## Google Play Store Analysis

 Select Year

 2012
 2022

Select App Category

All

Select Price Range

Select Price Type

Average Rating

3.28

Avg Rating – PY: 3.25 (+0.97%)

Rating Standard Deviation

1.53

Rating Standard Deviation— PY: 1.51 (+1.52%)

% 1 - Star Reviews
21.08%
% 1 - Star Reviews – PY: 20.68% (+1.92%)

% 5 - Sar Reviews
31.73%

% 5 - Sar Reviews – PY: 29.67% (+6.96%)

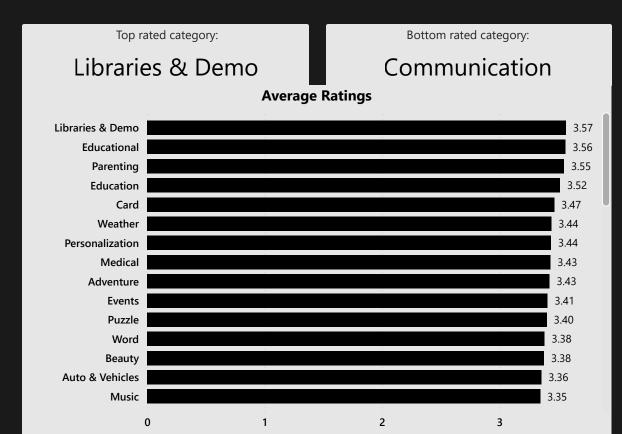
Paid Avg rating vs Free Avg Rating

0.37

Review Count
19.29M

Review Count PY
10.20M

Review Growth % (YoY)
89.14%



| Star Rating Mix - High vs Polarized Categories |        |        |        |        |        |  |
|--|--------|--------|--------|--------|--------|--|
| Category Name                                  | 1      | 2      | 3      | 4      | 5      |  |
| Action   | 20.91% | 13.62% | 16.35% | 20.17% | 28.95% |  |
| Adventure                                      | 18.47% | 11.26% | 14.84% | 20.03% | 35.41% |  |
| Arcade   | 20.19% | 11.98% | 15.71% | 20.25% | 31.87% |  |
| Art & Design                                   | 20.41% | 12.45% | 15.32% | 18.93% | 32.89% |  |
| Auto & Vehicles                                | 21.42% | 11.52% | 12.71% | 18.63% | 35.72% |  |
| Beauty   | 20.14% | 11.22% | 13.53% | 20.67% | 34.44% |  |
| Board  | 19.59% | 12.80% | 15.81% | 20.06% | 31.74% |  |
| Books & Reference                              | 19.49% | 13.40% | 15.85% | 20.12% | 31.13% |  |
| Business                                       | 23.78% | 13.05% | 14.24% | 18.56% | 30.38% |  |
| Card   | 17.76% | 11.10% | 14.35% | 20.31% | 36.48% |  |
| Casino   | 21.30% | 12.06% | 14.80% | 19.10% | 32.73% |  |
| Casual   | 19.77% | 12.70% | 16.00% | 19.60% | 31.94% |  |
| Comics   | 22.23% | 14.56% | 15.90% | 18.74% | 28.56% |  |
| Communication                                  | 21.87% | 16.24% | 17.77% | 19.23% | 24.89% |  |
| Dating   | 27.28% | 10.92% | 12.27% | 14.27% | 35.27% |  |
| Education                                      | 18.80% | 9.47%  | 12.77% | 19.22% | 39.74% |  |
| Educational                                    | 20.76% | 7.58%  | 11.04% | 15.79% | 44.82% |  |
| Entertainment                                  | 23.45% | 15.21% | 15.55% | 17.74% | 28.05% |  |
| Fvents   | 22 37% | 9 20%  | 10 27% | 21 43% | 36 73% |  |
| Total  | 21.08% | 12.65% | 15.13% | 19.40% | 31.73% |  |

