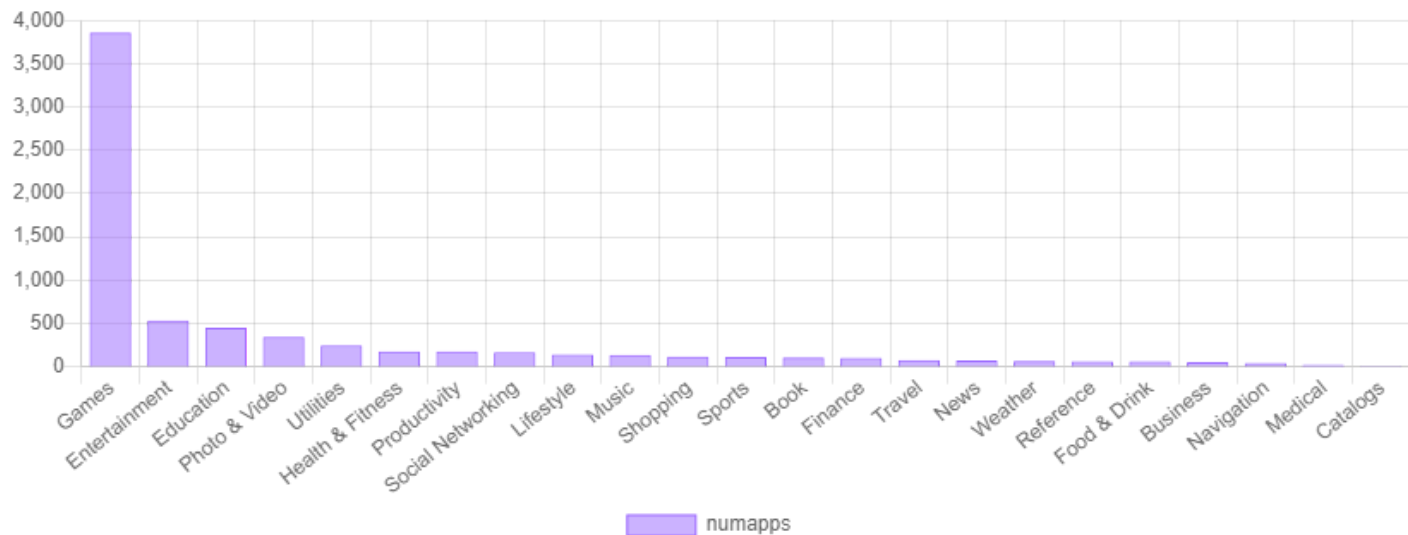These visuals were generated during my analysis using sqliteonline.com

I wanted to find out which genres would be the most competitive.
It looks like Games and Entertainment have a lot of competition.

I wanted to see if supporting more languages led to higher average user ratings.
It looks like supporting a lot of languages doesn't necessarily mean a higher average user rating
The sweet spot seems to be 10-30 supported languages (with an average user rating of 4.1)
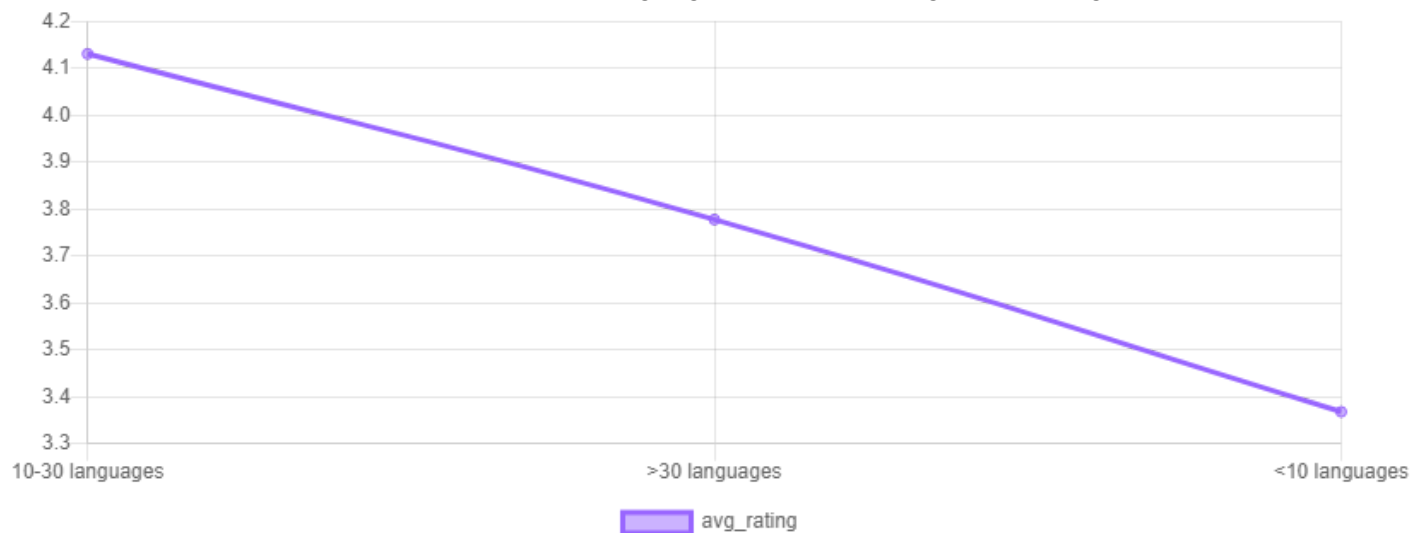
In order to find a potential for market penetration, I went ahead and found out which app categories had the lowest average user ratings. Exploiting this could allow an app to be created that better meets these user's needs, propelling the app to the top of the charts.
You can see that Catalogs and Finance have good potential for market penetration.
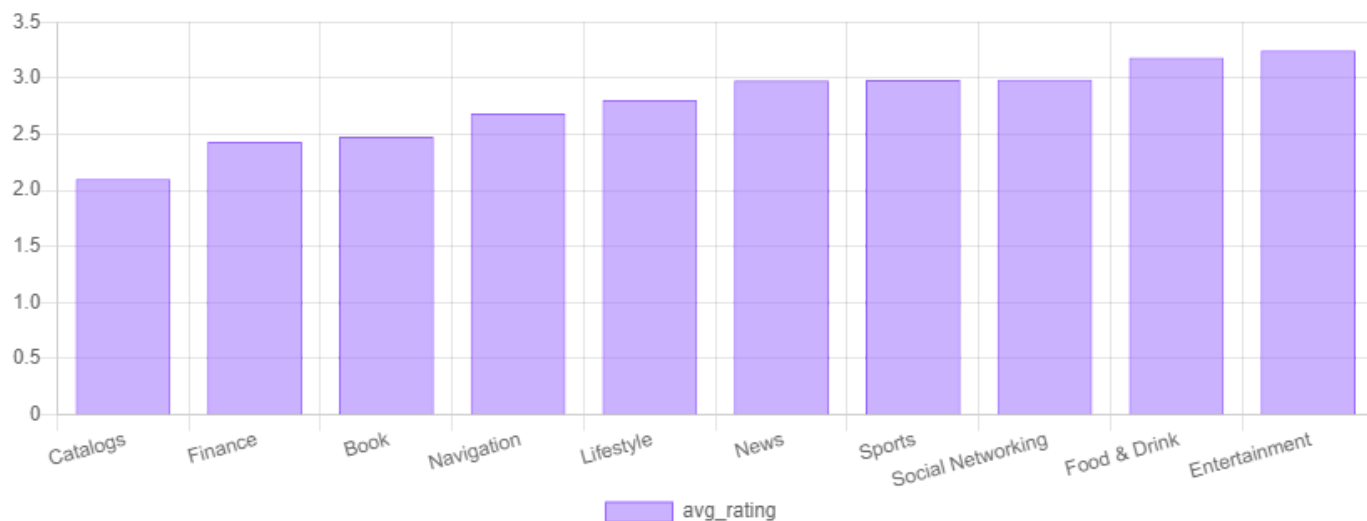
I then went on to determine if the length of the app description in the app store led to a higher average user rating. It seems that apps with longer descriptions have a higher average user rating.
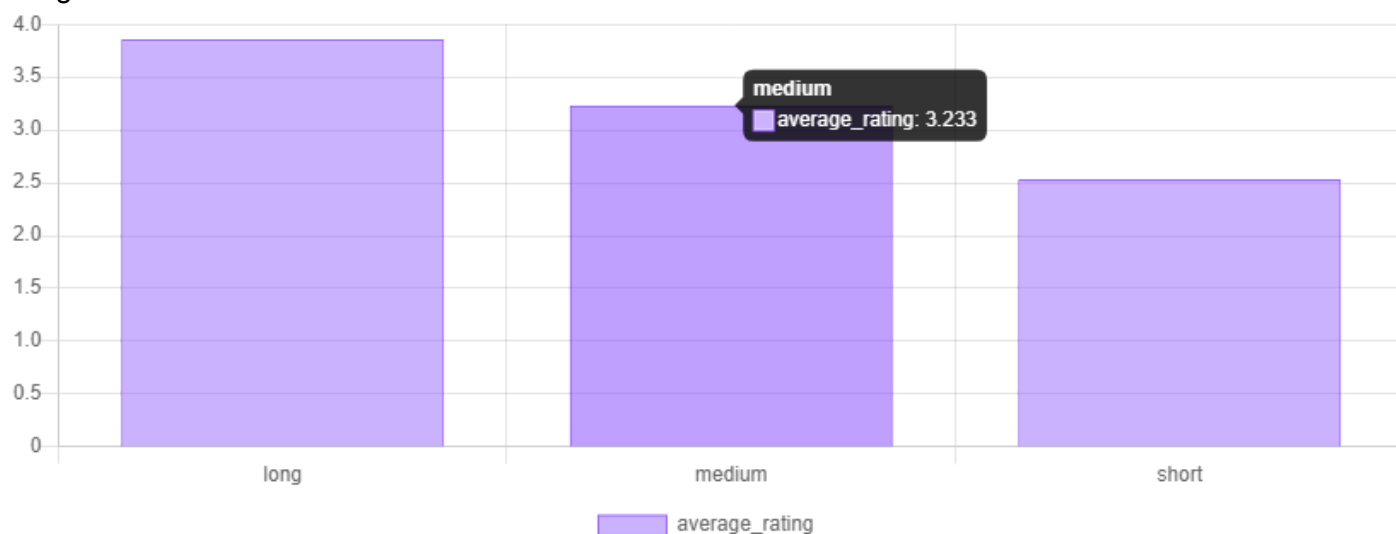
Finally, just like with supported languages, I wanted to see if the more devices an app supported, the higher the average user rating would be. It seems like more devices supported does not mean a higher average user review.

Since there are quite a few genres with low average user ratings, there might be good opportunities in these genres to make a good functioning app. This represents a good market opportunity where user's needs are not being met. If you can create a quality app in these categories that better address the user needs than the current offerings, there is a strong potential for high user ratings and market penetration.