



Nerya Hagigi

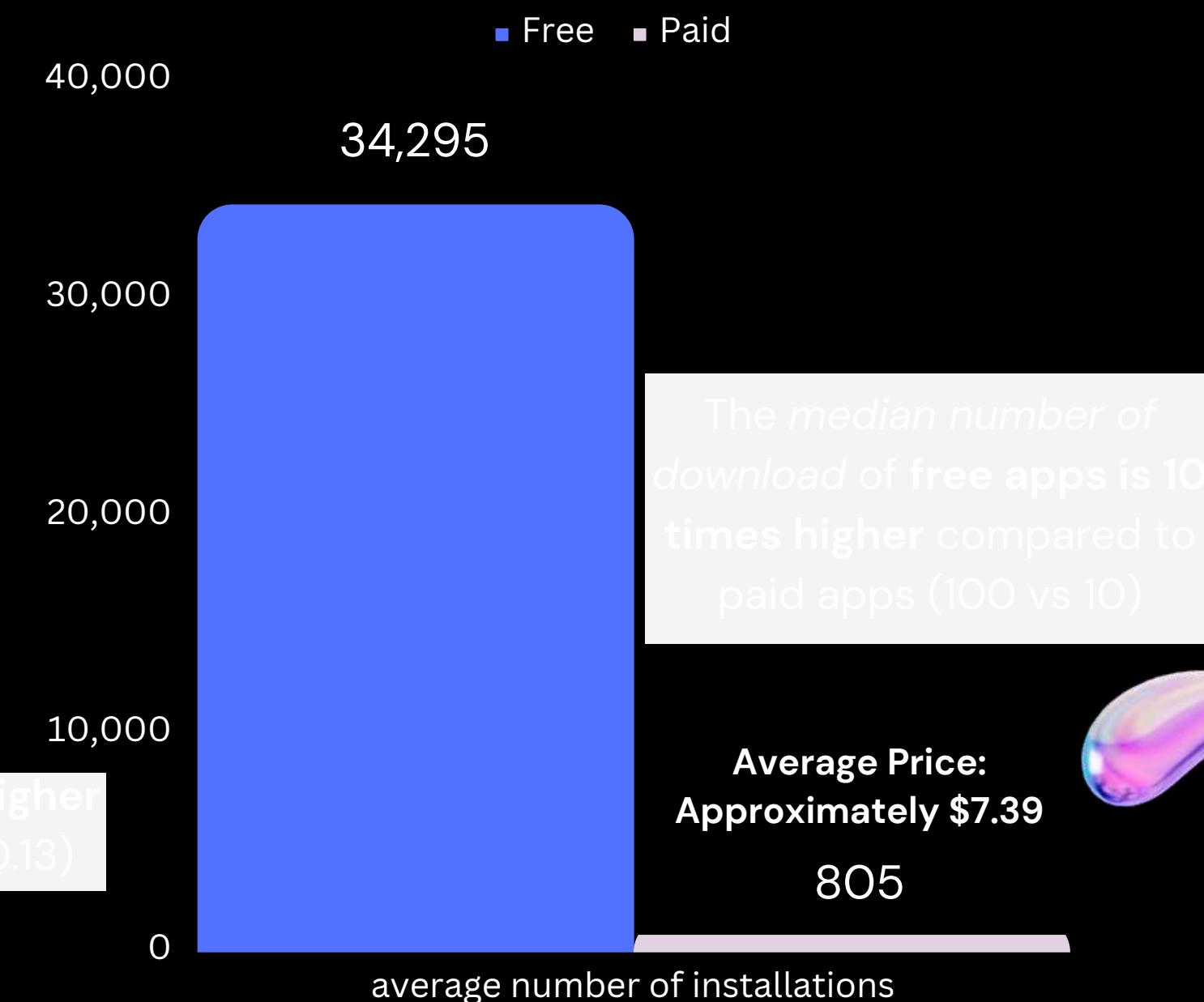
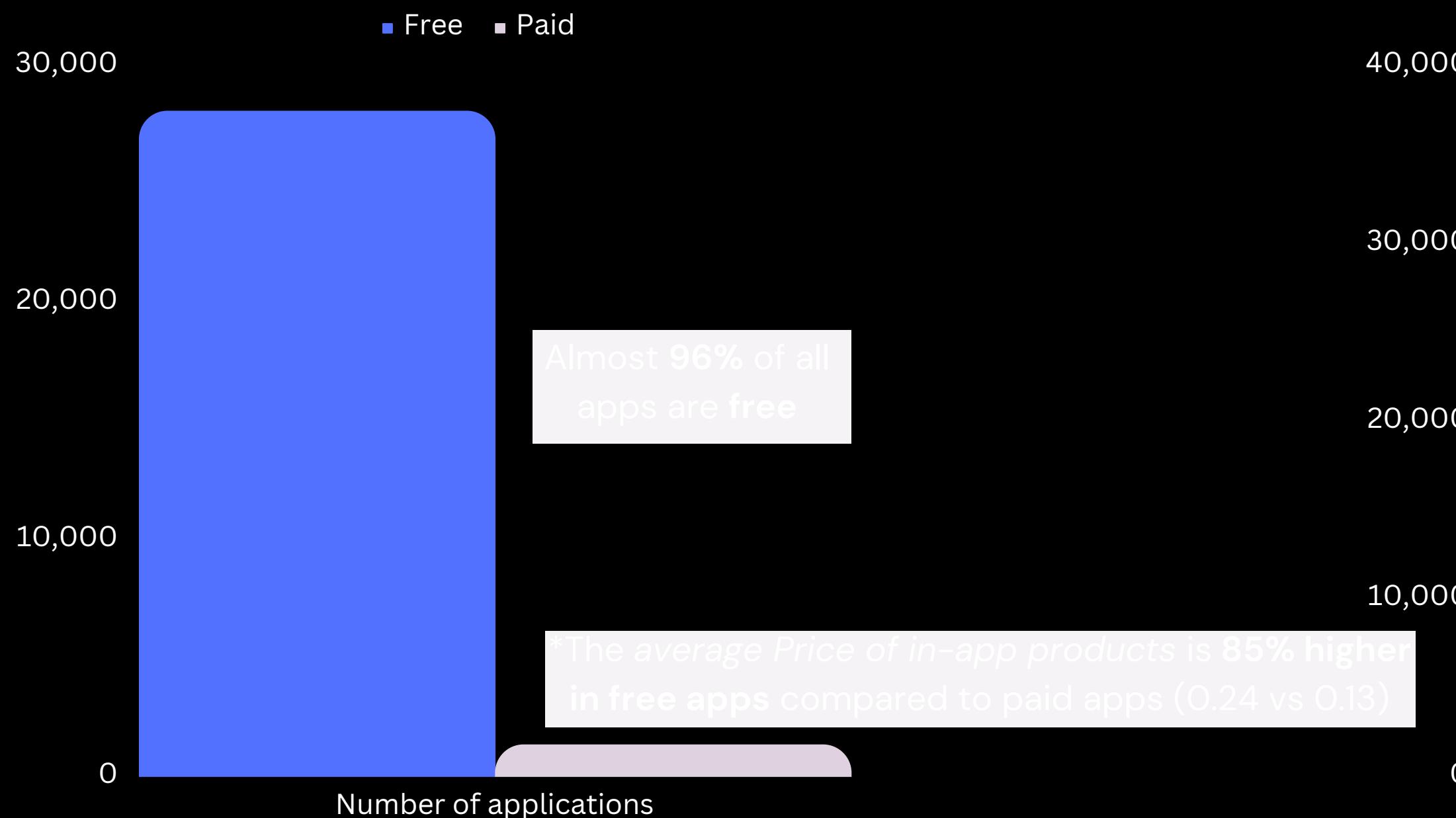


Unlocking Mobile Application Insights: A Comprehensive Data Analysis

Agenda

- INTRODUCTION: FREE VS PAID APPS
- GENRE TRENDS AND POPULARITY
- DIVING DEEPER: DEVELOPER INSIGHTS
- EXPLORING SEASONAL TRENDS
- EFFECT OF IN - APP ADVERTISING
- CONCLUSIVE INSIGHTS & RECOMMENDATIONS

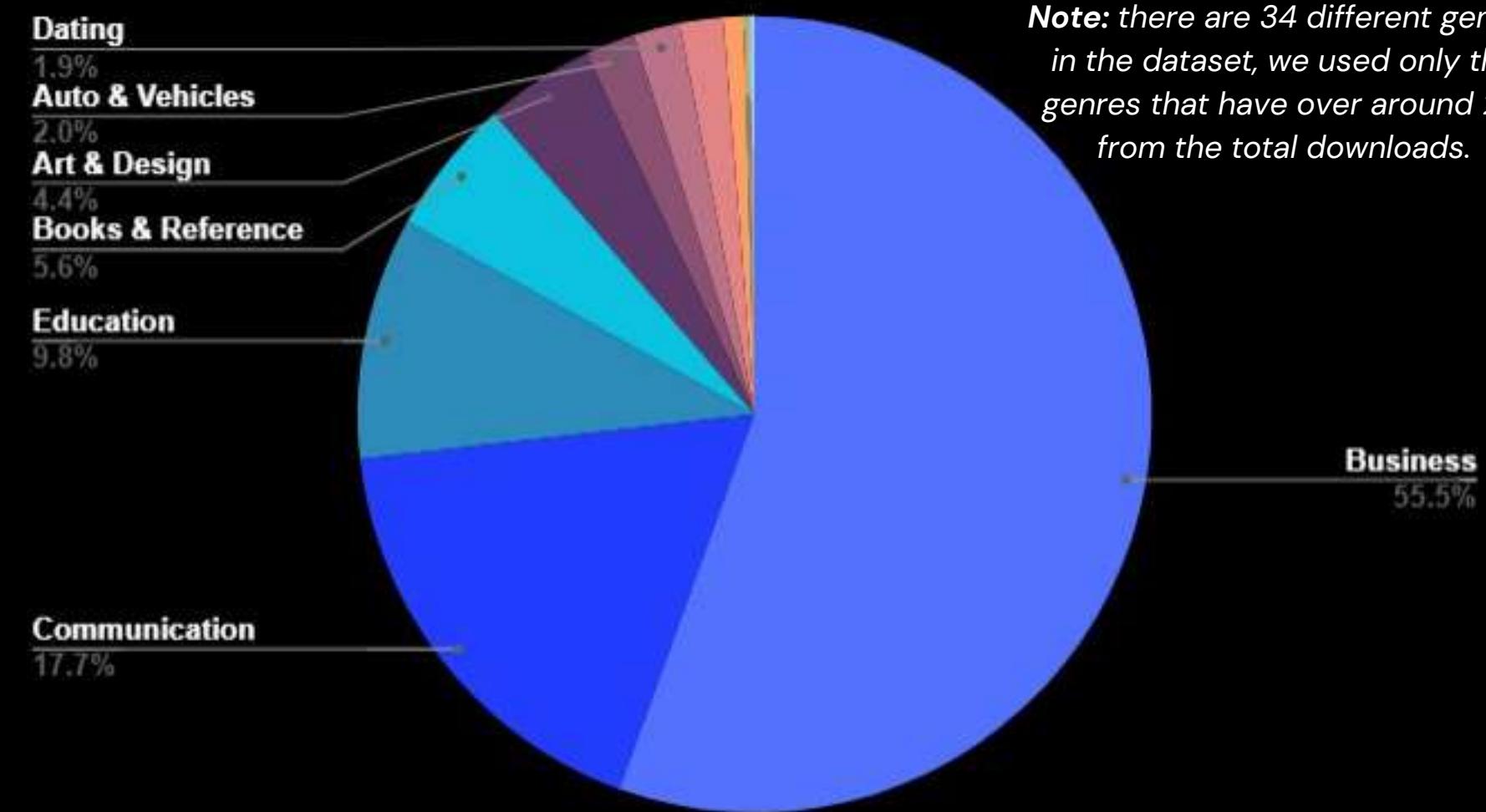
Introduction to Mobile Application Data: Free VS Paid apps



Most developers opt for free apps, and these free apps tend to have significantly higher installation numbers, highlighting their popularity.

Genre Trends and Popularity

Genre VS Total number of app downloads

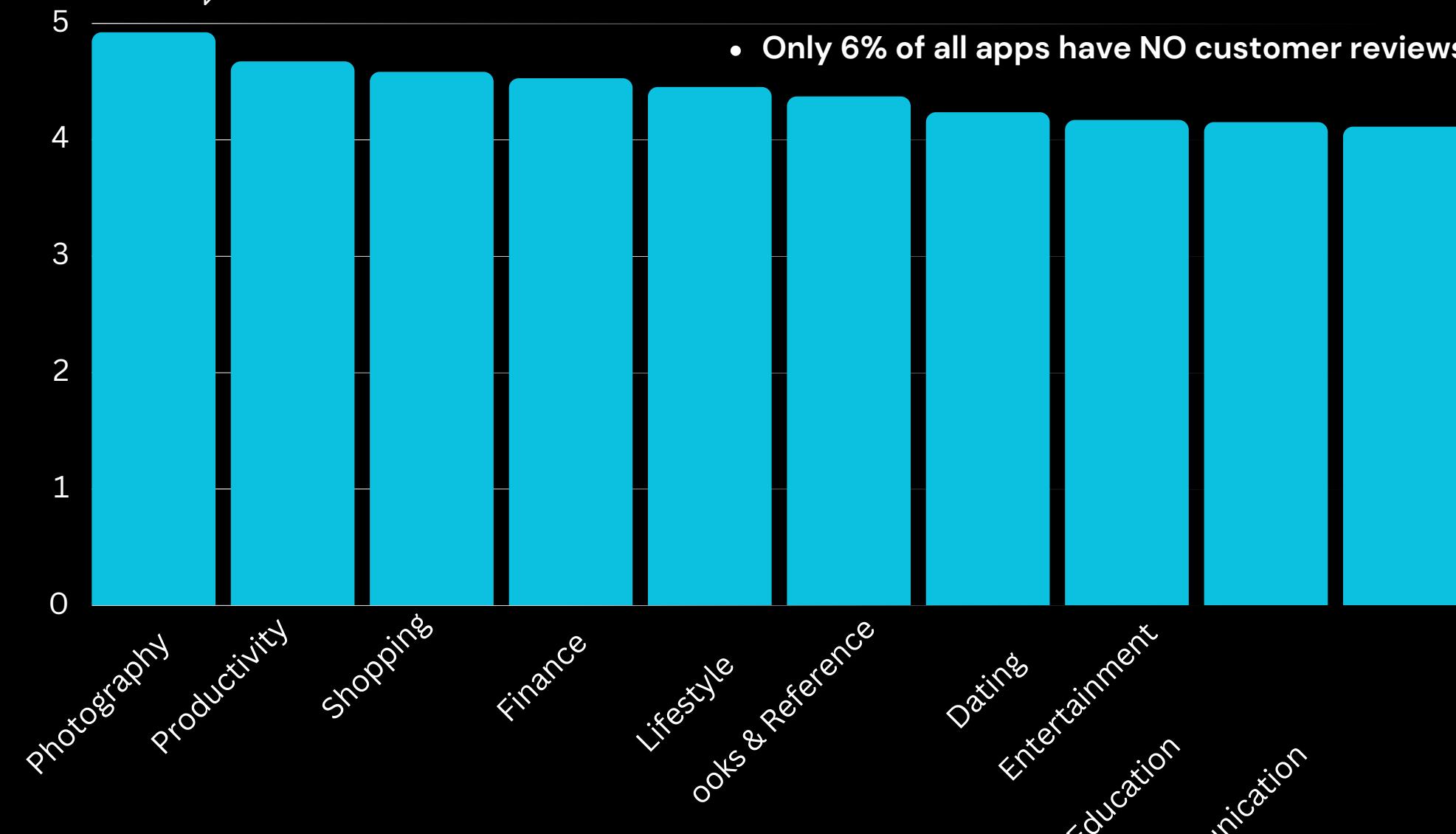


Note: there are 34 different genres in the dataset, we used only the genres that have over around 2% from the total downloads.



Genre VS Average Review Score

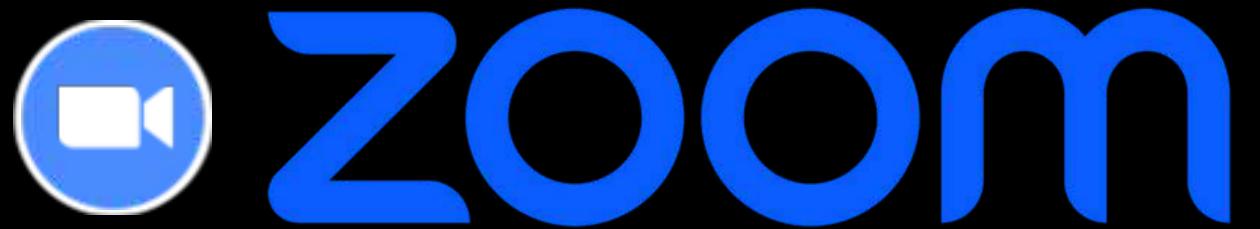
- Only 6% of all apps have NO customer reviews



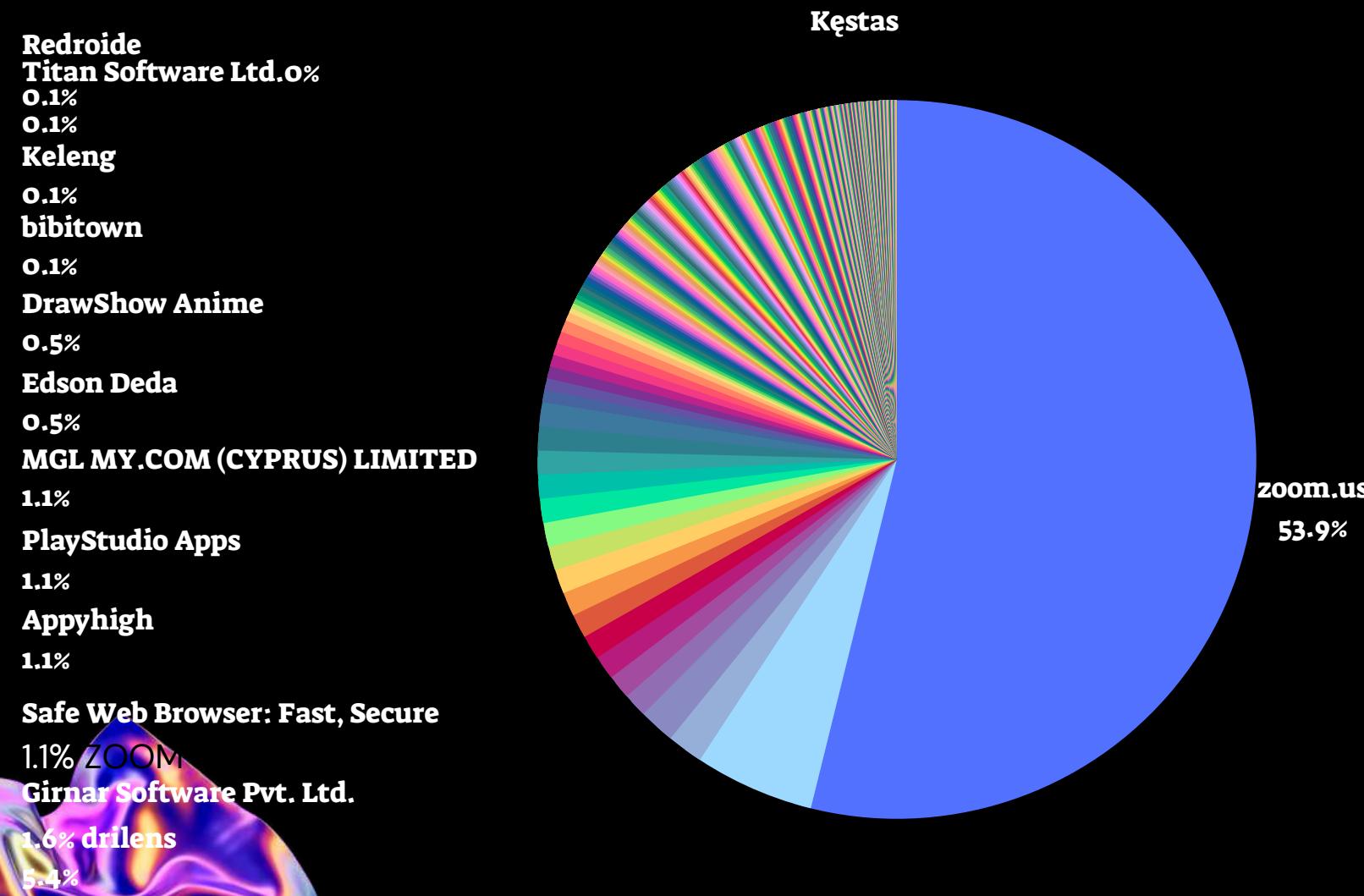
Out of a total of 964,294,777 app downloads,
55.7% are under the **business** genre

Diving Deeper: Developer Insights

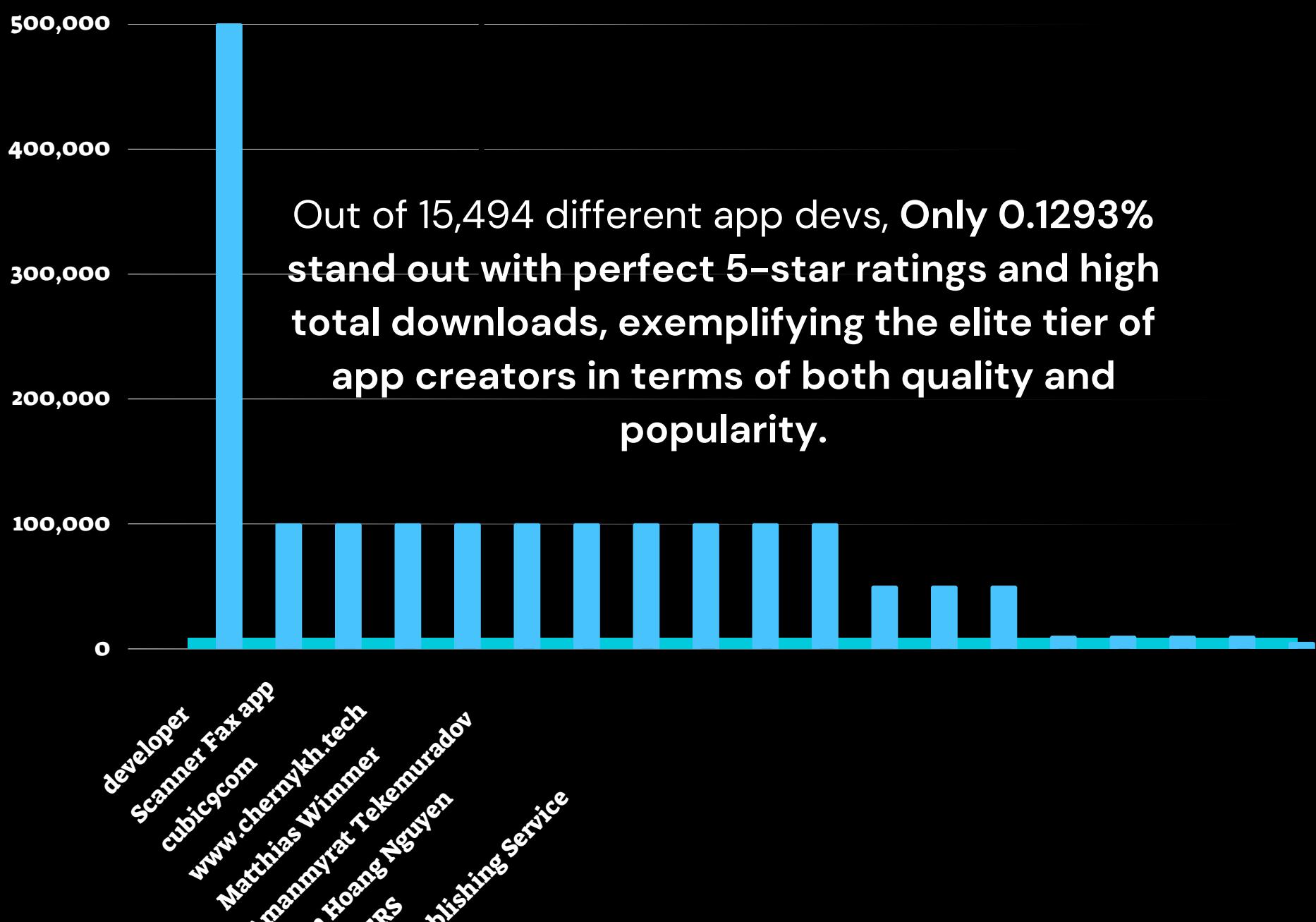
- Zoom's Price of in-app products is **14\$** (the app is **free**)
 - Zoom's Review score is **4.27** with **59,862** reviews



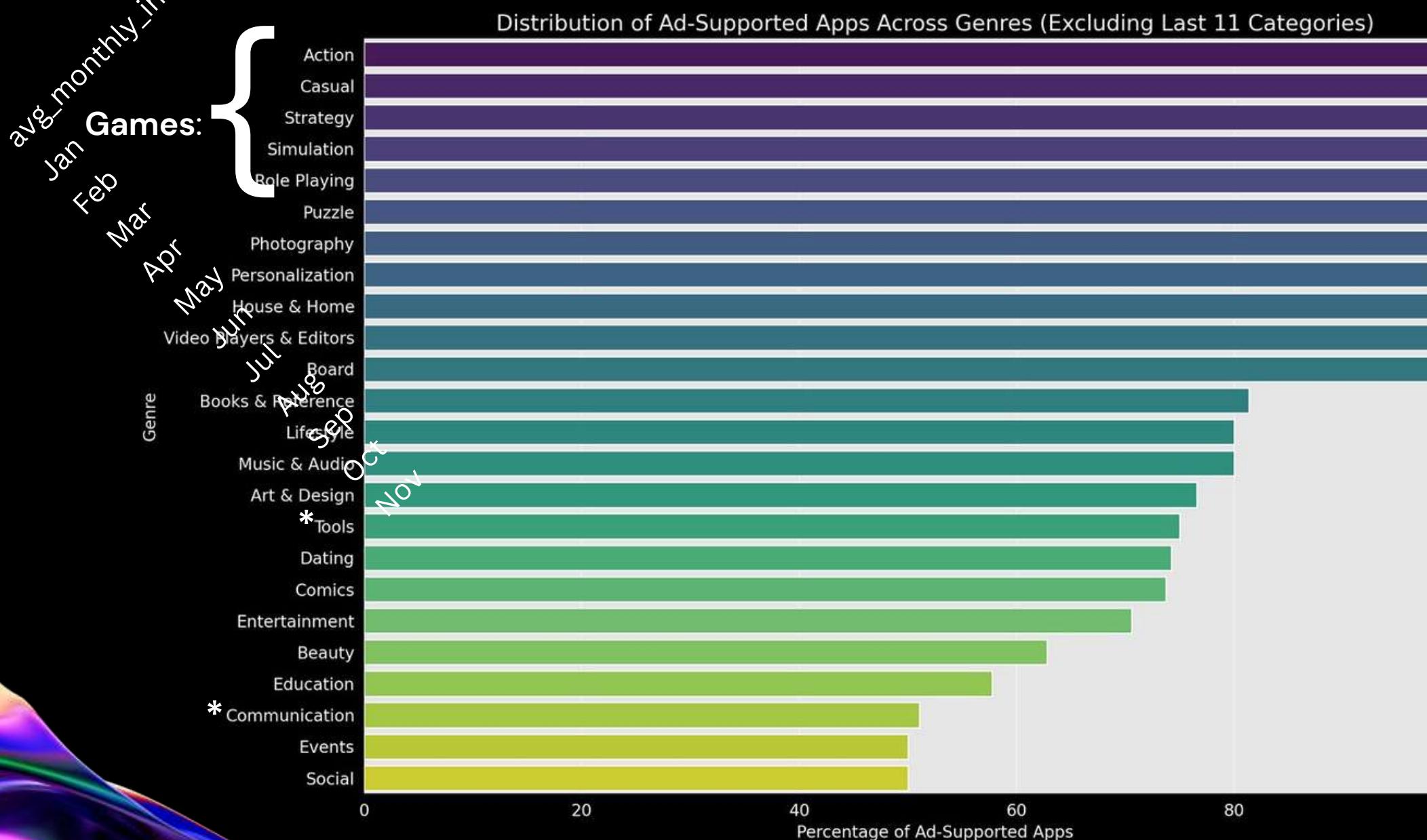
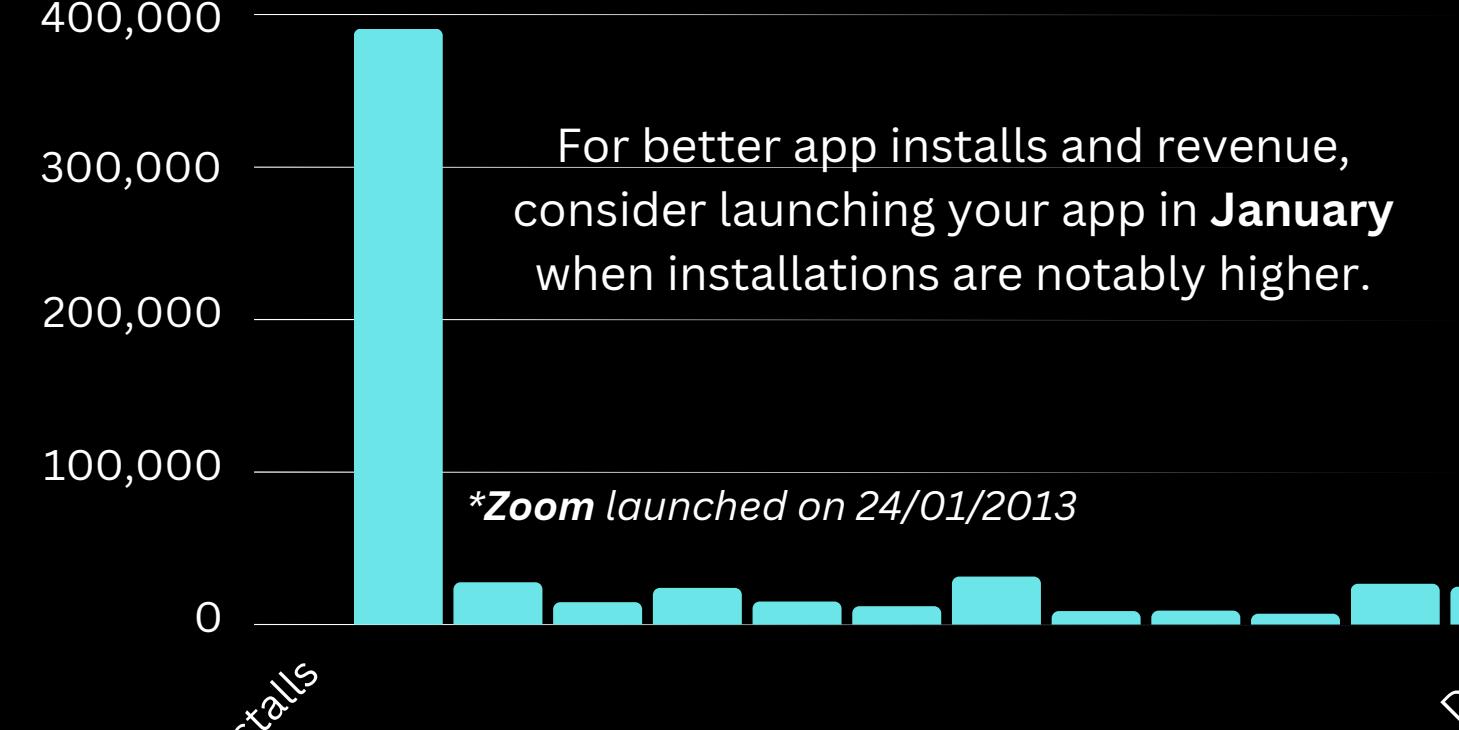
Zoom.us is the leading mobile app developer



**These are the most consistent developers,
they have achieved over 10,000 downloads
while maintaining perfect 5 star reviews:**



Exploring Seasonal trends

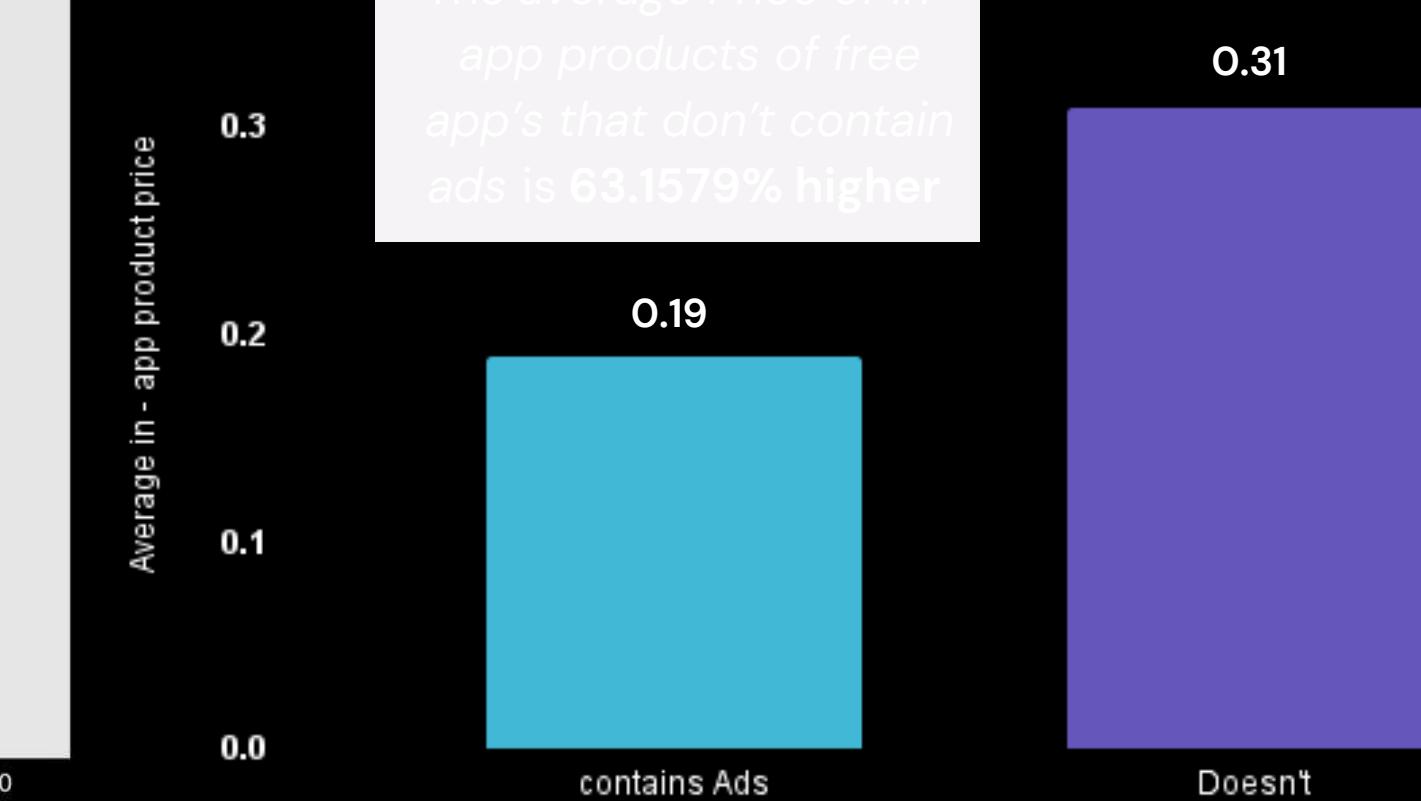
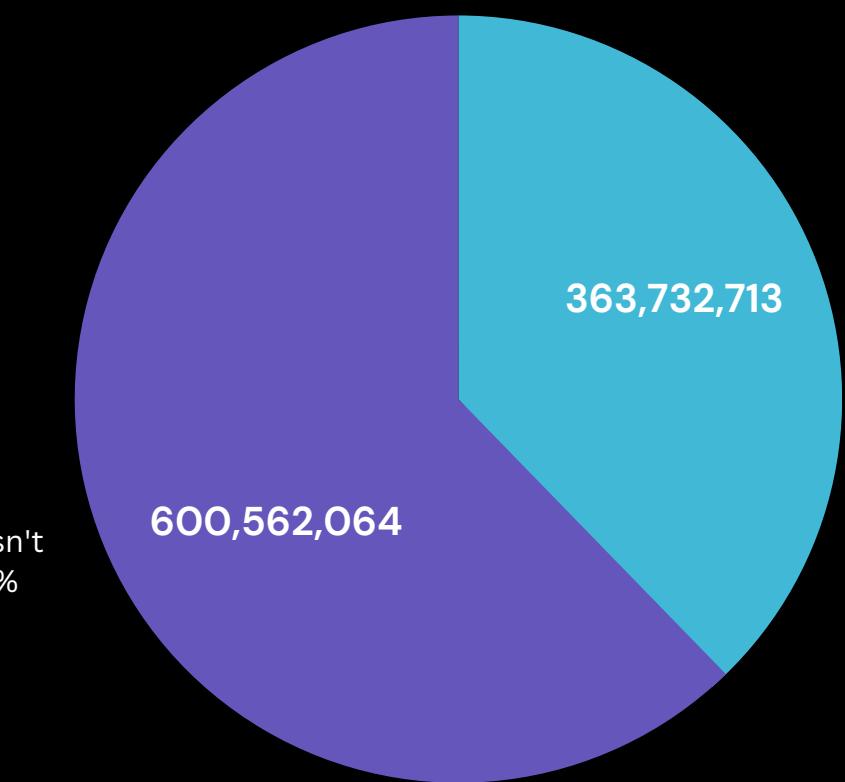


Effect of In - App advertisement

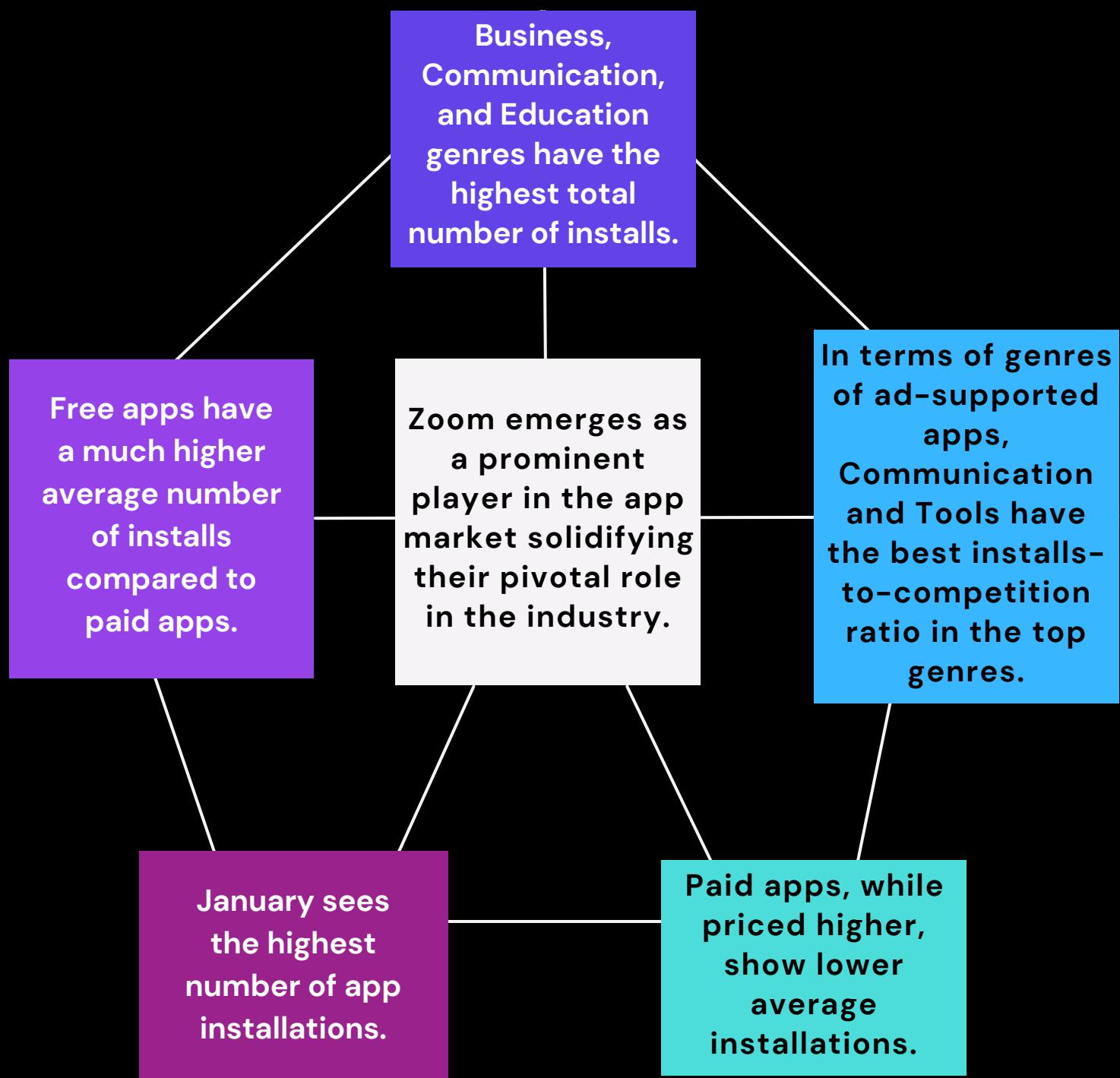
Top 5 genres by average app installs for ad-supported apps:

1. VIDEO PLAYERS & EDITORS: ~333,353 INSTALLS
2. PUZZLE: ~100,000 INSTALLS
3. *COMMUNICATION: ~87,709 INSTALLS
4. *TOOLS: ~85,873 INSTALLS
5. SIMULATION: ~50,000 INSTALLS

On Number of Installs



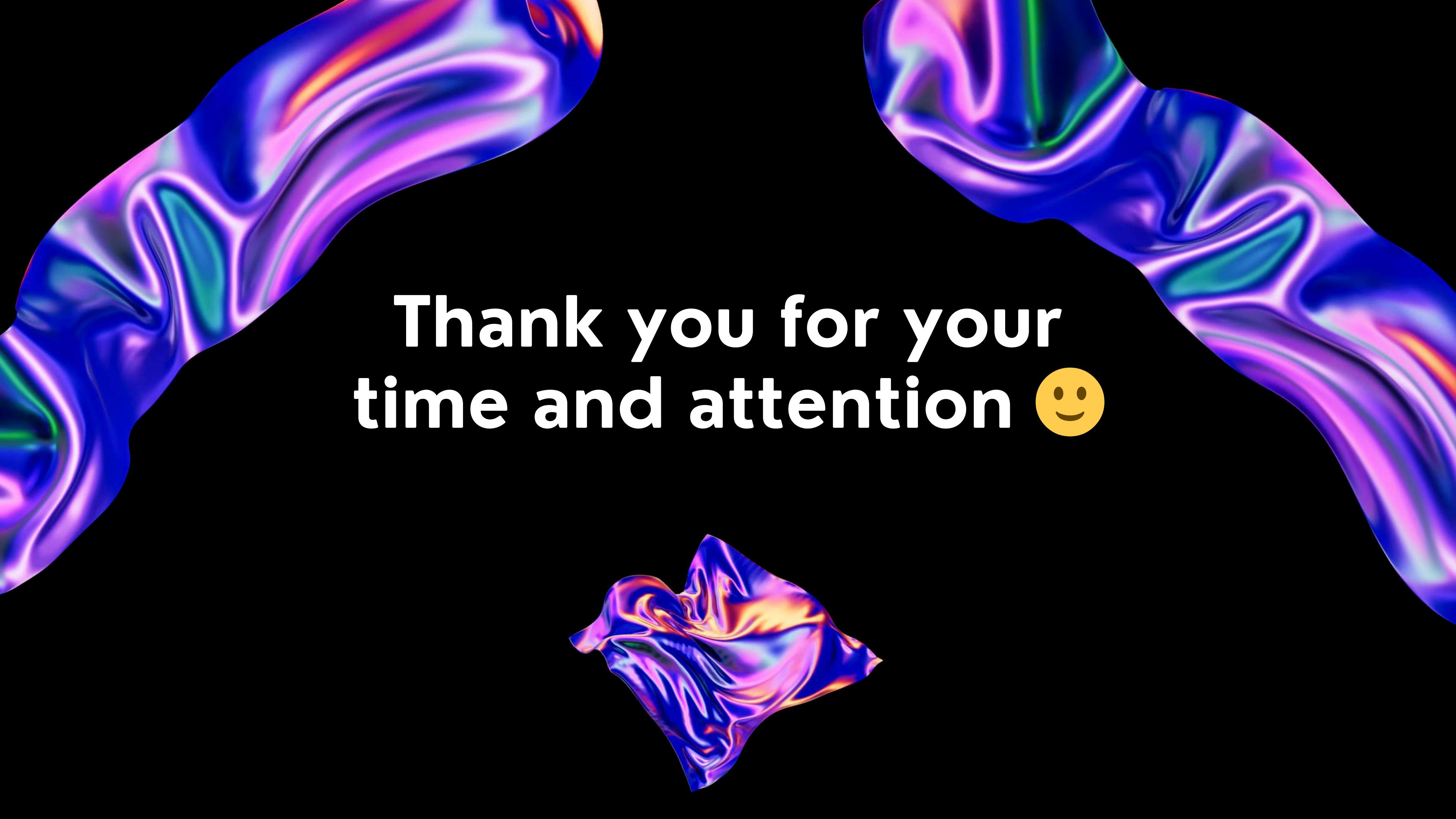
Conclusive Insights & Recommendations



Key Recommendations for Developers:

- 1. Optimal Release Timing:** Launching apps in January can maximize installation rates, capitalizing on heightened user engagement.
- 2. Unlocking Revenue Potential:** Embrace freemium models for monetization. Free apps tend to attract more installations, providing an opportunity to convert users into paying customers.
- 3. Genre Strategy:** Concentrate efforts in genres such as Business and Education, which consistently attract higher user interest and engagement. Tailoring your app offerings to these genres can lead to greater success.





Thank you for your
time and attention 😊