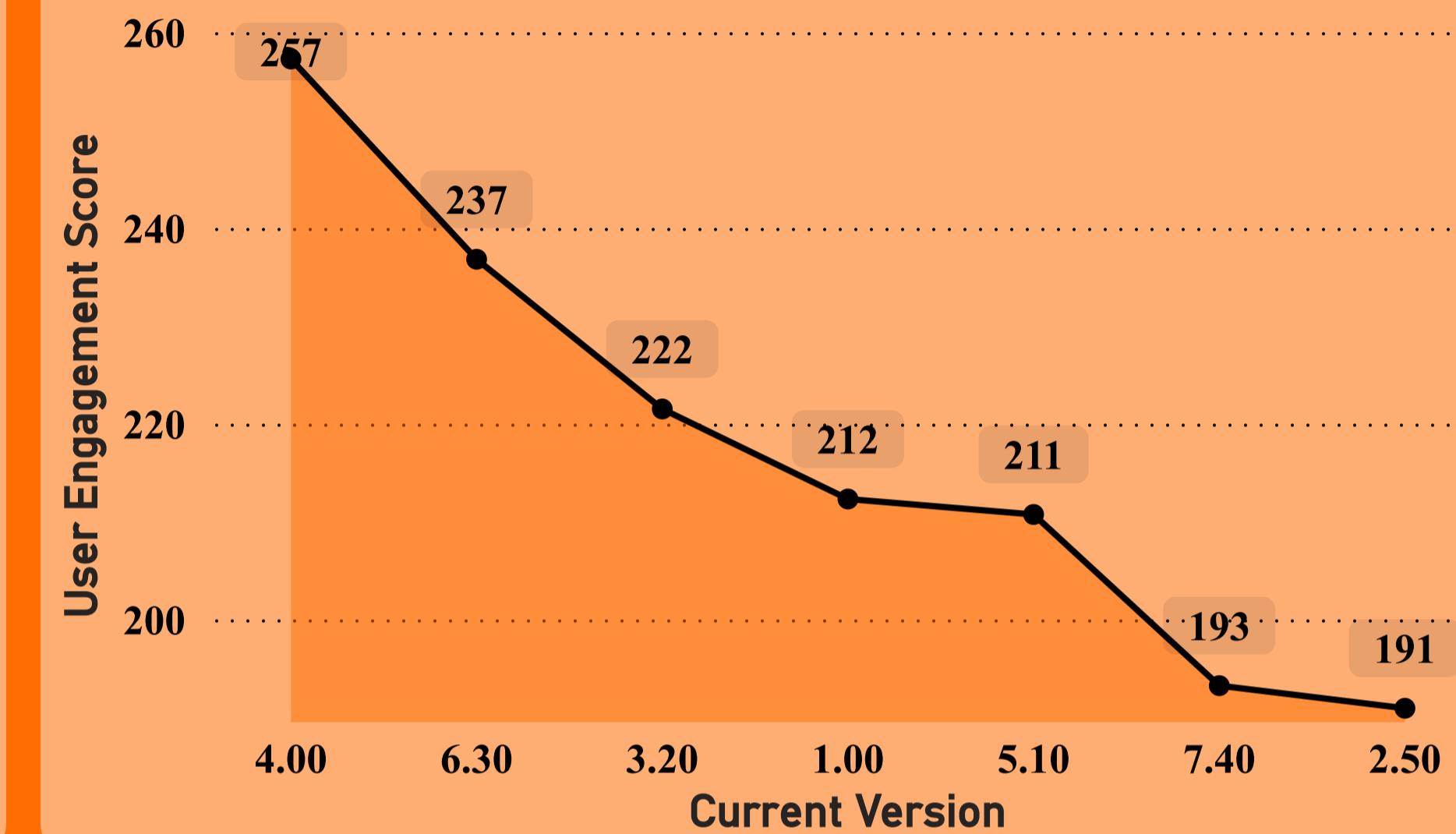
Content Rating by In-App Purchases



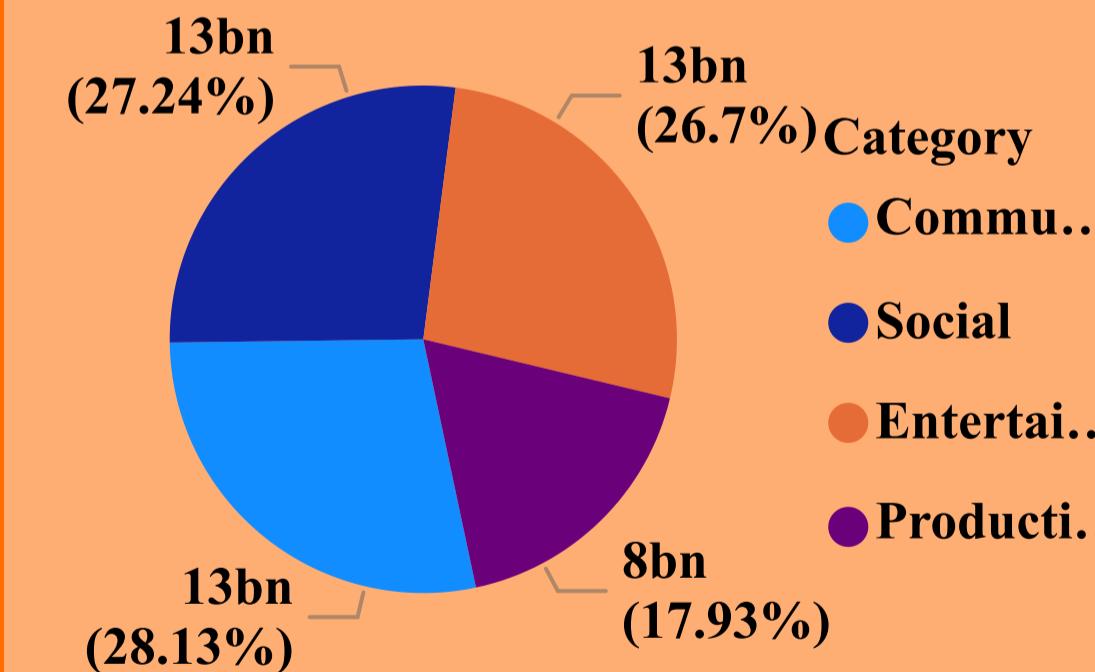
App Revenue by Content Rating



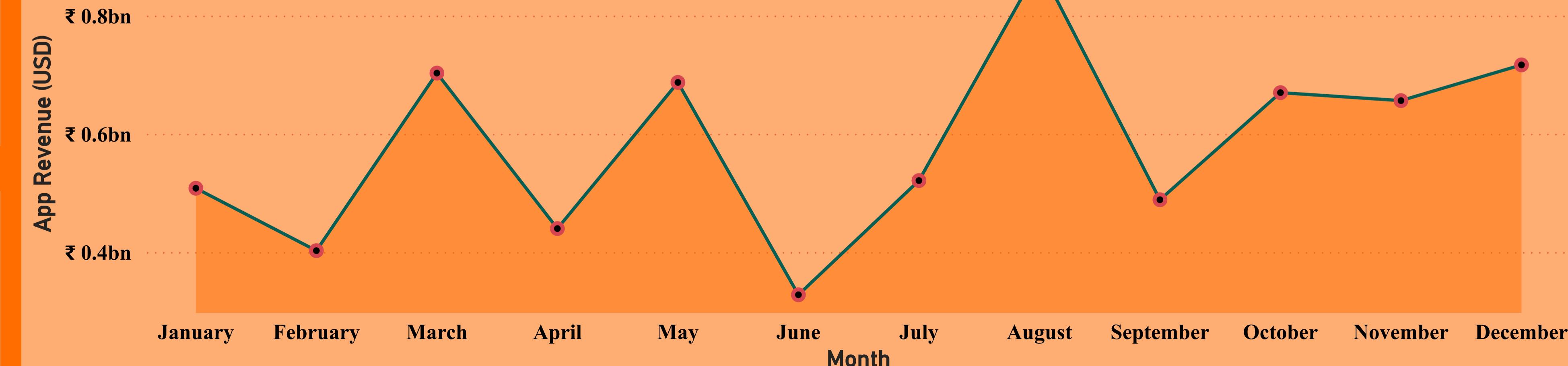
User Engagement Score by Current Version



Installs by Category



App Revenue (USD) by Month



Category

All

PROJECT DESCRIPTION

This Power BI project presents an in-depth analysis of the top five global social apps — TikTok, Instagram, Facebook, WhatsApp, and Temu — using a simulated 2024 dataset. The dashboard delivers business intelligence on app revenue, engagement, installs, ratings, platform distribution, and monetization strategies through a visually rich, multi-page report.

NAME : JAYAVEL B

TRAINER : ANISHA

COURSE : POWER BI

PROJECT NAME : APP PERFORMANCE & MONETIZATION

