

Data Analysis Portfolio

By:...

Professional Background

With a diverse background encompassing various industries such as fashion, education, catering, and customer service, I have gained extensive experience and education that uniquely positions me in the fields of Project Management, Scrum Master, Agile Practices, and Data Analysis. Throughout my career, I have successfully undertaken a range of roles, from administrative positions to management roles, demonstrating my adaptability and eagerness to tackle new challenges. I possess exceptional interpersonal skills, excelling in collaborative environments, and I am adept at proactively solving problems while being a quick learner. In addition to my professional pursuits, I engage in enriching activities during my leisure time, including reading, writing, singing, swimming, and crafting. I am proud to have achieved a Certificate of Completion in Product Management 1 & 2 from Entry Level, and I hold a Bachelor of Arts degree in Linguistics from the University of Jos, Plateau State. Furthermore, I have honed my skills in Project Management, Scrum Master, Agile Practices, and Data Analysis through continuous learning and practical application.

Google Playstore Data Analysis Report

Project Description

The goal of this project was to conduct an in-depth analysis of the top 100 paid and free apps available on the Google Play Store. By examining these popular apps, I aimed to gain insights into the trends, characteristics, and performance of the mobile applications within this competitive marketplace.

This analysis of the top 100 paid and free apps in the Google Play Store aimed to provide valuable insights for app developers, marketers, and stakeholders in the mobile app industry. The findings and recommendations can be used to inform decision-making processes, optimize app development strategies, and improve the overall user experience in this highly competitive marketplace.

Key Questions

- What are the total free and paid apps by installs?
- What are the popular free and paid apps by category and genres?
- What are the 3 highest paid apps and the number of installations?
- What are the 3 highest free apps with the highest ratings?
- What are the averages of the rates and reviews of the paid and free apps based on their categories and genres?

Q1: What are the total free and paid apps by installs?

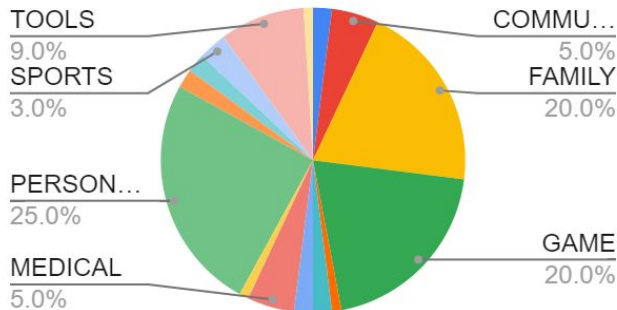
Statistics (Paid Apps)	Rating	Installs	Reviews
Mean	4.3	203866	9960.4
Median	4.3	1000	108.5
Minimum	2.3	100	1
Maximum	5	10000000	408292
Totals	391.1	20386600	996040

Statistics (Free Apps)	Rating	Reviews	Installs
Mean	4.3	20345804.84	1000000000
Median	4.3	9235373	1000000000
Minimum	3.7	877635	1000000000
Maximum	4.5	78158306	1000000000
Totals	425.5	2034580484	100000000000

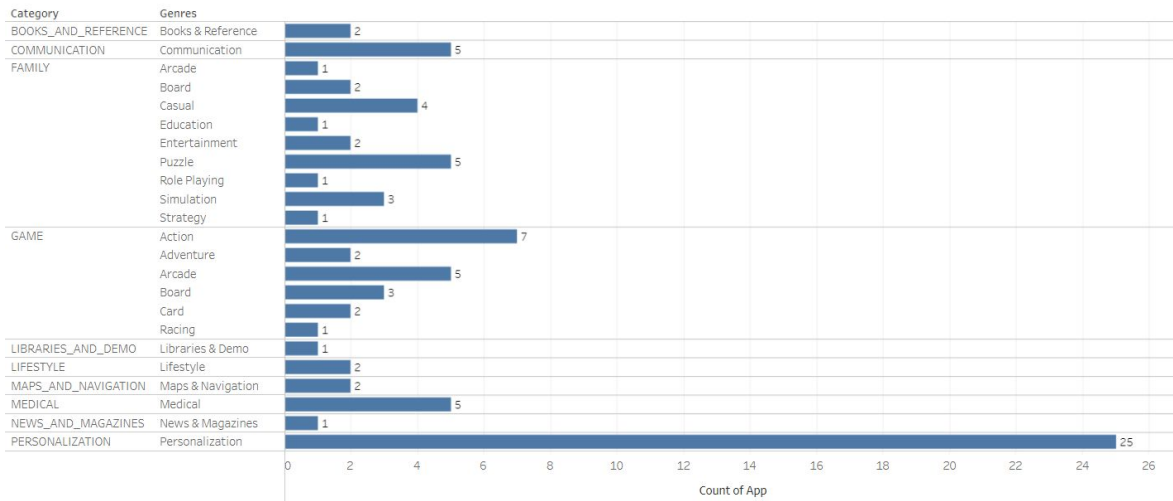
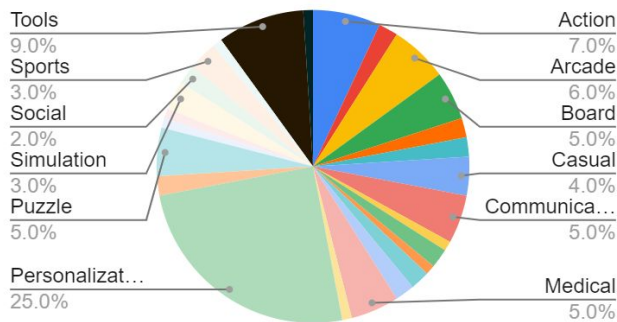
The numbers above represent the top 100 free and paid apps. There are one hundred billion free app downloads (installs) and twenty million, three hundred and eighty-six thousand and six hundred paid app downloads (installs). These apps fall under 26 genres and 15 categories.

Q2: What are the popular free and paid apps by category and genres?

COUNTA of App



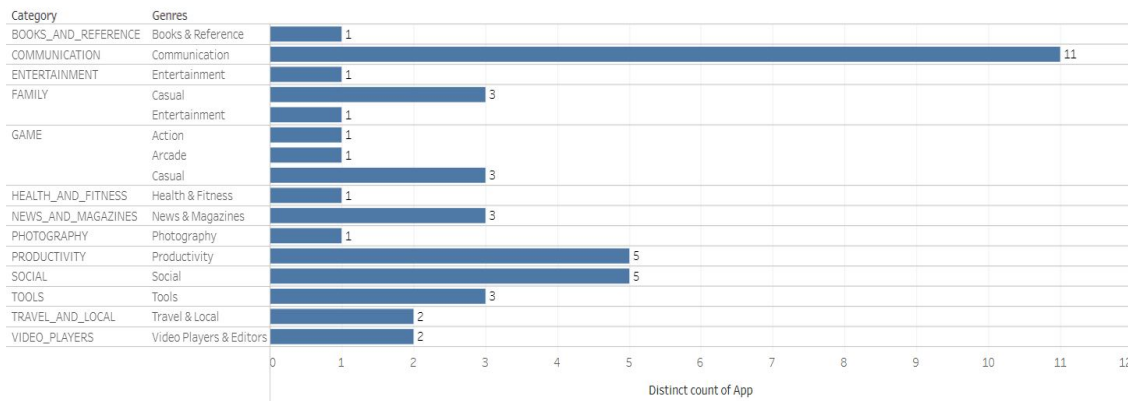
COUNTA of App



According to the charts of paid apps, Personalization (genre and category) has the highest number of apps - 25 out of the 100 with only 2 in the genre of productivity.

Q2: What are the popular free and paid apps by category and genres? (Cont'd)

Category	COUNTA of Genres	SUM of Installs (over the numbers presented)
BOOKS_AND_REFERENC E	3	3,000,000,000
COMMUNICATION	29	29,000,000,000
ENTERTAINMENT	2	2,000,000,000
FAMILY	2	2,000,000,000
GAME	10	10,000,000,000
NEWS_AND_MAGAZINES	6	6,000,000,000
PHOTOGRAPHY	8	8,000,000,000
PRODUCTIVITY	6	6,000,000,000
SOCIAL	14	14,000,000,000
TOOLS	4	4,000,000,000
TRAVEL_AND_LOCAL	10	10,000,000,000
VIDEO_PLAYERS	6	6,000,000,000
Grand Total	100	0

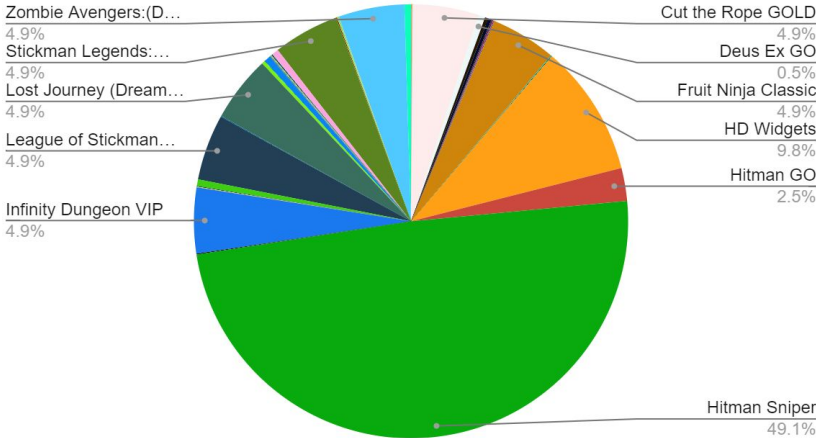


According to the charts of free apps, Communication (genre and category) has the highest number of apps - 11 out of the 100. It also has 29 genres and twenty-nine billion downloads.

Q3: What are the 3 highest paid apps and the number of installations?

Price	App	Category	Genres	
\$79.99	Planet O - Icon Pack	PERSONALIZATION	Personalization	10,000
\$89.99	El Chavo	FAMILY	Casual	10,000
\$400.00	CA Speakers	LIFESTYLE	Lifestyle	100

SUM of Installs (over the numbers presented)



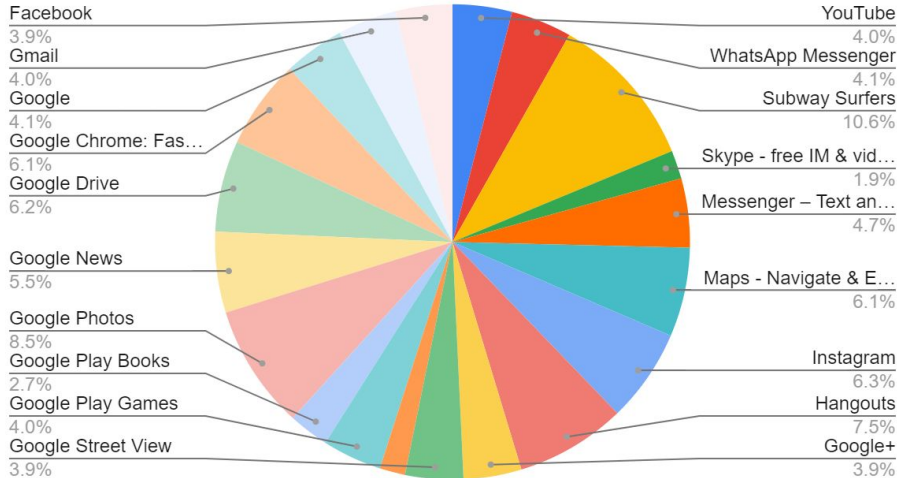
With quite high numbers in downloads, 2 of the highest paid apps do not fall in the category the popular apps. However, the 3rd most expensive falls in this category.

Q4: What are the 3 highest free apps with the highest ratings?

Top Apps by Rating



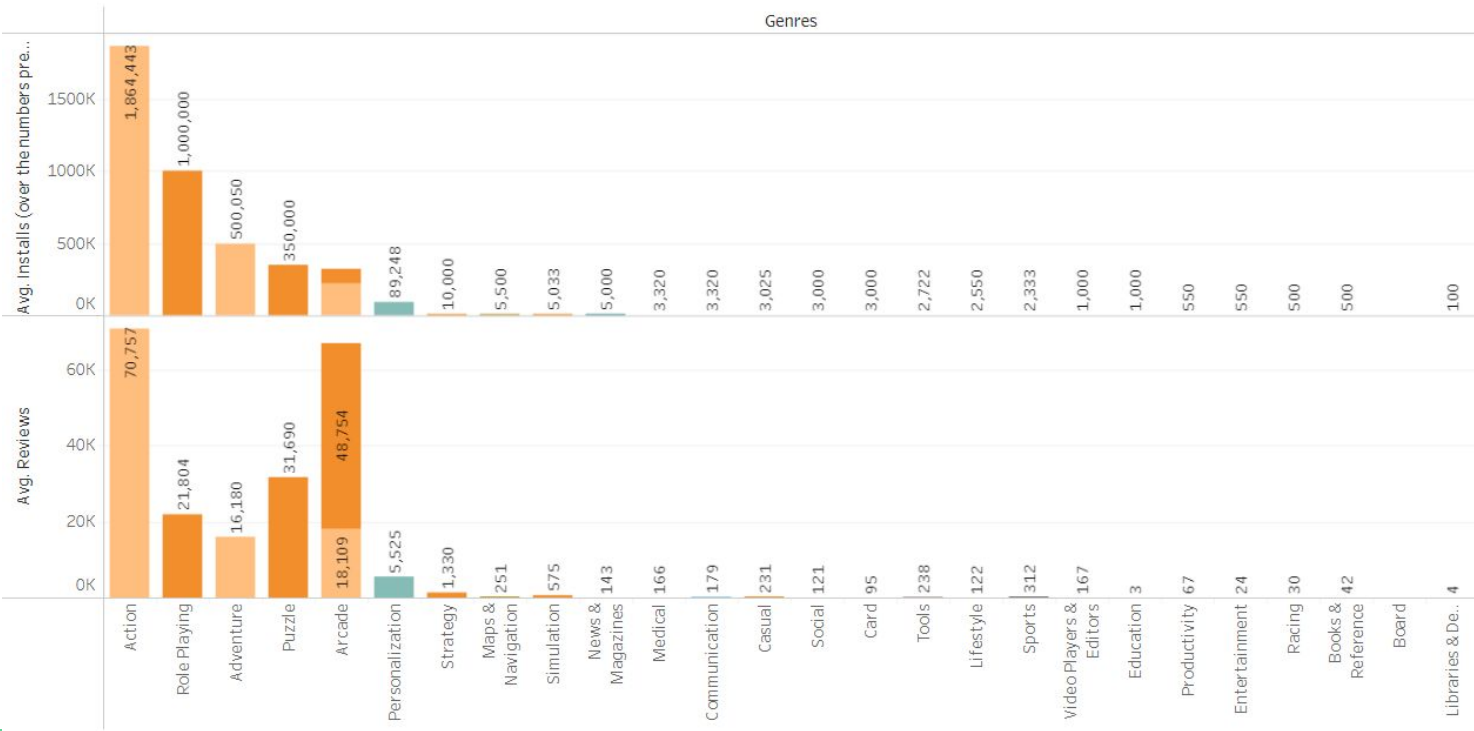
SUM of Rating



The 3 most popular free apps have the highest number and percentages of ratings

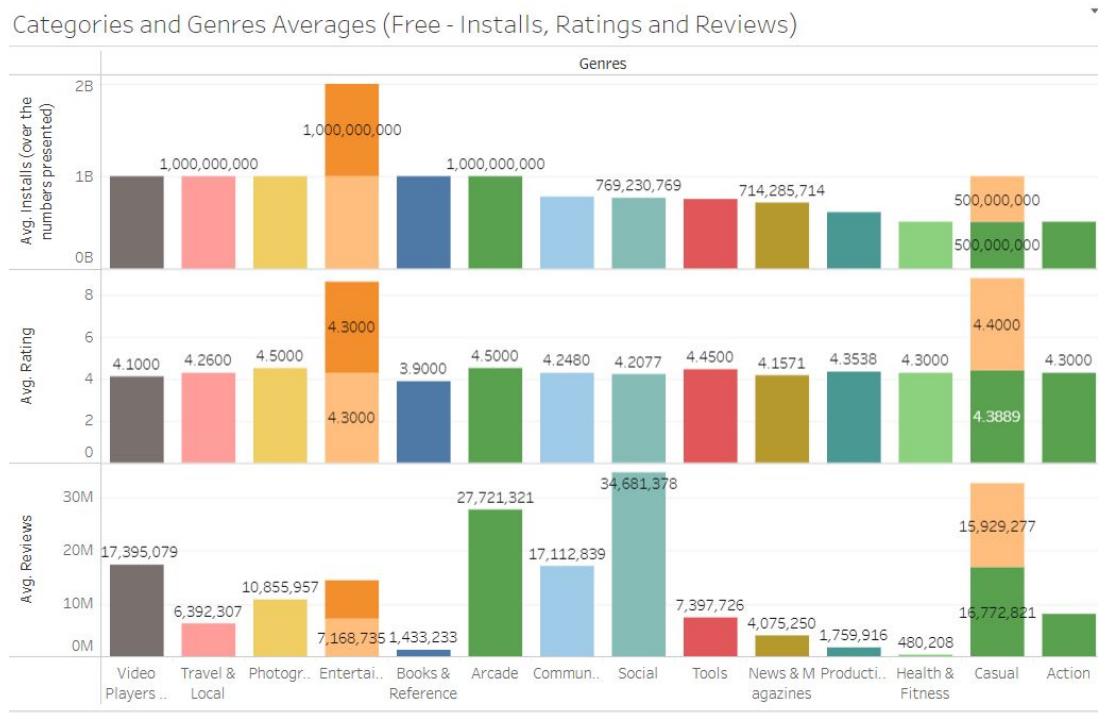
Q5: What are the averages of the rates and reviews of the paid and free apps based on their categories and genres?

Category and Genre Averages (Paid - Installs, Rating and Reviews)



The averages for reviews and ratings for the paid apps based on their categories and genres have been calculated and show that the most popular apps do not exactly have the highest ratings.

Q5: What are the averages of the rates and reviews of the paid and free apps based on their categories and genres? (Cont'd)



The averages for reviews and ratings for the free apps based on their categories and genres have been calculated and show that the most popular apps do not exactly have the highest ratings.

Summary of Findings

- **Top 3 Apps (Free and Paid)**

- The top 3 free and paid apps cut across various categories and genres occupying at least 25% of their respective categories and/or genre.
- The highest paid app is CA Speakers under the category and genre of Lifestyle with a price tag of \$400 and the highest free app is Subway Surfers, dominating over 10% of the ratings.
- For the paid apps, price does affect the number of installations, as the 3 highest-priced paid apps have lower installation numbers, and the 3 top free apps with the highest installations are amongst the lowest rated and reviewed apps.

- **Paid vs Free Apps**

- All 100 free apps have over a billion downloads while the highest number of downloads on the paid apps is just over 10 million

Summary of Findings (Cont'd)

- Paid apps have the highest rating of 5 stars, while no free app has a 5 star rating.
- **App Pricing**
 - Money has a direct impact on whether or not an app is downloaded, but not on the ratings and reviews
 - Free apps may be highly popular, but they do not generate income

Recommended Actions

Based on the analysis done on the top 100 free and paid apps, there are several product and marketing recommendations and actions can be taken to increase revenue:

1. **Pricing Strategy:** Evaluate the pricing strategy for paid apps. Since the highest-priced paid apps have lower installation numbers, consider adjusting the pricing of these apps to make them more competitive and appealing to users. Conduct market research to determine an optimal price point that balances revenue generation and user demand.
2. **App Features and Quality:** Focus on improving the features and quality of the

Recommended Actions (Cont'd)

2. **(cont'd)** top free apps with the highest installations. Despite their popularity, these apps are among the lowest rated and reviewed. Enhance user experience, address any existing bugs or issues, and introduce new features that add value to the app. This can help increase user satisfaction and potentially drive revenue through in-app purchases or advertisements.
3. **Monetization Strategies:** Explore alternative monetization strategies for free apps. Since the highest number of downloads is seen in the free apps, consider implementing methods such as in-app purchases, subscription models, or targeted advertising to generate revenue from these popular apps. Carefully balance monetization efforts with user experience to ensure

Recommended Actions (Cont'd)

3. **(cont'd)** that users perceive value and are willing to engage with the app's revenue-generating features.
4. **Marketing and Promotion:** Develop effective marketing campaigns to promote the paid apps and highlight their unique selling points. Emphasize the value, features, and benefits offered by these apps to encourage users to make a purchase. Utilize targeted advertising, social media marketing, influencer partnerships, and other promotional channels to reach the target audience and increase app visibility.
5. **User Reviews and Ratings:** Encourage users to provide positive reviews and

Recommended Actions (Cont'd)

5. **(cont'd)** ratings for the top free apps with high installations. Implement strategies such as app updates, prompt review requests, and engaging with users to address their feedback and improve their overall experience. Positive reviews and ratings can significantly impact app visibility and attract more users, leading to potential revenue growth.
6. **Competitive Analysis:** Conduct a thorough competitive analysis to identify successful apps in the same categories or genres as the top free and paid apps. Analyze their pricing models, features, marketing strategies, and user feedback. Extract valuable insights and incorporate relevant learnings into the product and marketing strategies to increase revenue.

By implementing these recommendations and taking strategic actions, it is possible to enhance the revenue generation potential of both free and paid apps, capitalize on user engagement, and drive growth in the competitive app market.

Thank You!
