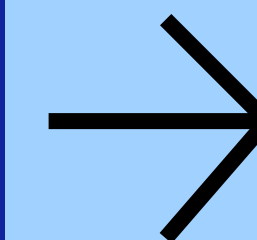




Total Installs
5bn

Total Revenue
₹ 28.23bn

Total Rating
3.04K



Total apps
1000

Category

All

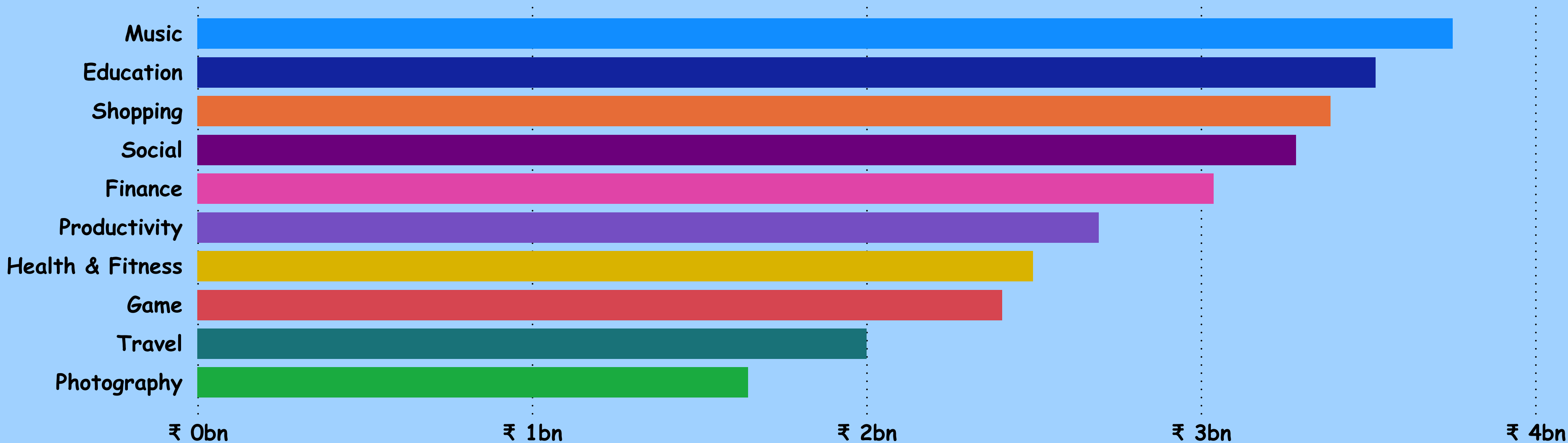
Type

- ☐ Select all
- ☐ Free
- ☐ Paid

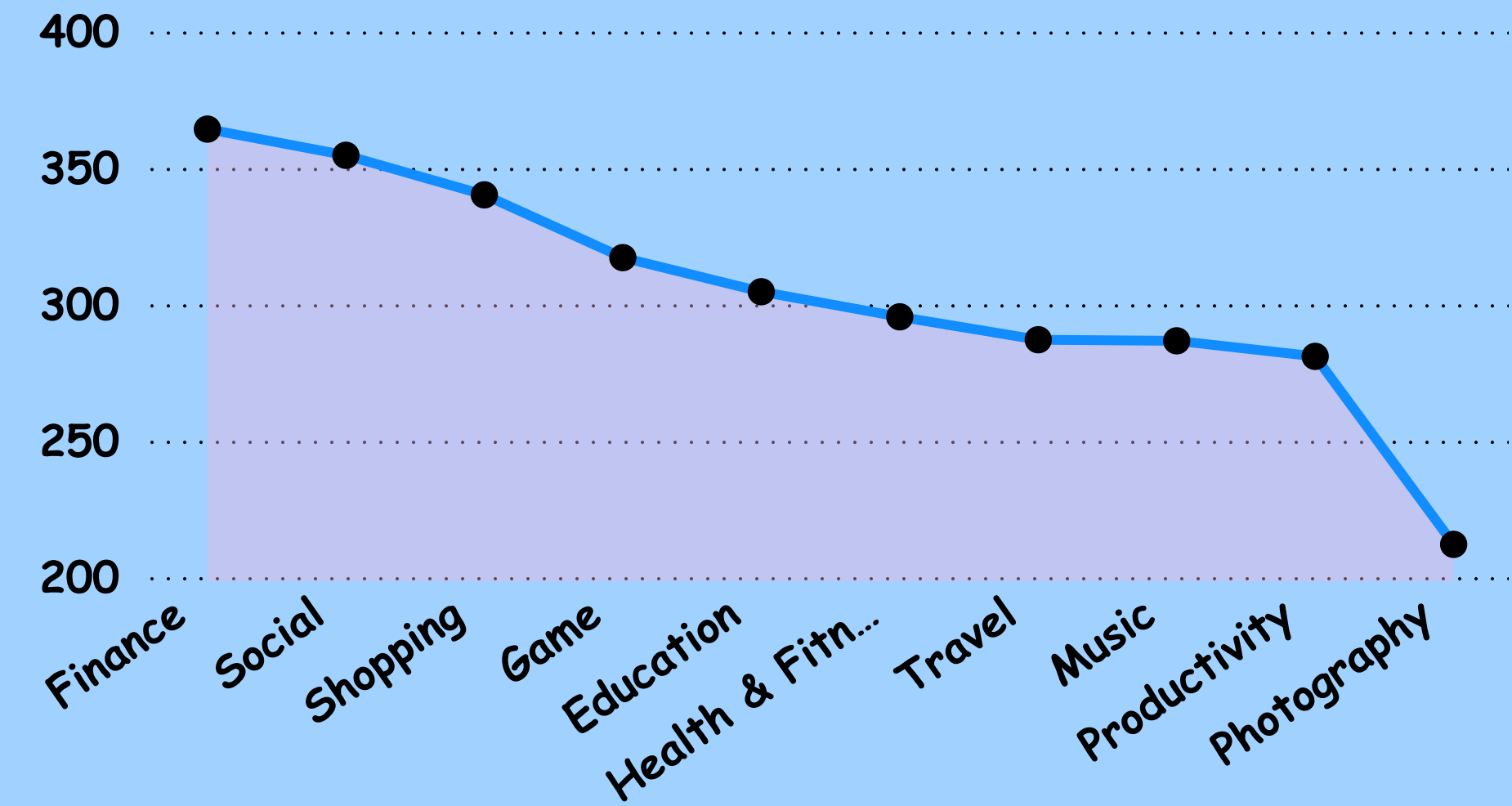
Rating

All

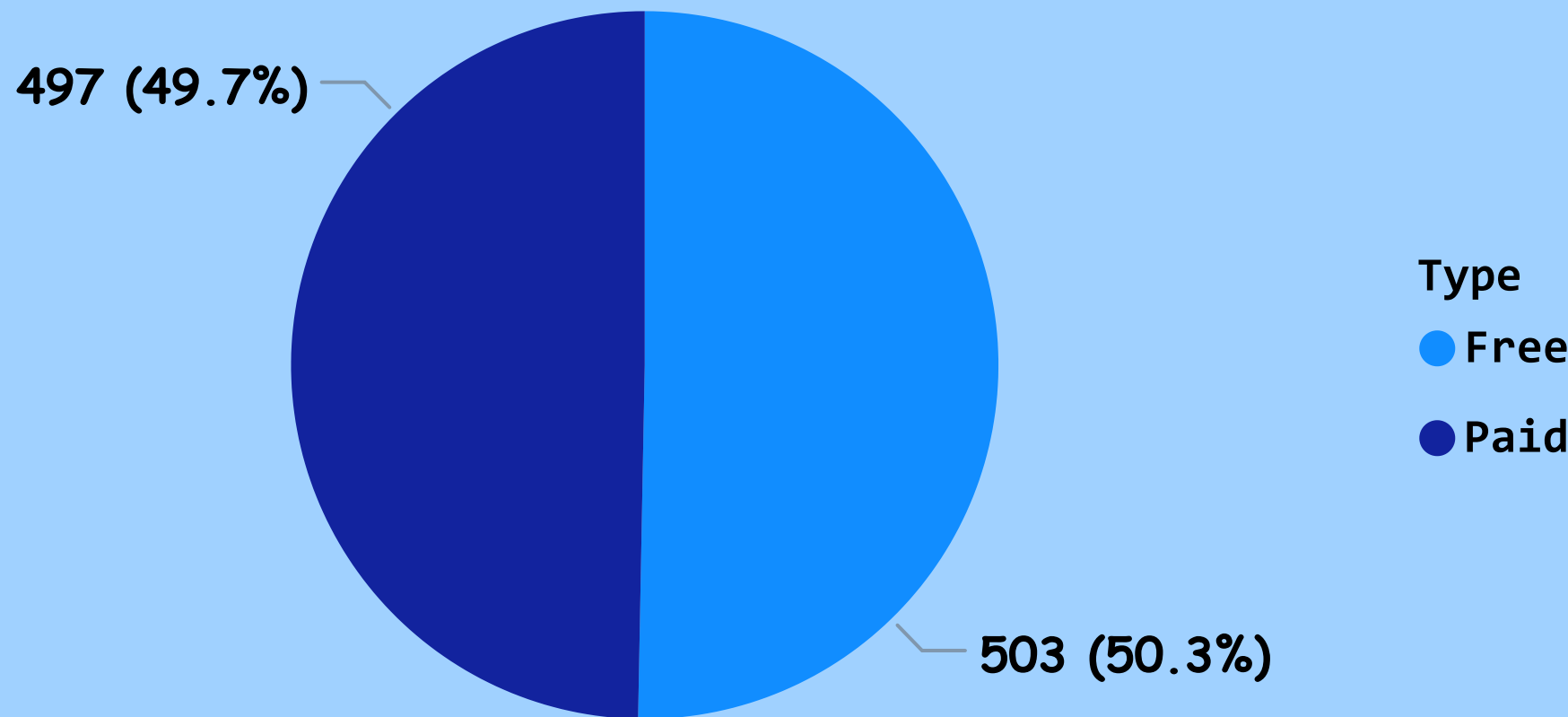
Categories by Installs & Revenue

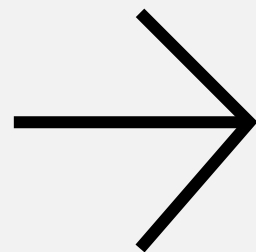
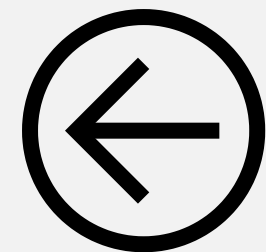


Rating by Distribution



App Type





Category

All

Type

☐ Select all

☐ Free

☐ Paid

Developer Name

All

Content Rating

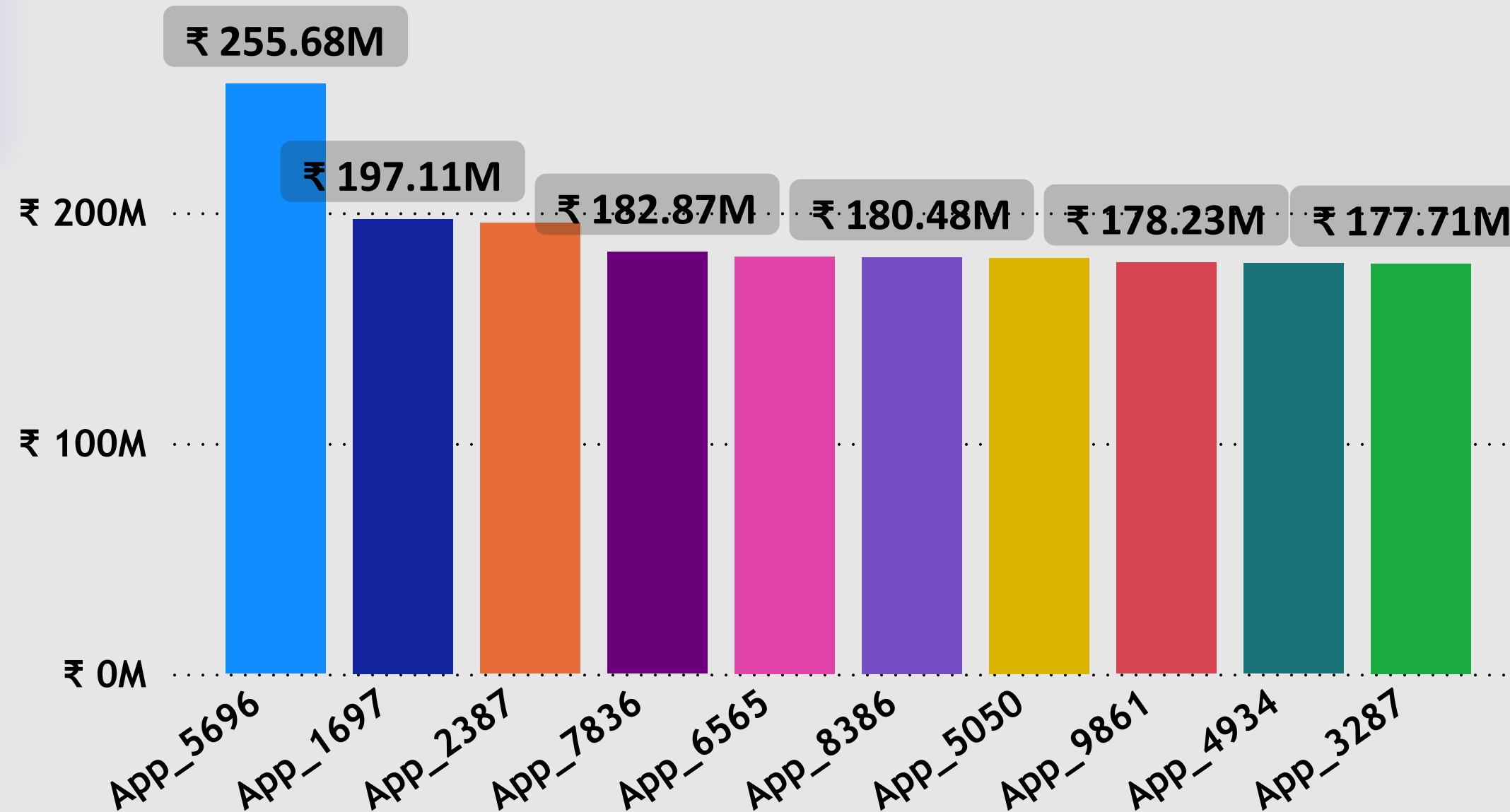
☐ Everyone

☐ Everyone 10+

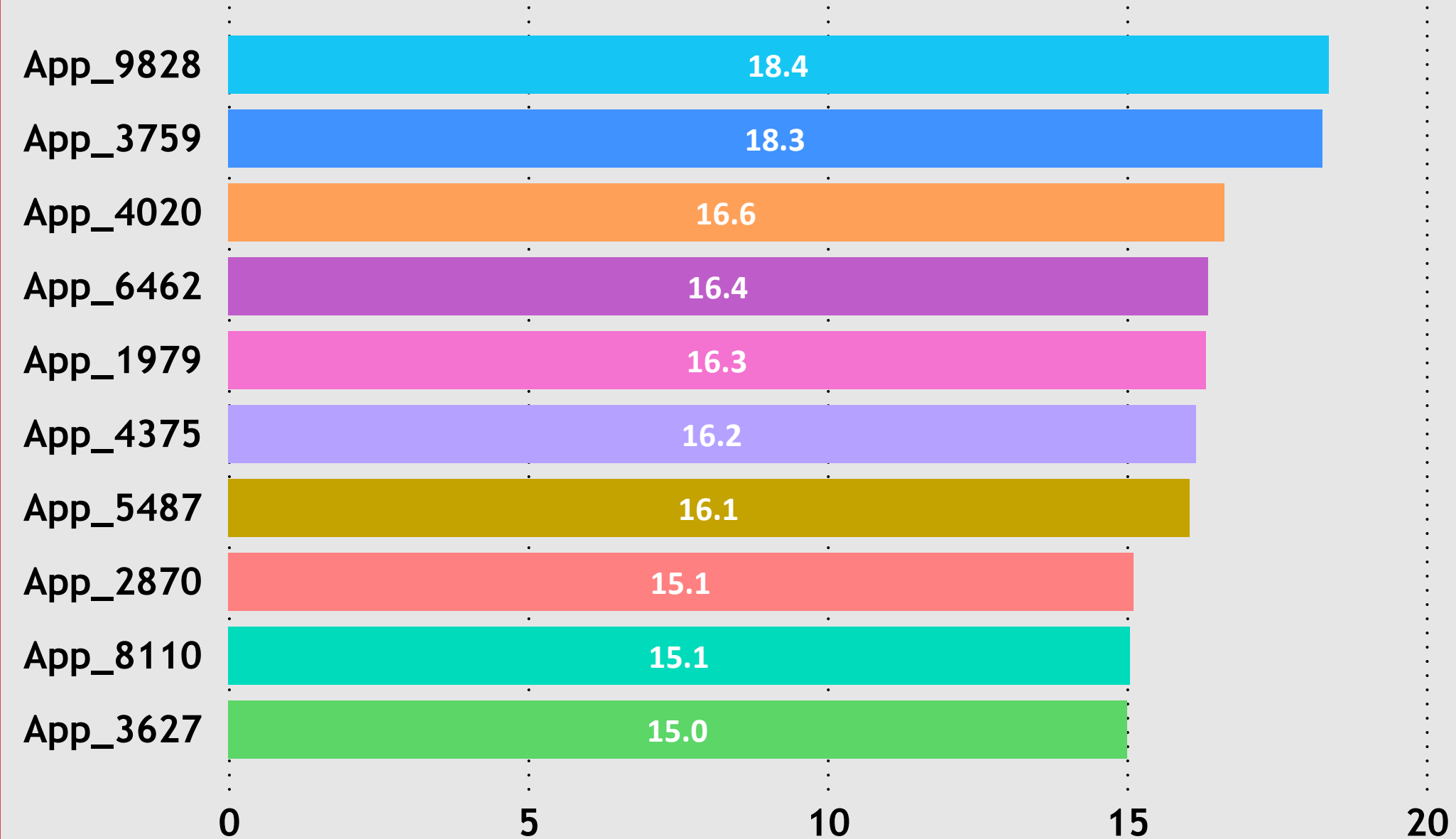
☐ Mature 17+

☐ Teen

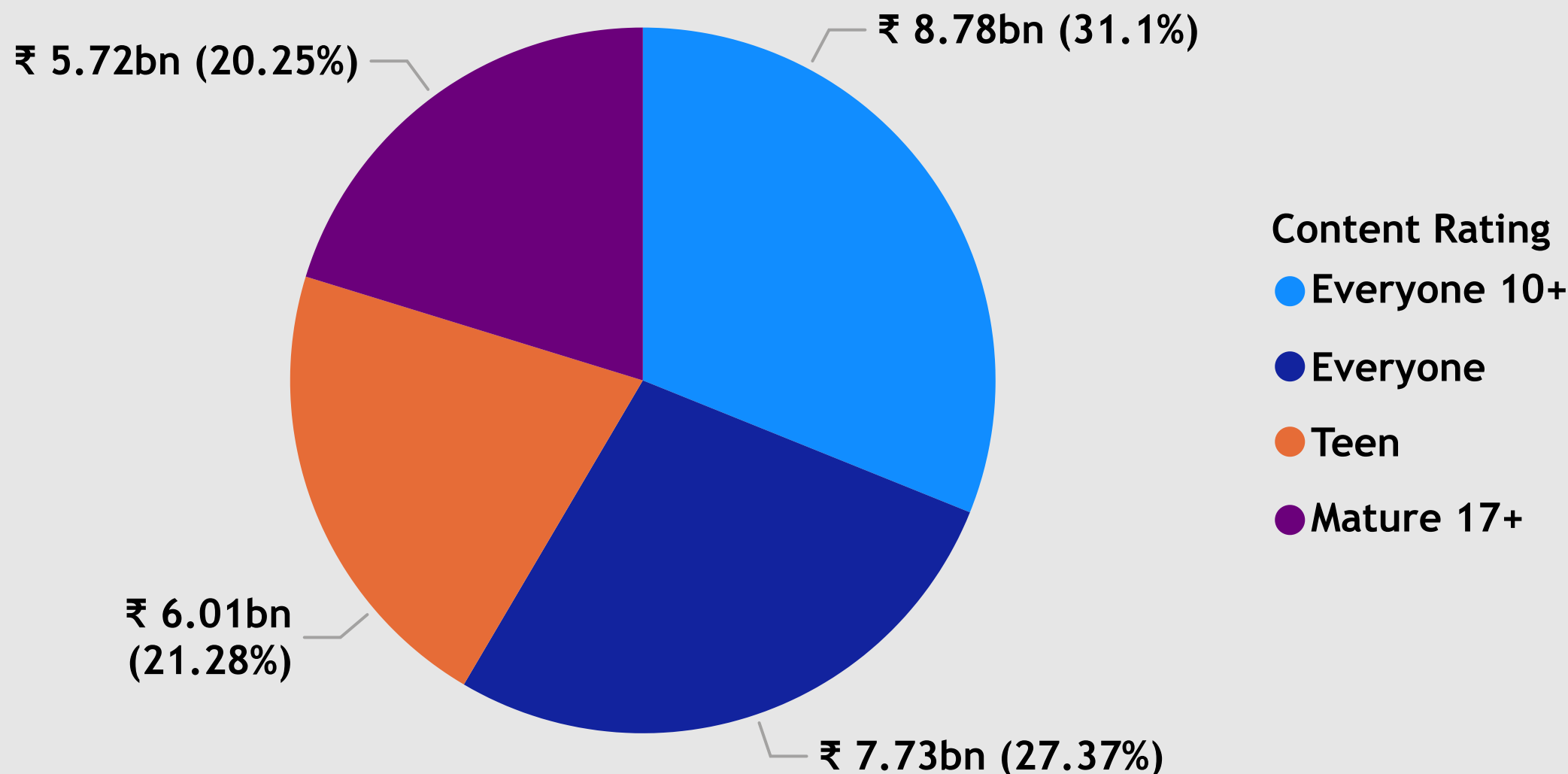
Top Apps By Revenue



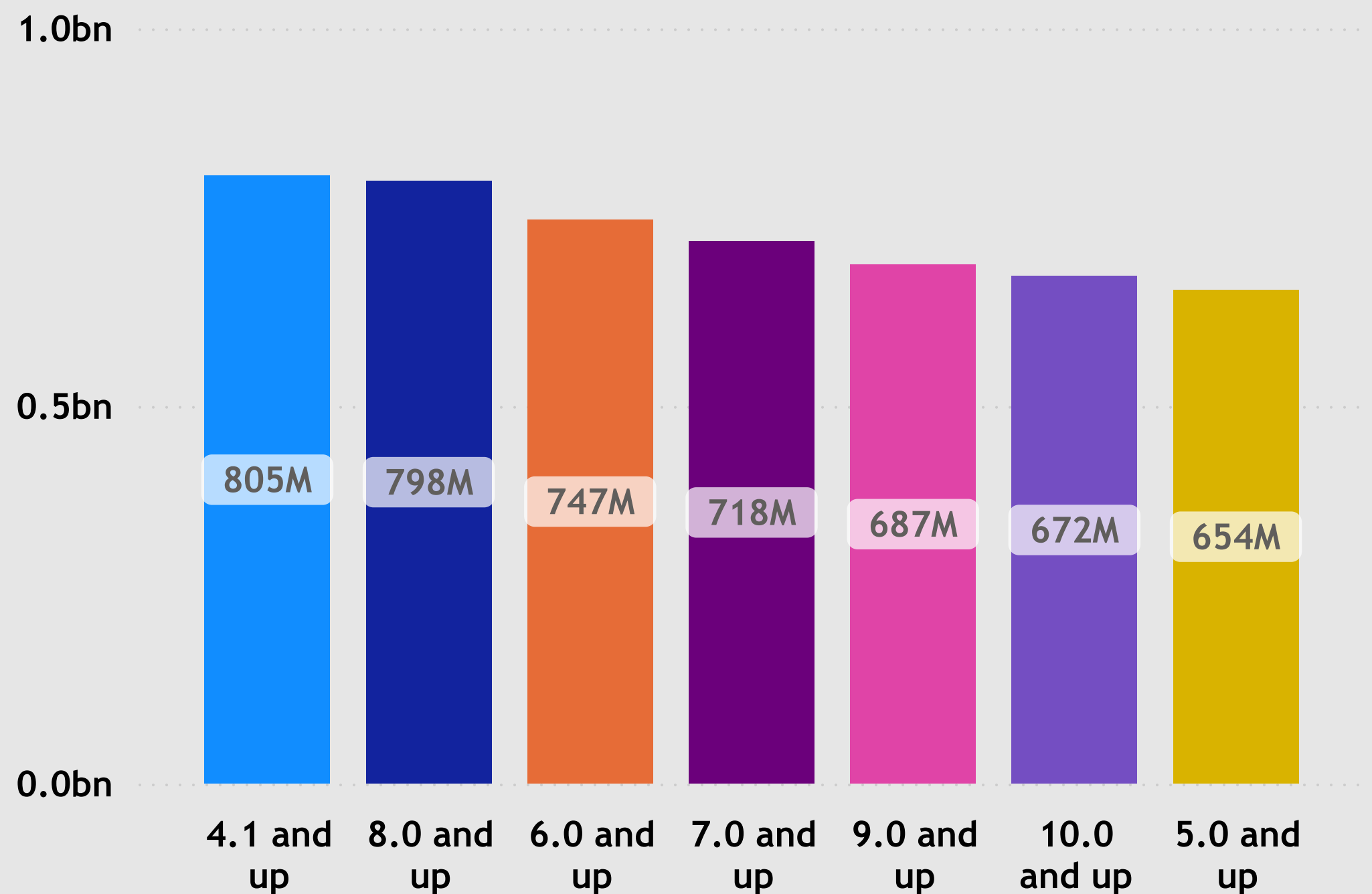
Top Apps by User Engagement Score

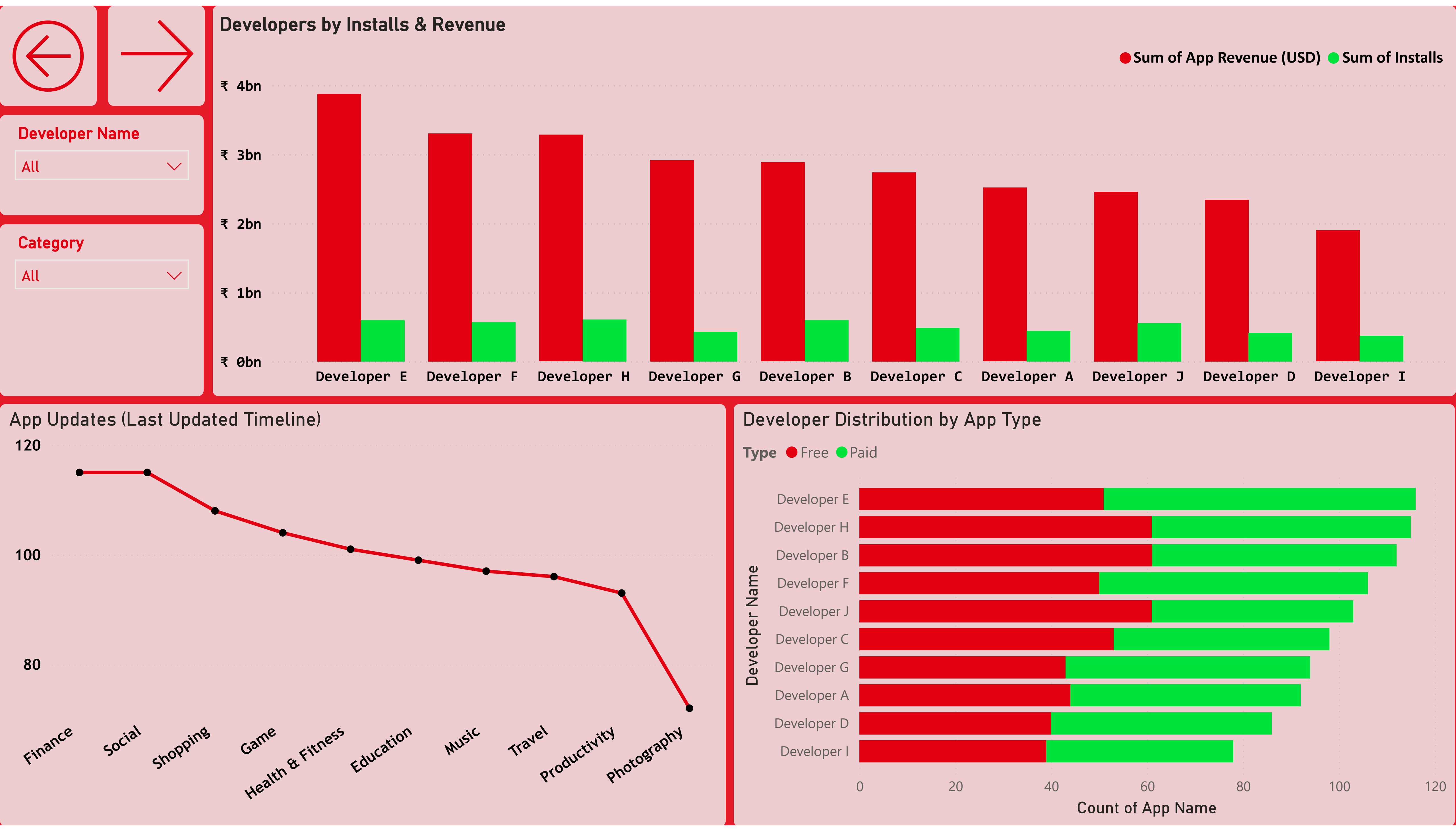


Revenue by Content Rating



Android Version Distribution



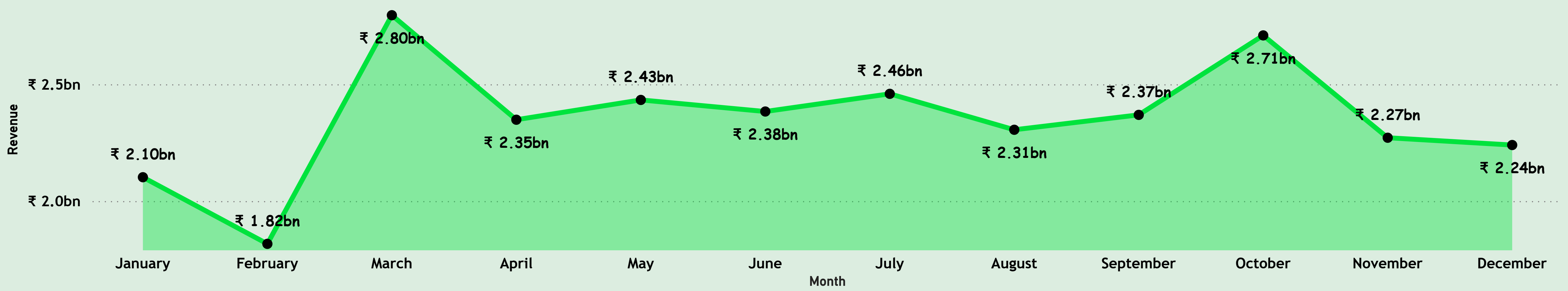


←

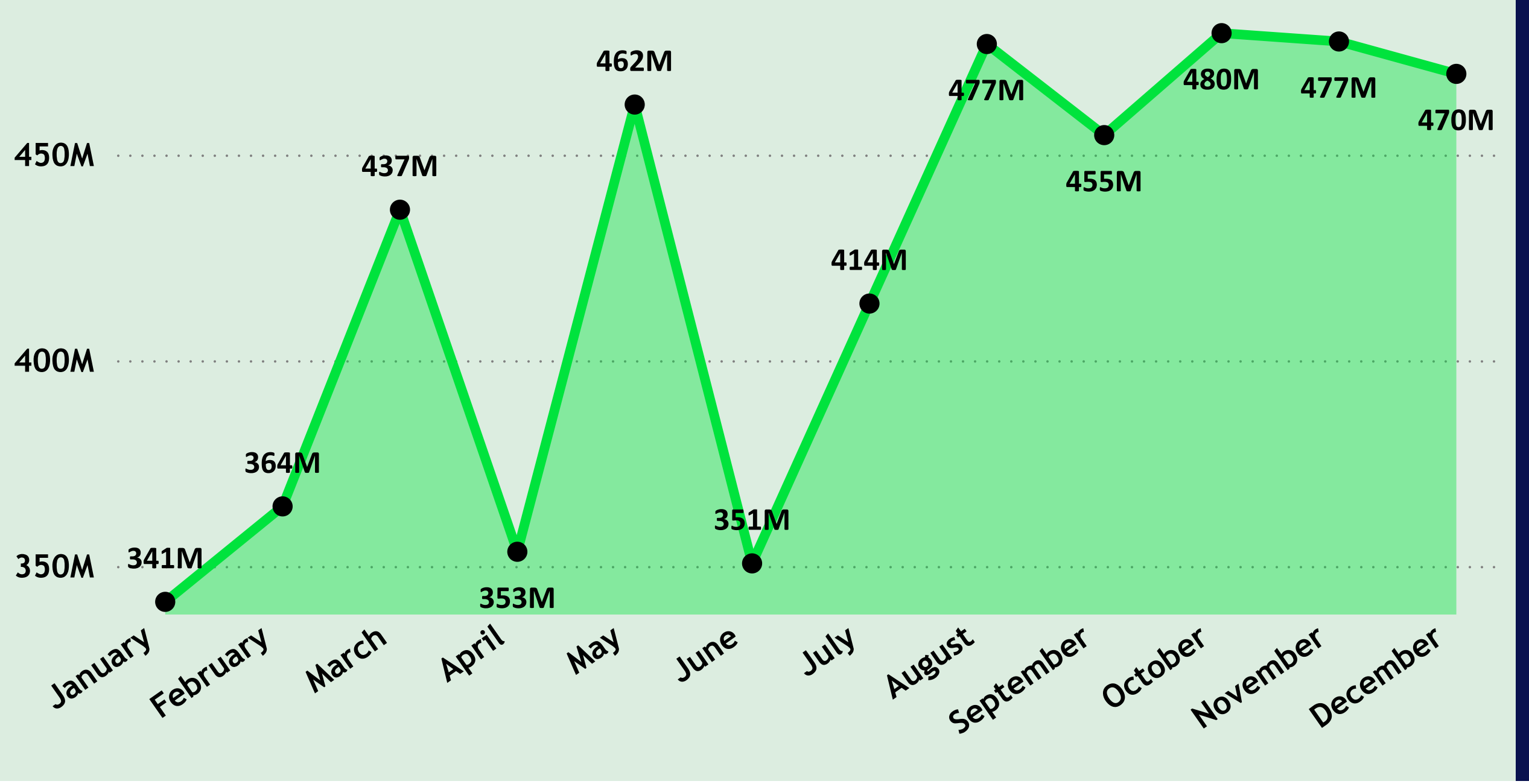
→

REVENUE - INSTALLS - PURCHASES BY MONTH

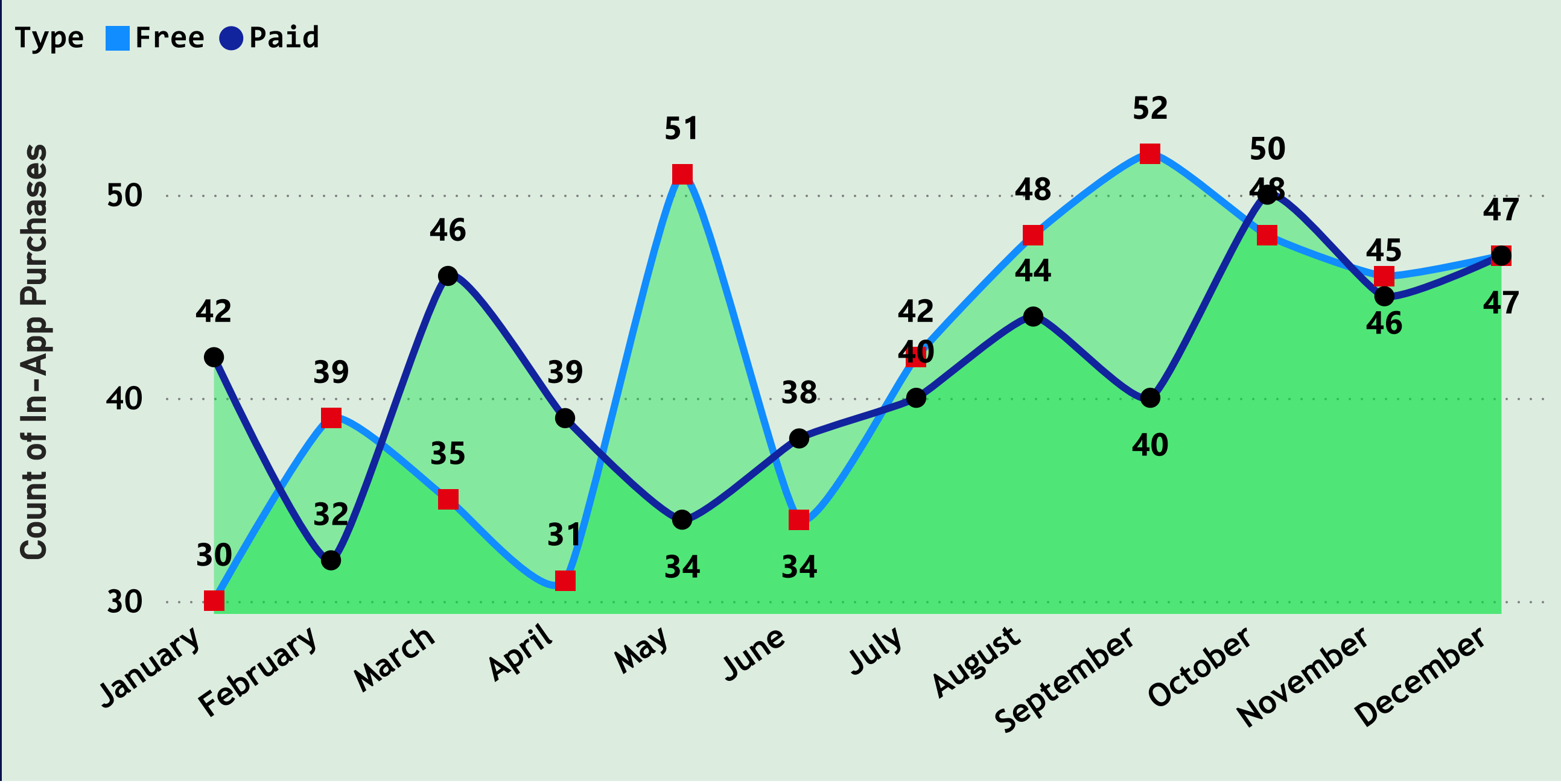
Revenue Trend by Month

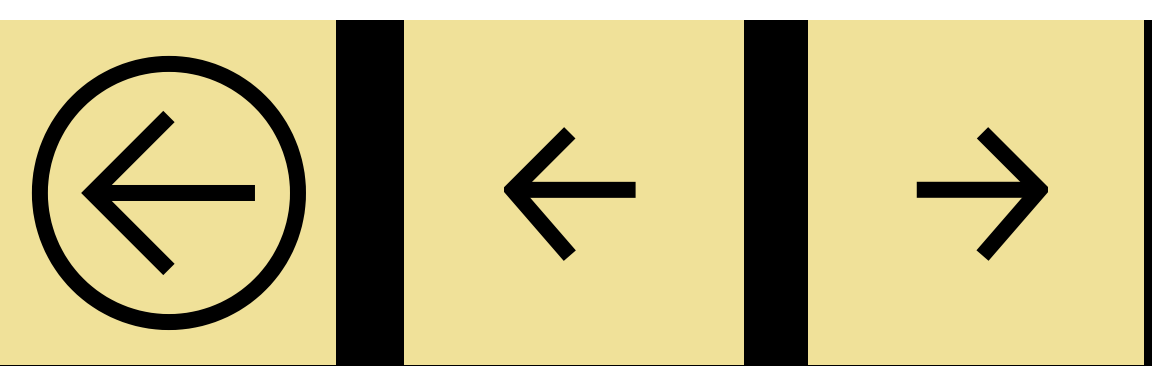


Installs by Month

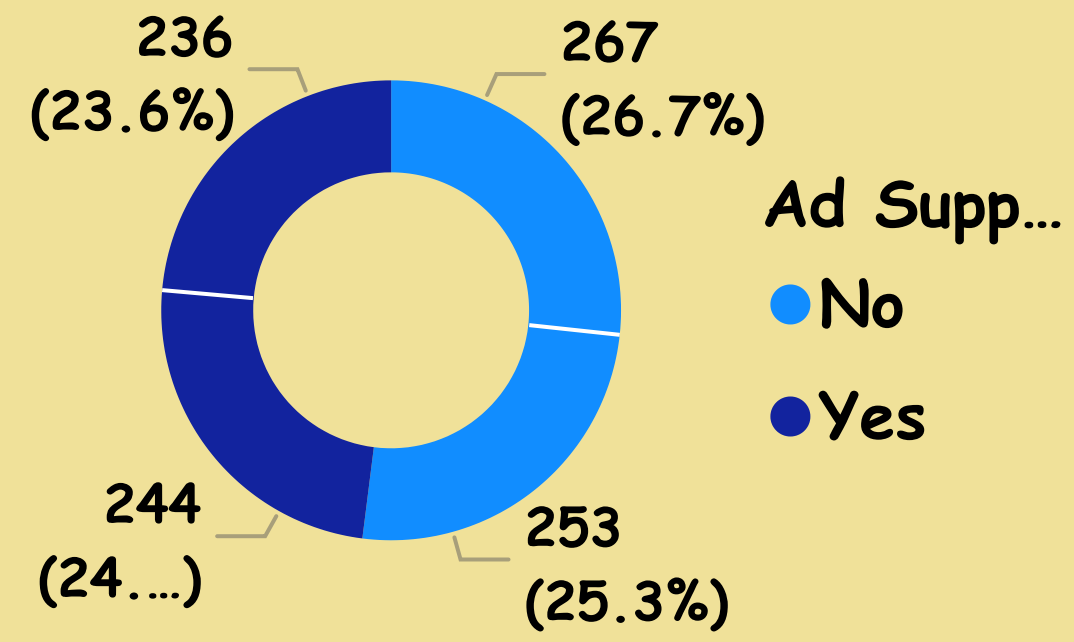


In-App Purchases by Month

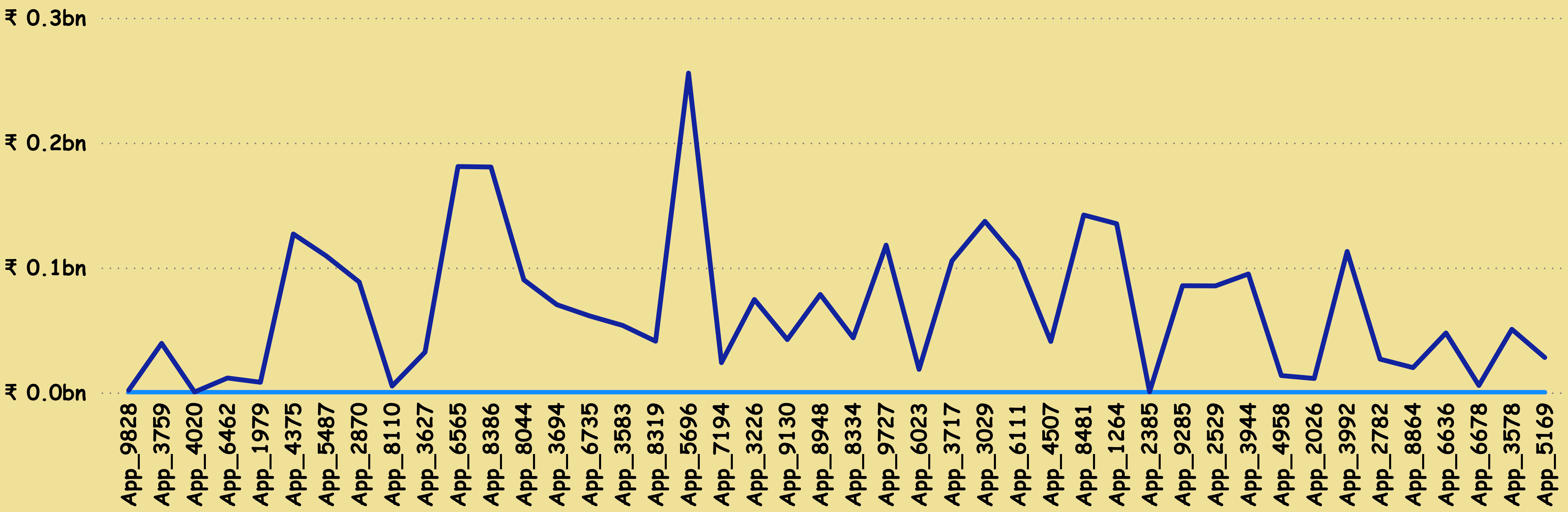




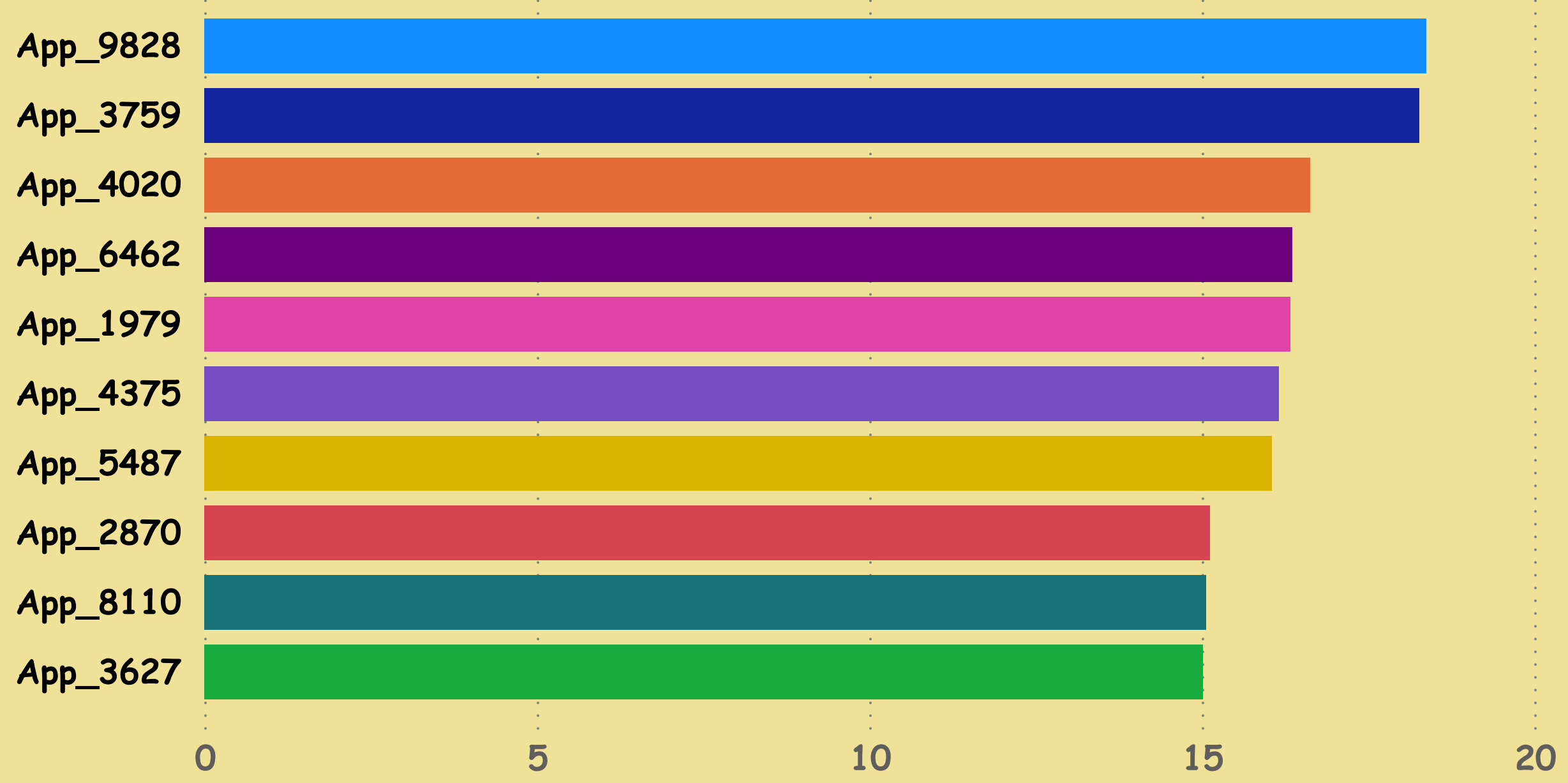
In-App Purchases vs. Ad Supported



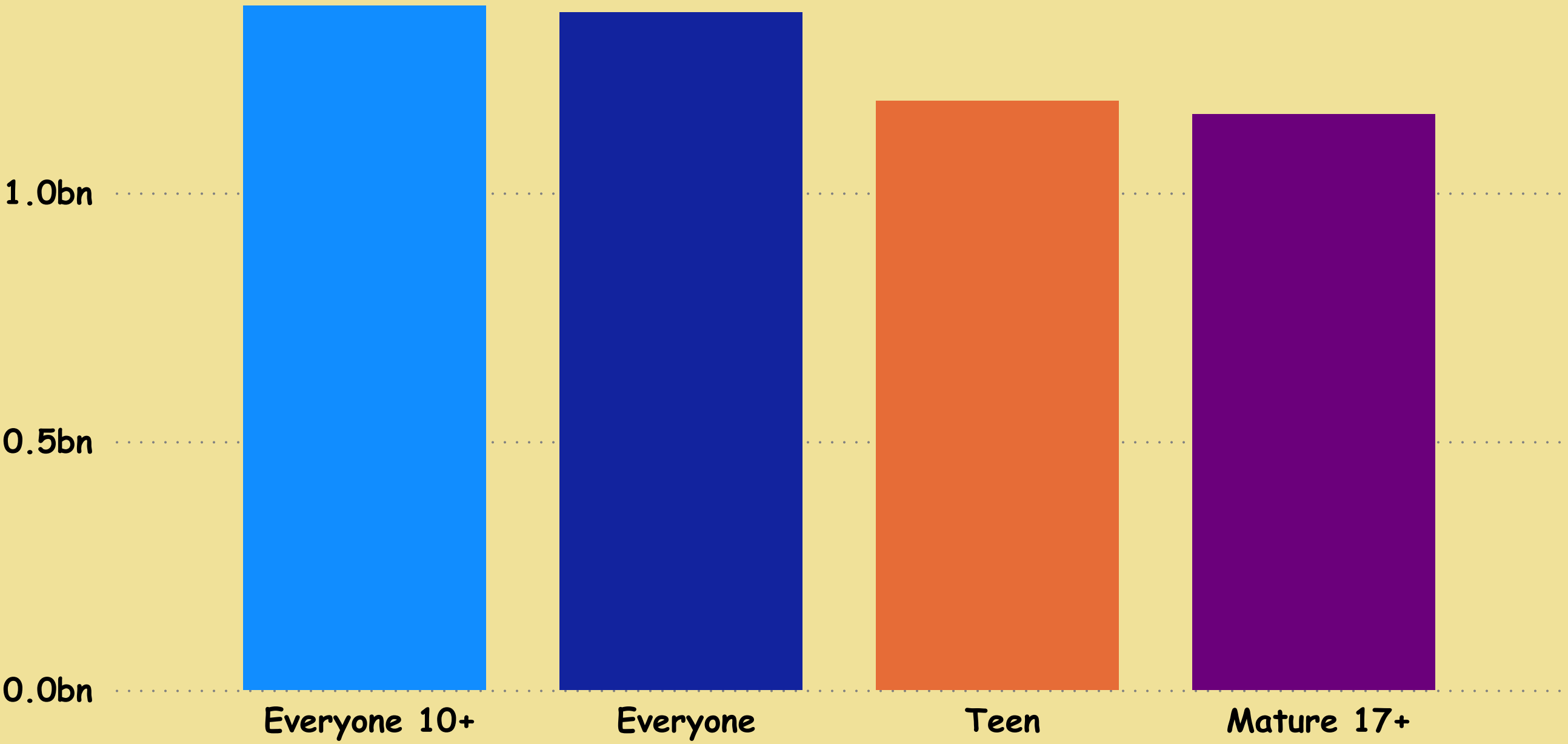
Engagement vs Revenue



Top 10 Most Engaging Apps



Most Popular Content Ratings (by Installs)



PROJECT DESCRIPTION

- This project involves the end-to-end development of a multi-page interactive Power BI dashboard that analysis mobile application data from the Google Play Store. The dashboard provides deep insights into app performance, developer trends, user engagement, revenue generation, and predictive analytics using real-time simulated data.
- Simulated dataset of 1,000+ Play Store apps
- App Name, Category, Rating, Installs, Revenue, Developer, In-App Purchases, Engagement Score, etc.
- Data processed and enriched with calculated columns
- Executive Overview – KPIs, revenue, installs, type breakdown
- App Performance – Top apps by revenue and engagement, app size vs performance
- Developer Insights – Developer-level breakdowns and performance metrics
- Advanced Analytics – Drill-down (Category → App → Developer), revenue forecasting
- User Insights – Engagement scores, monetization patterns, content rating impact