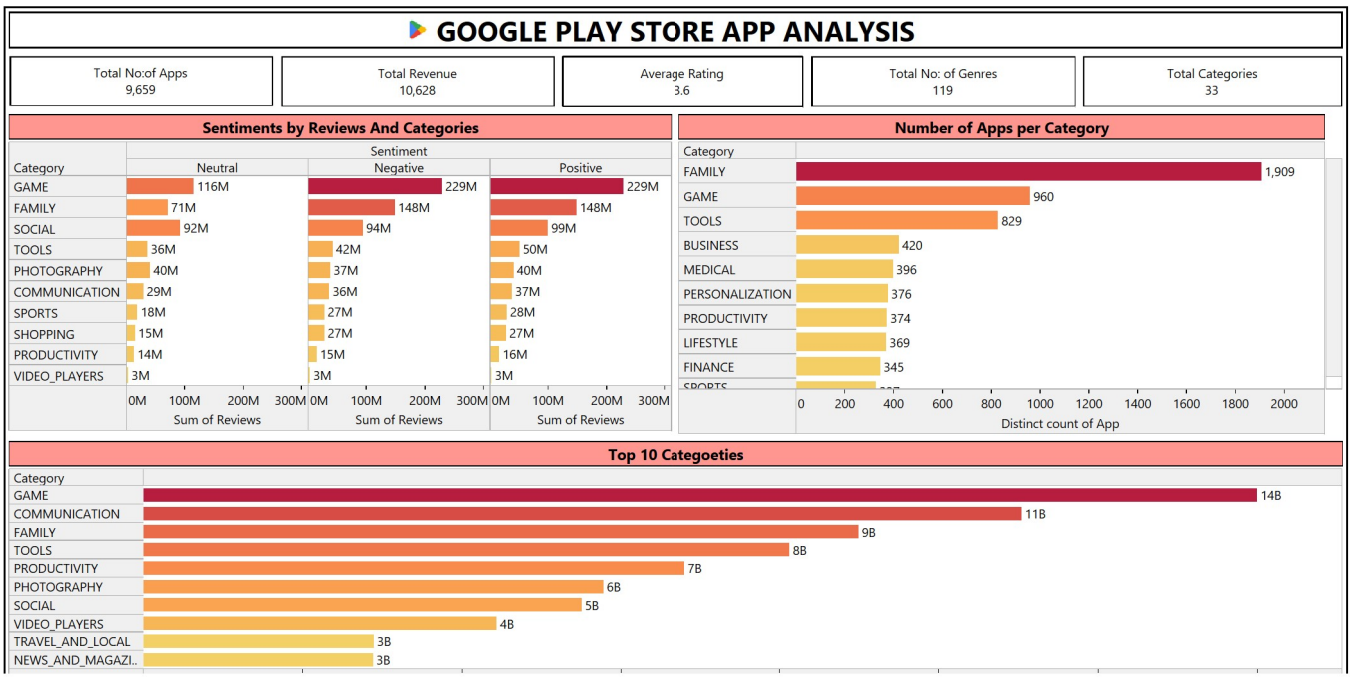
Google Play Store Analysis

Google Play Store, operated by Google, is the primary app distribution platform for Android devices, offering a wide selection of apps, games, and digital content. With a global user base, it plays a pivotal role in the Android ecosystem, connecting users to a variety of applications and media.In this Tableau dashboard, we dive into the rich dataset of the Google Play Store app data, a source provided by Kaggle. With the vast landscape of the Google Play Store at our disposal, we've crafted a dynamic and informative dashboard to help you navigate the world of Android apps. This dashboard is your gateway to understanding the trends and dynamics that shape the app ecosystem. We'll explore the relationships between app categories, user ratings, installation numbers, and pricing models. Through the power of interactive data visualizations, you can drill down into the data and uncover valuable insights that can inform your app development, marketing strategies, and decision-making. Welcome to a journey of data-driven exploration in the realm of the Google Play Store.

Google Play Store Analysis

Introduction | App Analysis by Content Rating,.. | Top Genre, App, Category, and ..



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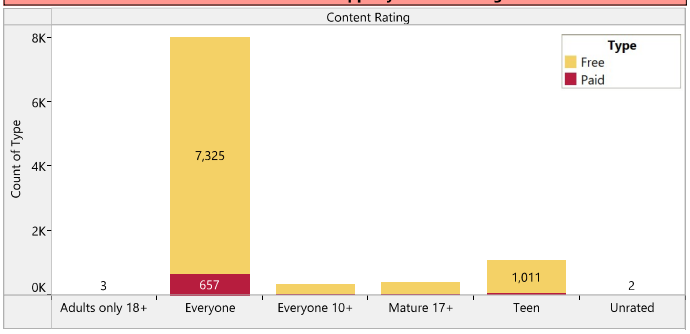
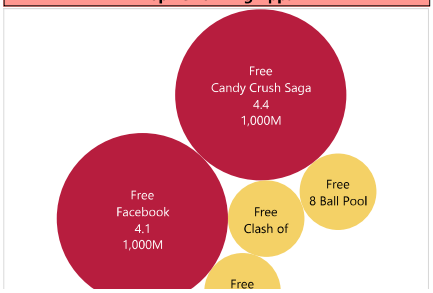
No: of Free and Paid Apps by Content rating



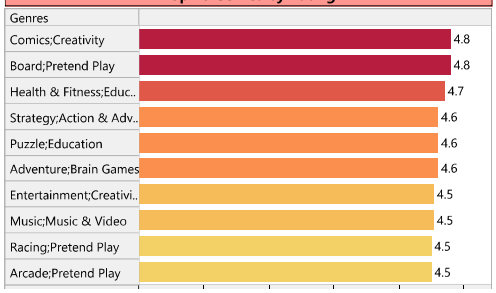
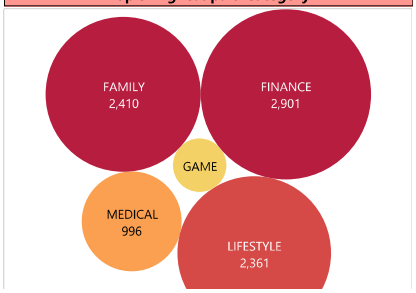
App Installation by Content Rating and Type

Type	Everyone	Everyone 10+	Mature 17+	Teen
Free	69.25%	5.51%	3.52%	21.65%
Paid	0.03%	0.02%	0.01%	0.01%

Top Performing Apps



Top 10 Genres by Rating



Top 5 Highest paid Category