



Google Play Store Apps

Author: Jieer Chen

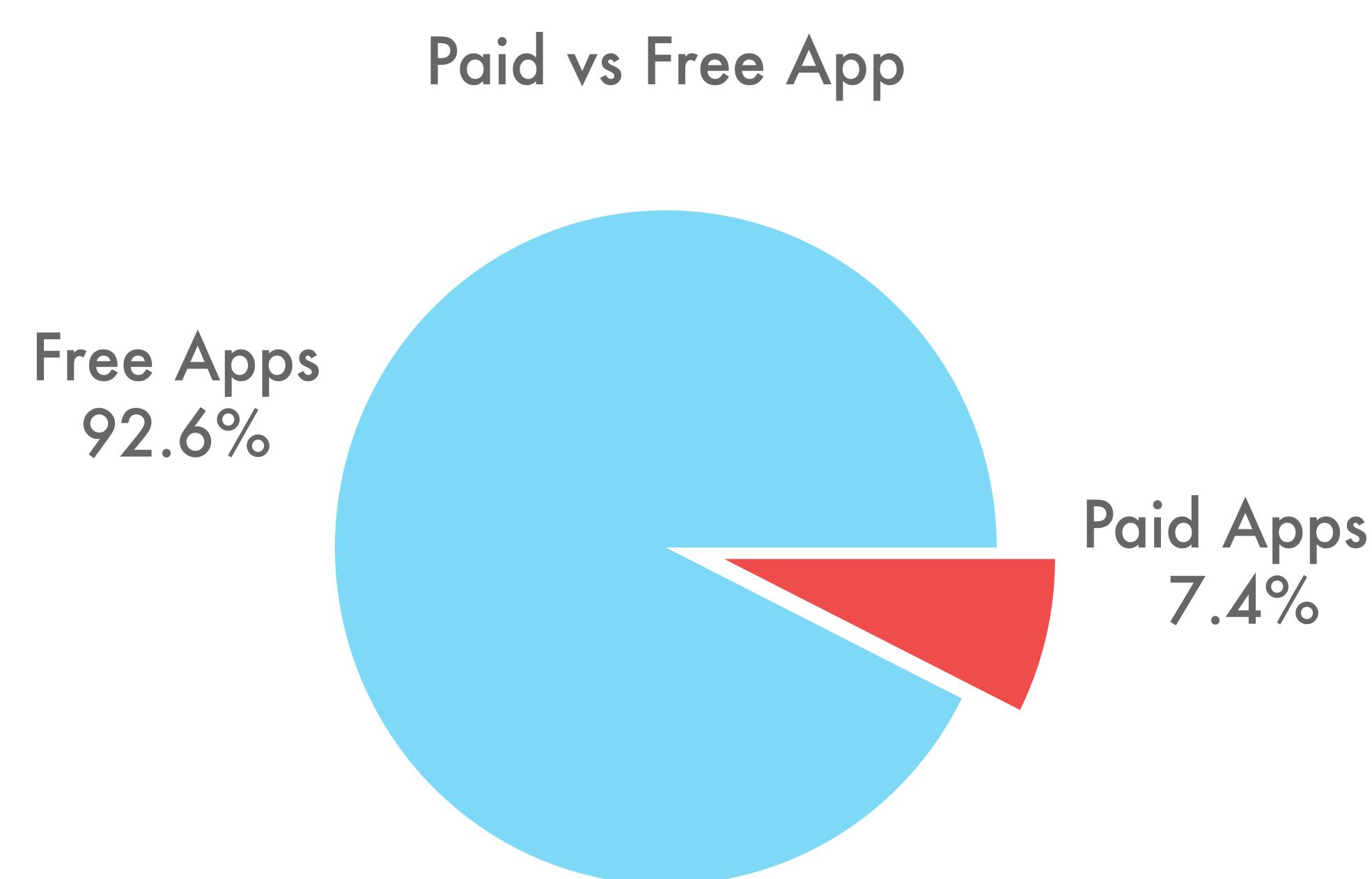
From: IST719.M002.SPRING2020

Date:04/2020

About Data

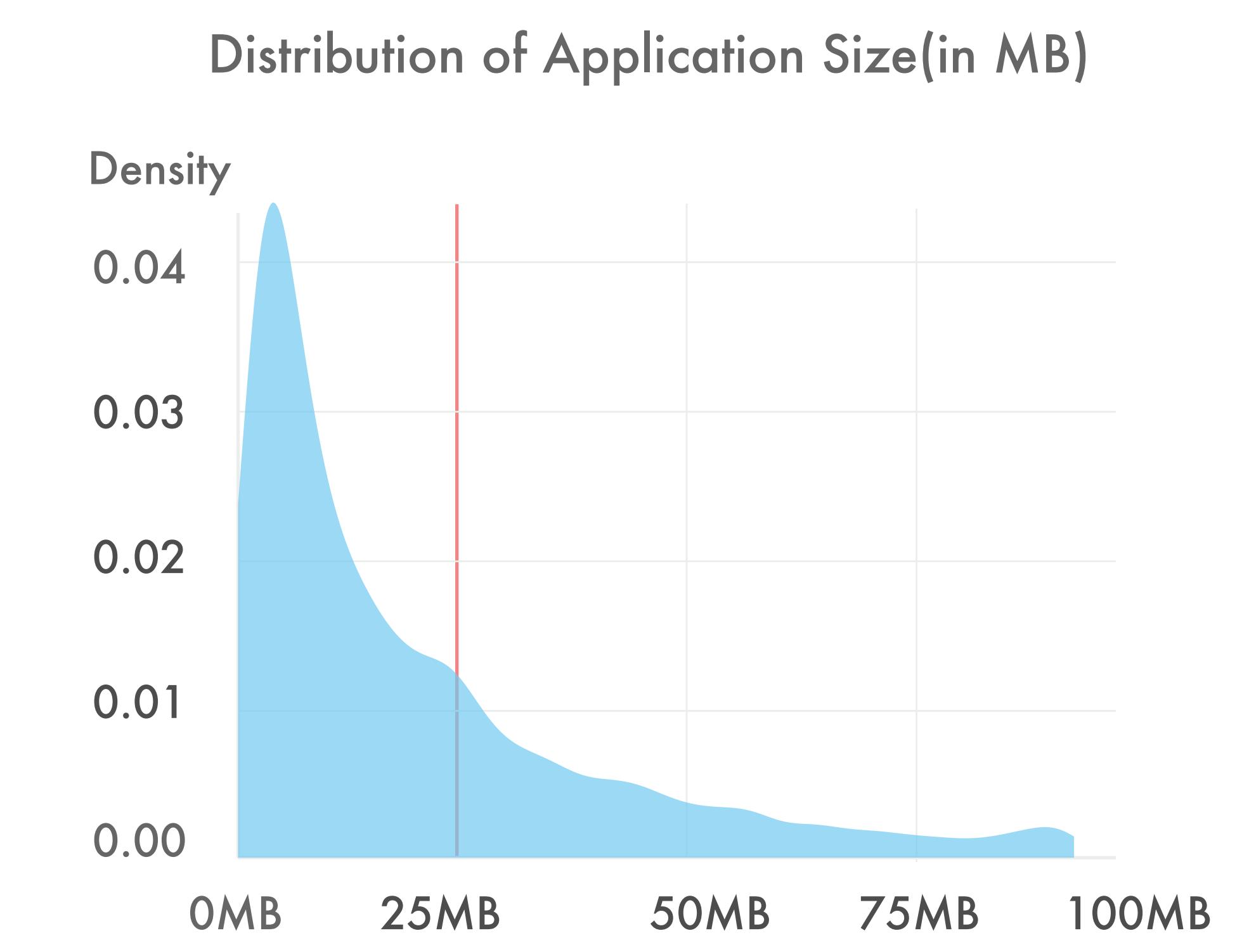
This dataset contains web scraped data of more than 10 thousand Google Play Store apps. Each row has values for an application name, the category the app belongs to, the overall rating of the app, the number of installations, the number of reviews, and the price, genres and versions of the app. In total, the dataset has 13 columns and 10841 rows.

What Percentage of Apps are Free?



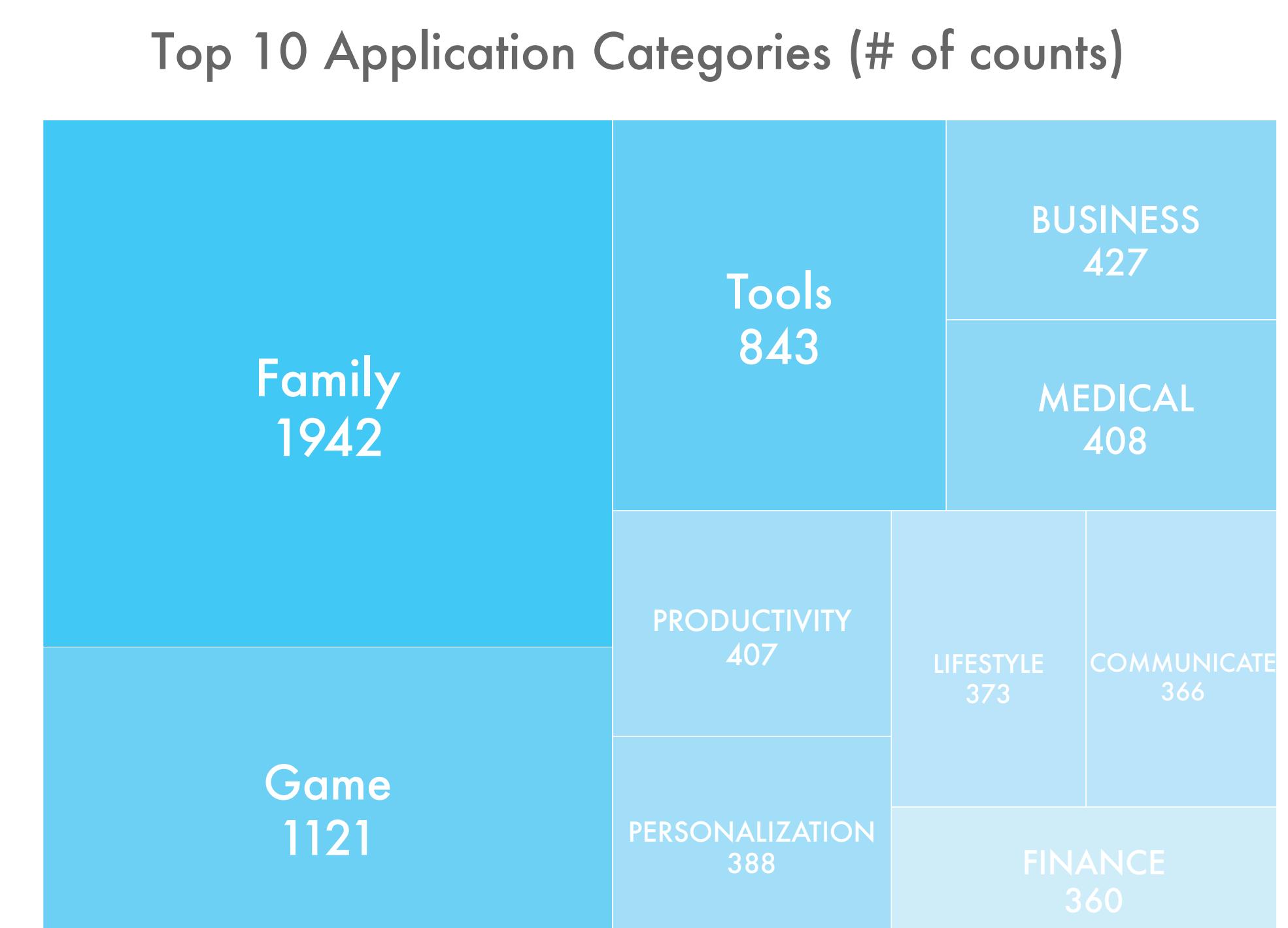
92.6% of the apps are free and 7.4% of the apps are paid. However, we need to keep in mind that some apps have in-app purchases.

What are the App Sizes?



For the apps that have sizes values (which counts for 50% of total), all of them have sizes below 100MB and most of them have app sizes below 25MB.

Which Categories are Popular?



There are more applications in the family category than in any other catagories while there are less than 500 applications for most categories on the list.

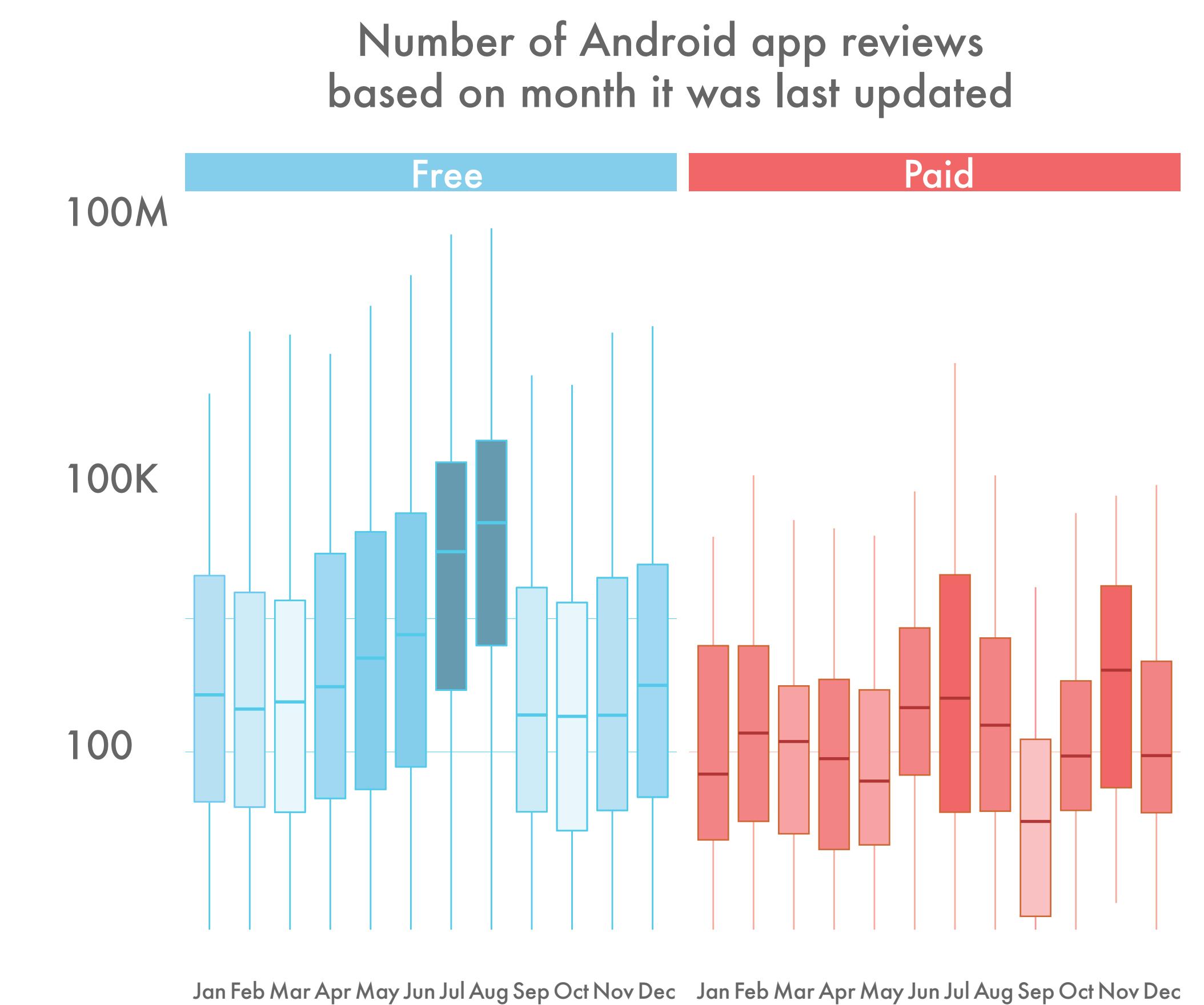
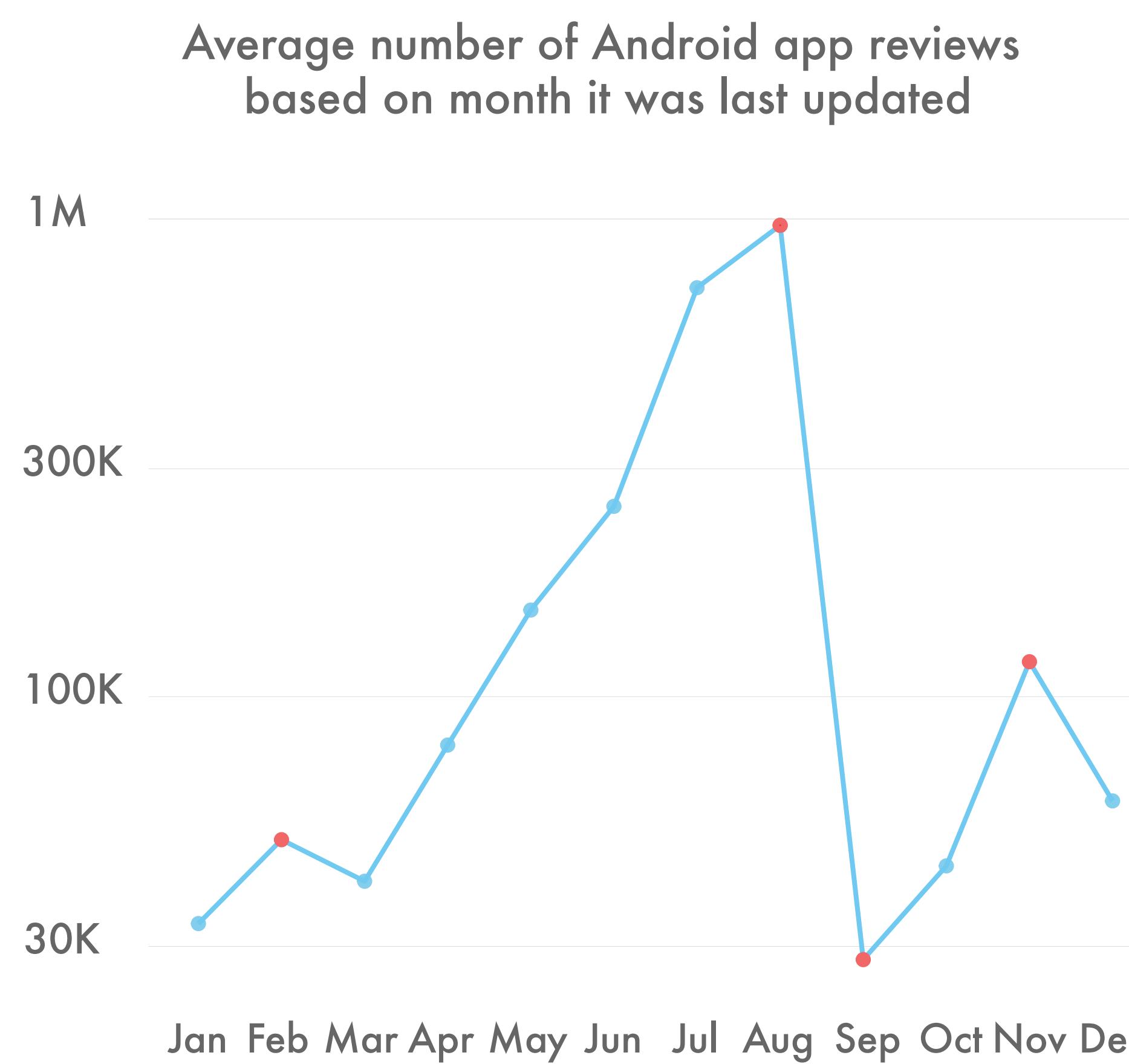
Poster Story

Google Play Store, formerly known as Android market, it is the official distribution storefront for Android Application and other digital services such as music, movies and books from Google. In this poster, we will together explore what apps are available, what apps are popular, and what might make some more successful than others!

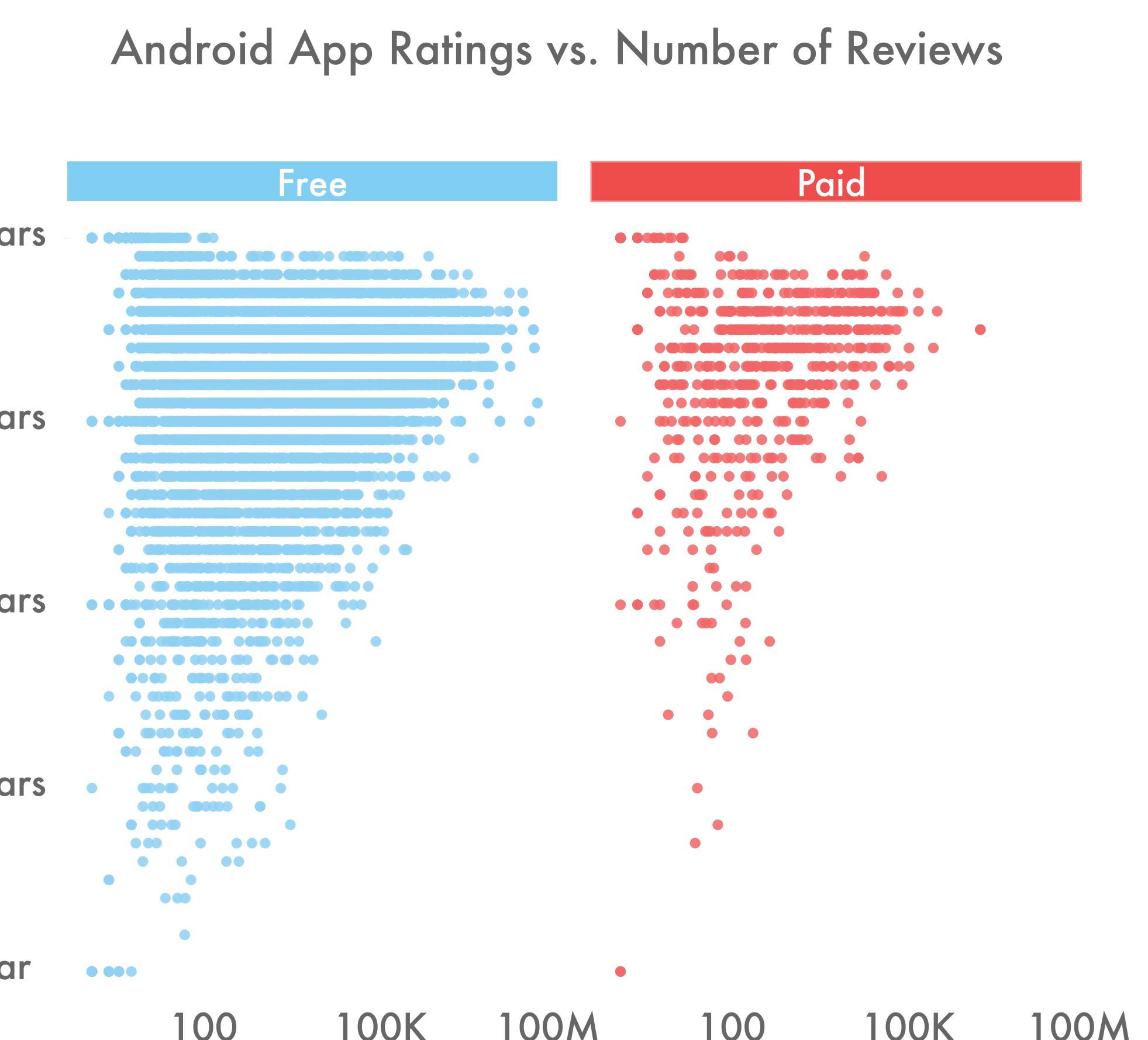
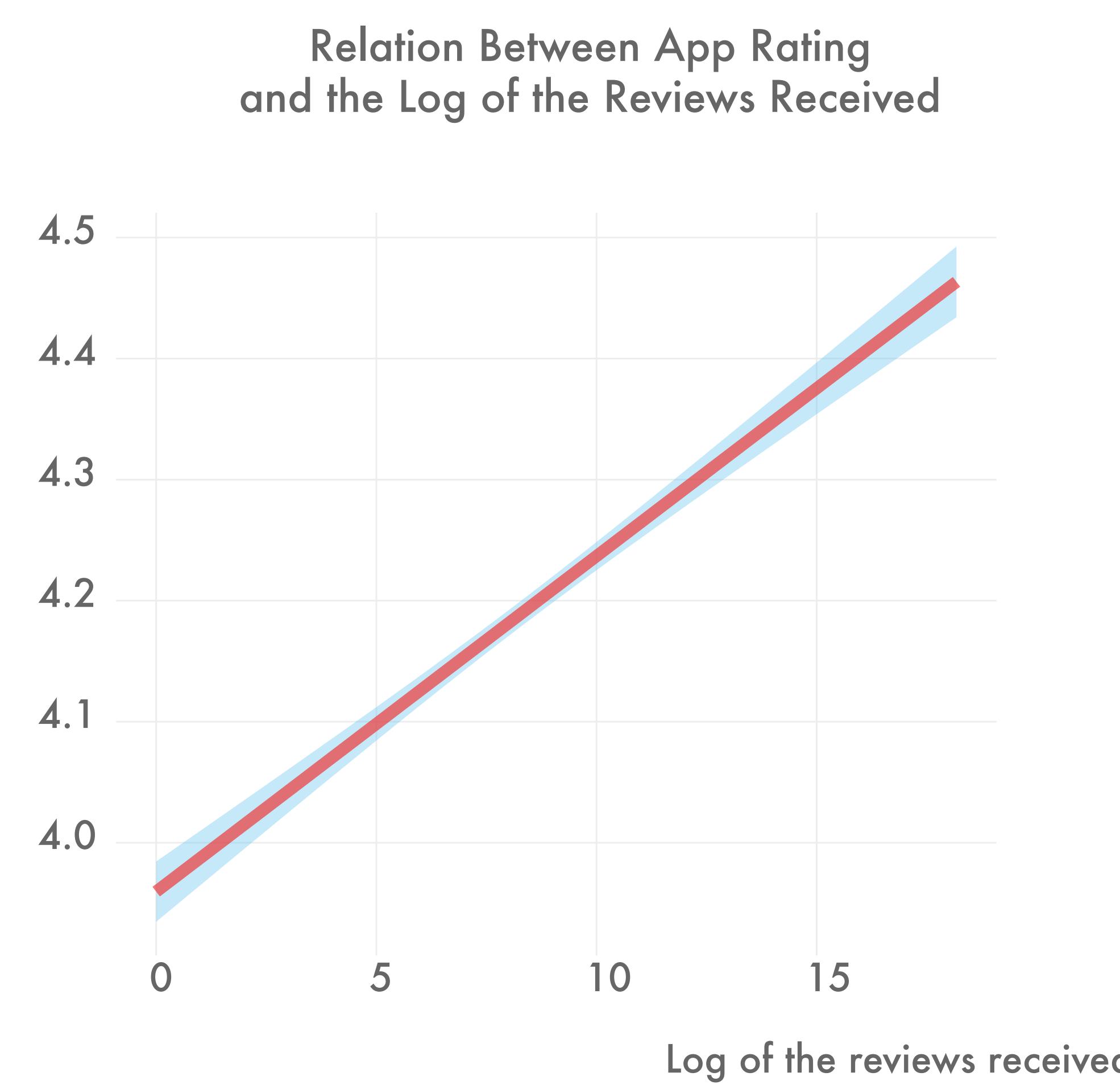
Motivation

While many datasets providing Apple App Store data are accessible on Kaggle platform and the like, there are not many counterpart datasets available for Google Play Store on the web. Hence, for anyone who is interested in getting actionable insights of the Android Market or creating an Andriod application, don't miss these takeaways!

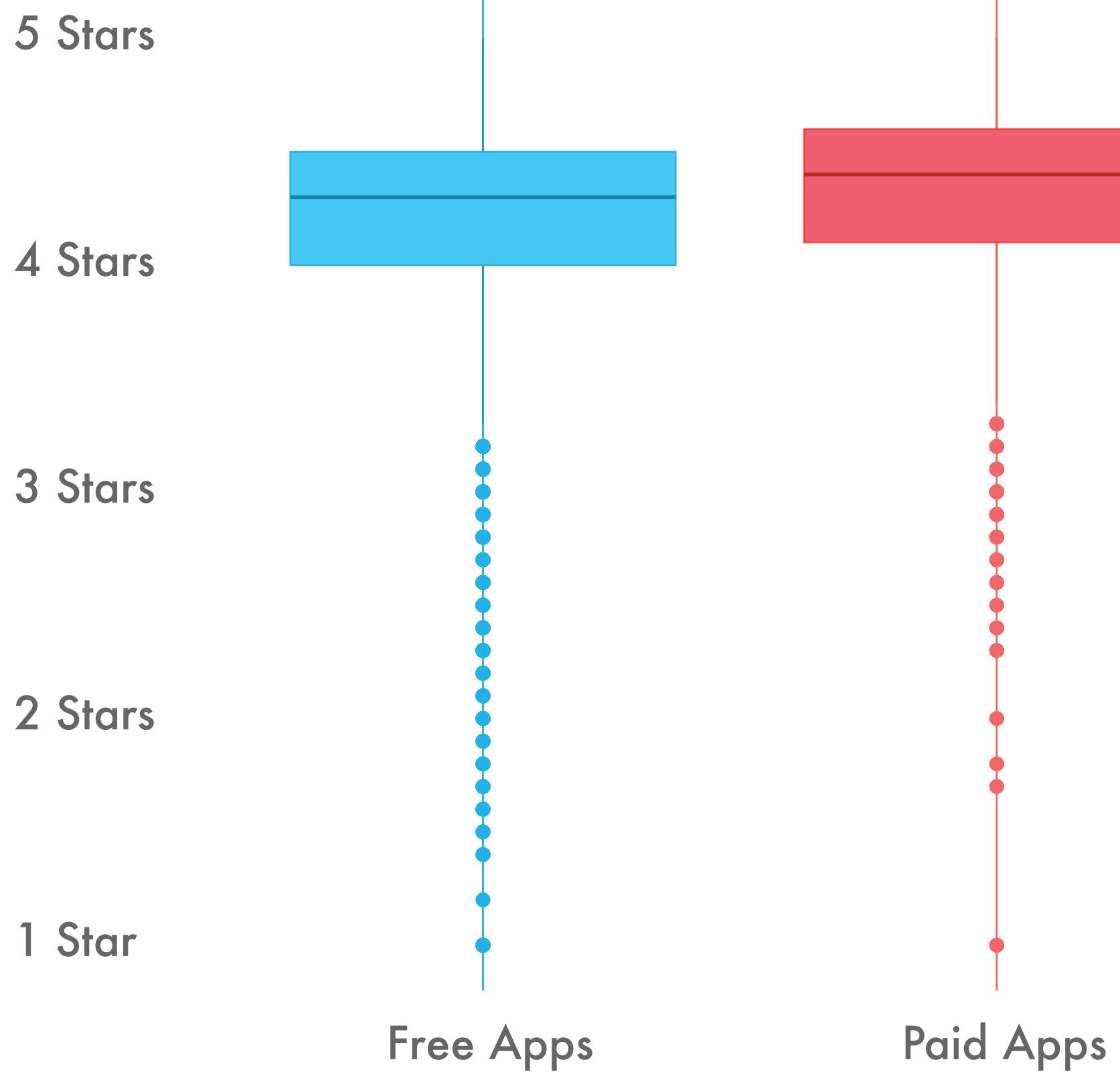
What are the Relations Between Number of Reviews and Updated



What Factors Affect App Rating?



App Rating vs. App Type



Takeaways

The average number and total number of app reviews received change from month to month. The changing patterns for free and paid apps are different.

There is a slightly positive relationship between the number of reviews received and the rating of te app rating for both paid and free app. The median app rating of paid apps is higher.

Source & Packages

Data Source: <https://www.kaggle.com/lava18/google-play-store-apps>

Dataset Creator:Lavanya Gupta

Image Source: https://www.google.com/https://listimg.pinclipart.com/pidir/s/202-2024262_app-store-google-play-logo-vector-vector-and.png

Packages: ggplot2, ggthemes, treemap, RColorBrewer, stringr, lubridate (base), tidyverse, dplyr (readr & xts & plyr)