Which Apps should we invest in?

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As of 2020, Android users were able to choose between 2.56 Million Apps
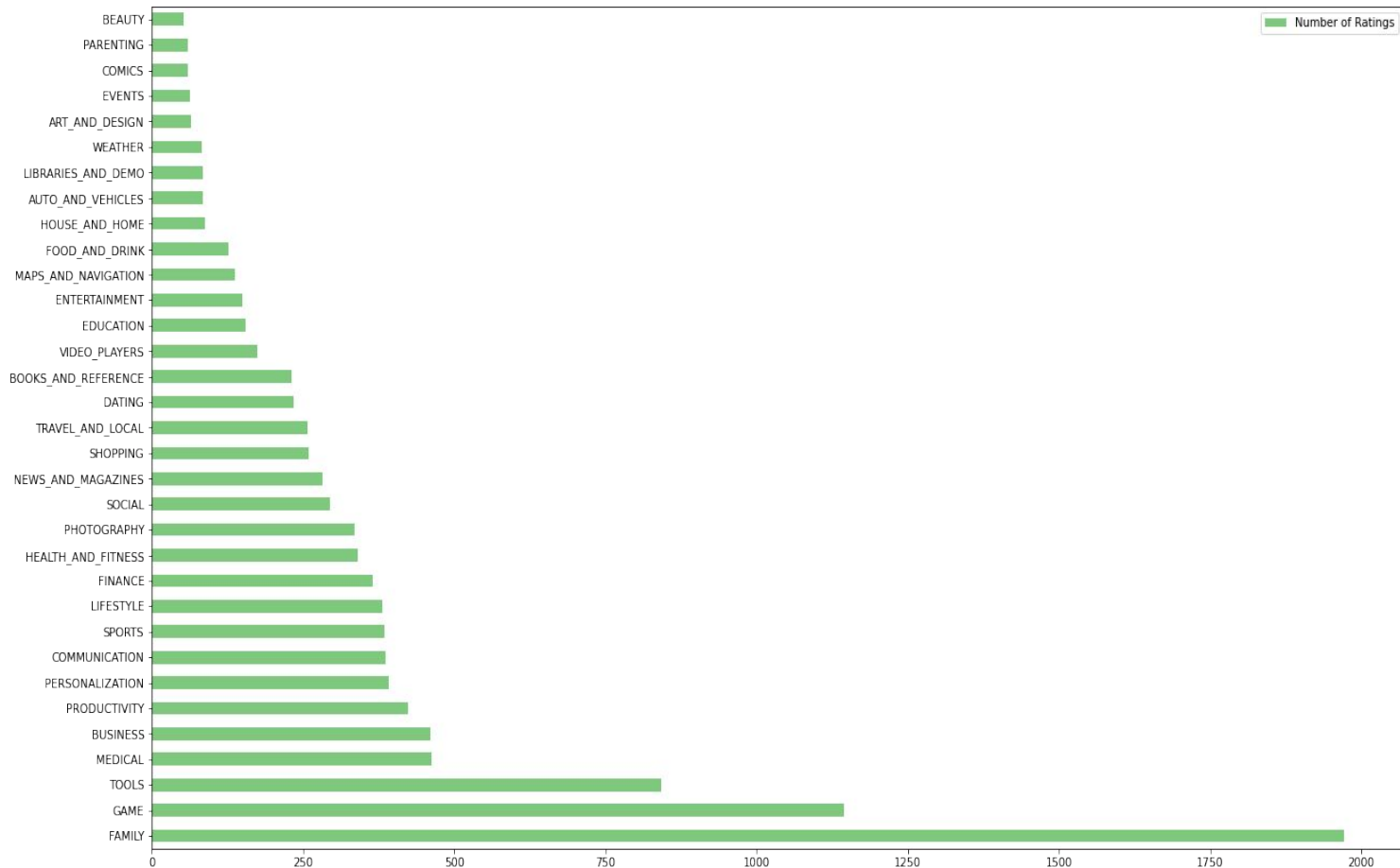
Projected Revenue of 2020: $189 Billion

~100,000 new apps added to store per month

Statistics used are from "Statista".

Ratings Count by Category

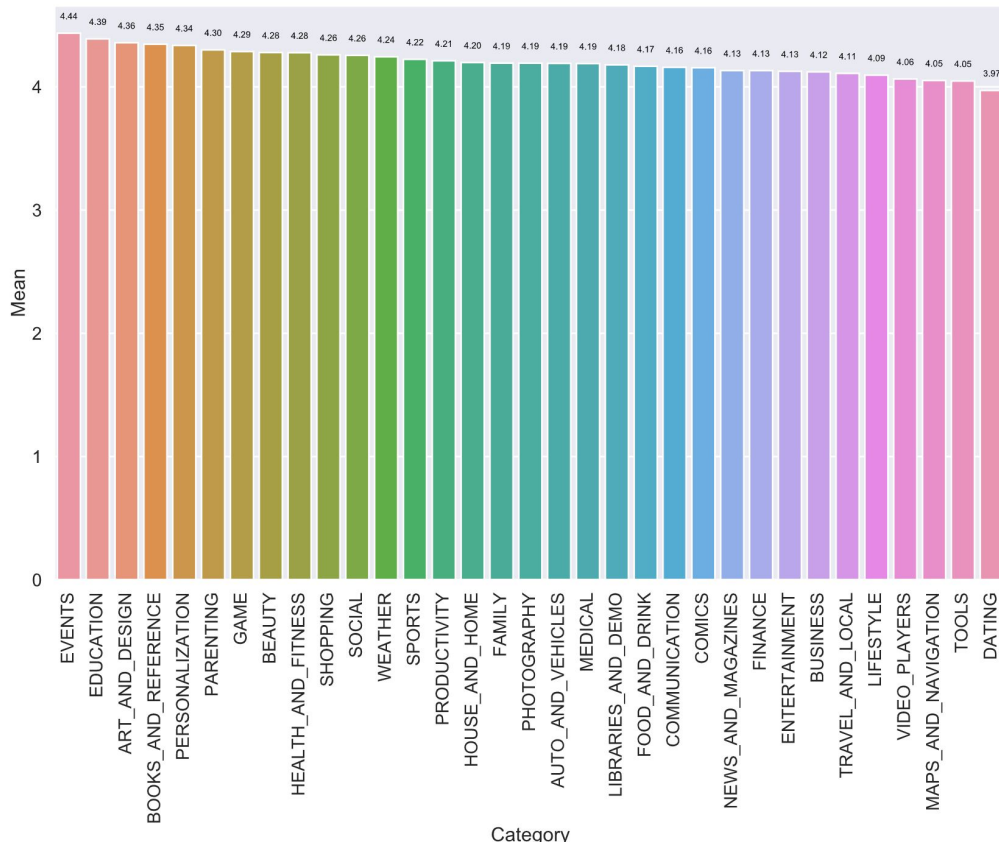But which category is the best?
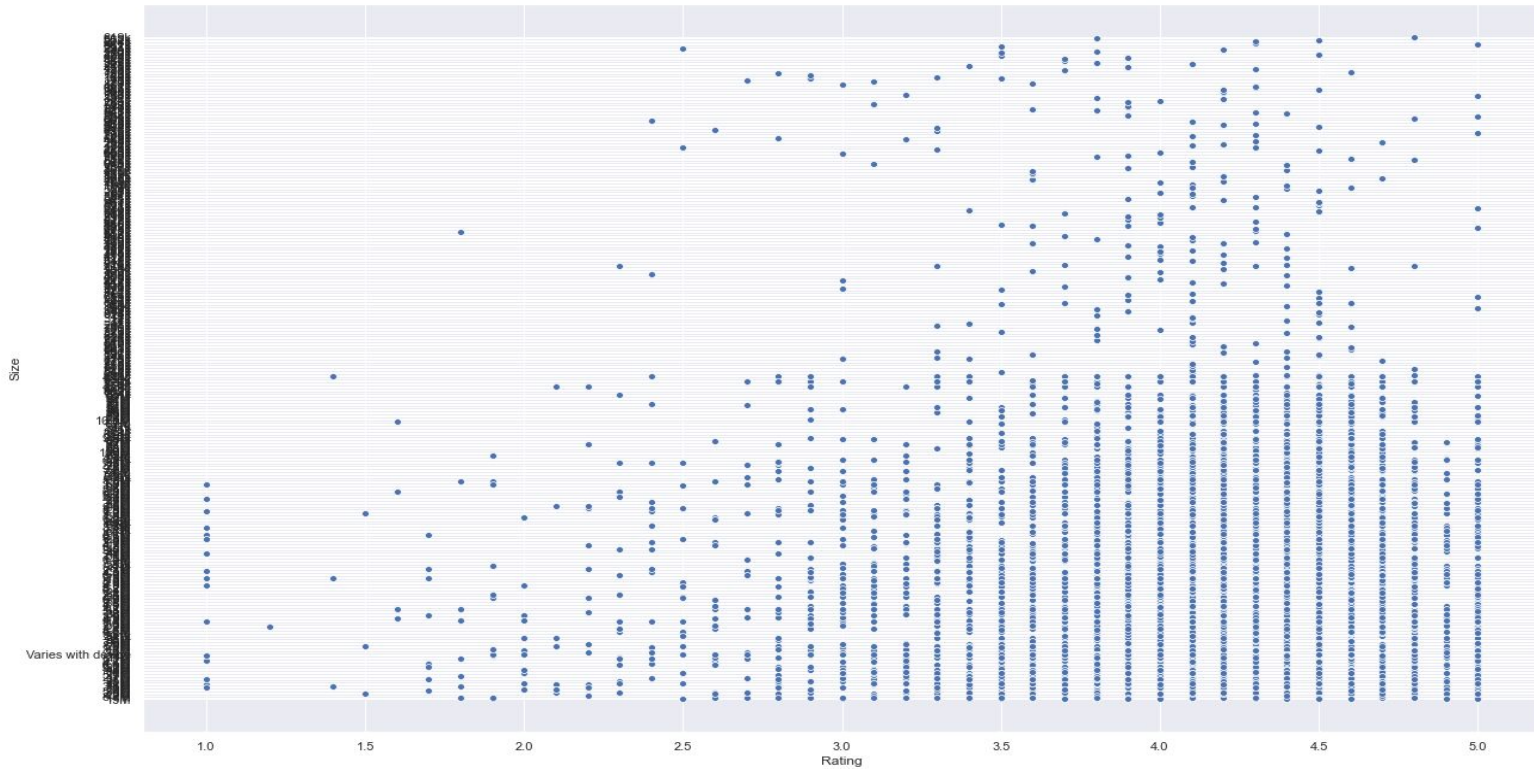
Events!!!

Highest average Rating!!!!

Despite, events having a smaller amount of total ratings.

It can be determined that almost everyone whom downloads an Event app, loves it

(Everyone apparently hates dating apps)

Ratings vs Size
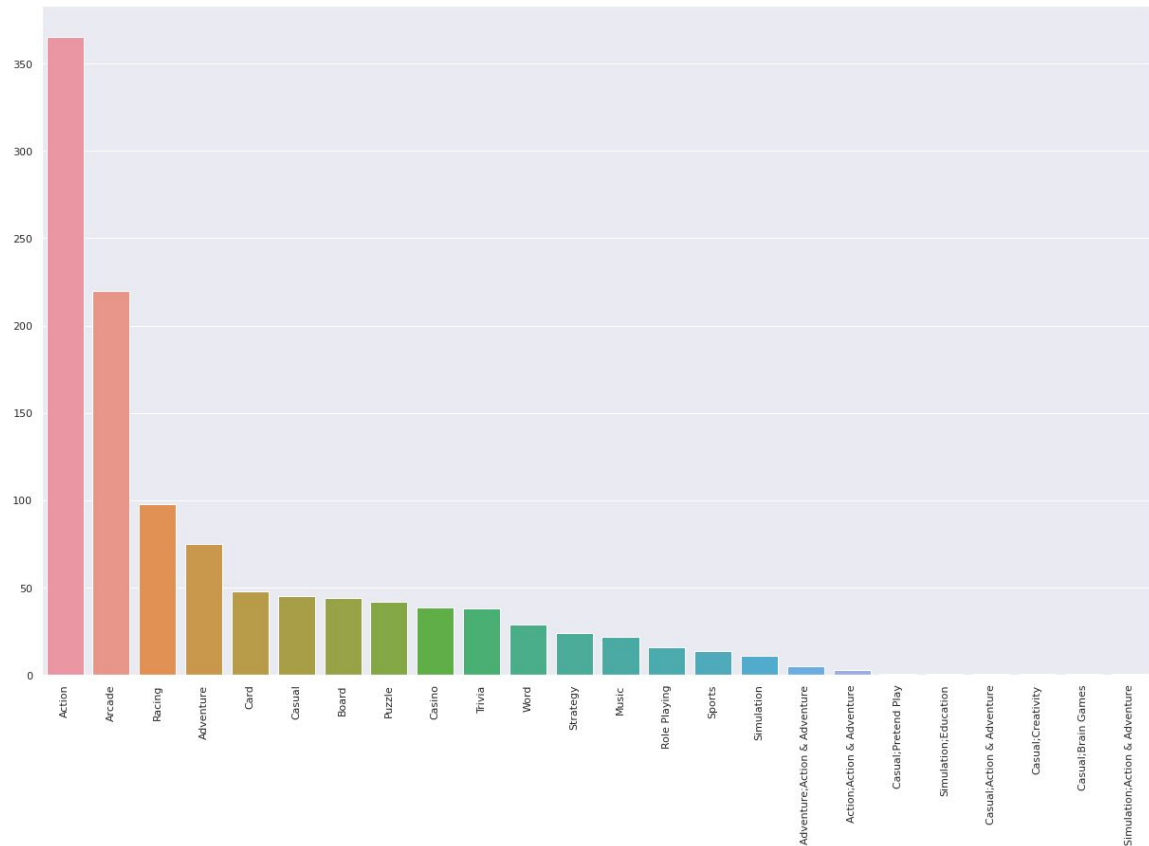
Our Favorite?

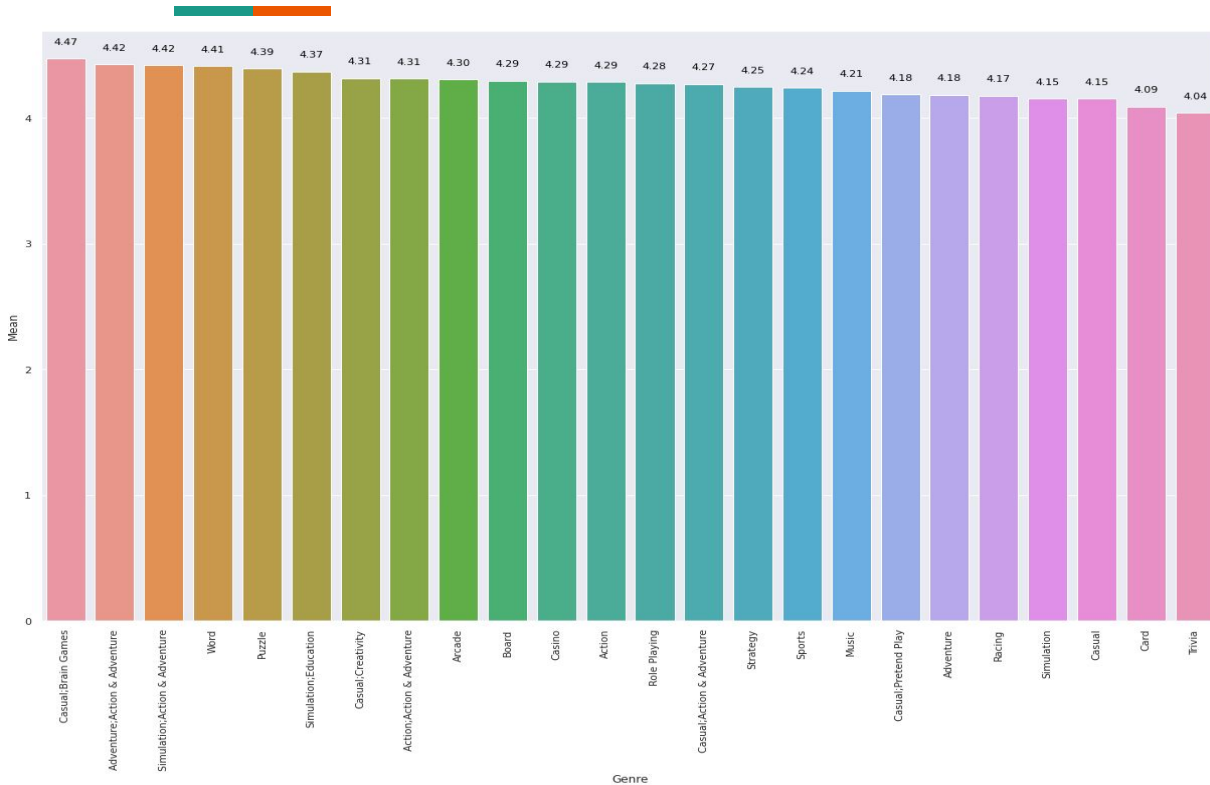Gaming of course!!!

Genres of Games

Top:	Bottom:
● Action ● Arcade ● Racing ● Adventure	● RPG ● Sports ● Simulation

Which Genre has the best rating?

- Casual; Brain
- Action & Adventure
- World
- Puzzle

(Card and Trivia are the lowest)

Moving Forward...

❏ Separating reviews based on,
  - ❏ Dates
  - ❏ Paid vs. Free apps
  - ❏ Android vs. other OS
  - ❏ Amount of reviews
❏ Figuring out all the average ratings for each of the genres.
❏ Any correlation between length of review vs. extremism of rating.

THANK YOU!!

-TO THIS AMAZING TEAM

-THIS COHORT

-RAFAEL

-GOOGLE APPS