



"In the vast digital landscape of Google Play, each app is more than just code and design—it's a vision brought to life, a solution to a problem, or a gateway to entertainment and knowledge. The true power of an app lies not just in its features, but in the lives it touches, the moments it transforms, and the connections it fosters. Every download is a bridge between imagination and reality, where innovation meets the needs of millions around the world. In this realm, success isn't just about the number of installs—it's about creating something that matters."



INTRODUCTION

In this project, we analyze a comprehensive dataset comprising over **2 million rows** and **24 columns**, focusing on various apps within the **Google Play Store**. Our primary goals are to extract valuable insights into app performance, assess **user engagement**, and evaluate the availability and update trends of these applications. By leveraging this extensive data, we aim to provide stakeholders with a clearer understanding of app dynamics, enabling informed decision-making and strategic planning.



KPI

Categories



48

Apps Count



2.23M



Recommendations



APP INFORMATION

Improve Ratings:

Focus on enhancing app quality to address the **51.38%** low ratings by implementing user feedback mechanisms and regular updates.

Leverage Release Timing:

Capitalize on the trend of most apps being released in **May** by planning marketing campaigns during this period to boost visibility.

Explore Monetization for Free Apps:

With a high proportion of free apps, consider implementing in-app purchases or premium features to enhance user experience and revenue.

Analyze Successful Features from 2020:

Investigate the strategies used in **2020** when ratings peaked to replicate successful elements in future app developments.



AVAILABILITY AND UPDATES

Promote Editor's Choice Apps:

Highlight the **2,230 Editor's Choice apps** to build user trust and increase downloads through targeted marketing.

Encourage Frequent Updates:

Inspire other developers to follow **Subsplash Inc.**'s lead in updating apps regularly (35.66%) to remain relevant and address user feedback.

Enhance Education and Music Apps:

Invest in improving features for the **Education** and **Music** categories, which are seeing the highest updates (234.56k and 152.72k).

Differentiate New Apps in a Competitive Market:

Given the **541K** apps released in **2019**, focus on unique features for new apps to stand out in a saturated market.



Games



Apps



Search



Offers



Books



Home

App Information

Availability and Updates



KPI

Categories
48

Apps Count
2.23M



FILTER PANEL

Category

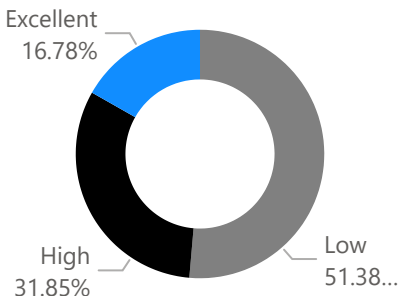
All

Content R...

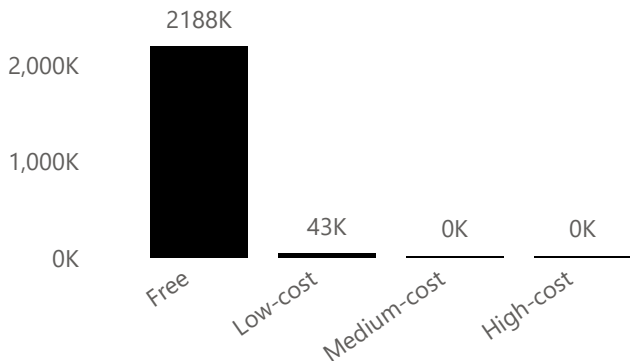
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The **App Information** section provides key insights into the composition and structure of apps in the Google Play Store. With over **2 million rows of data**, we analyzed app categories, ratings, and pricing models. A significant portion of apps (51.38%) have received low ratings, indicating potential quality issues, while **16.78% of apps** are rated "Excellent," showcasing high user satisfaction. The majority of apps in the store are **free**, reflecting the prevalent freemium business model. Additionally, app releases show a peak in **May**, with most ratings recorded in **2020**, indicating a surge in user engagement during that period.

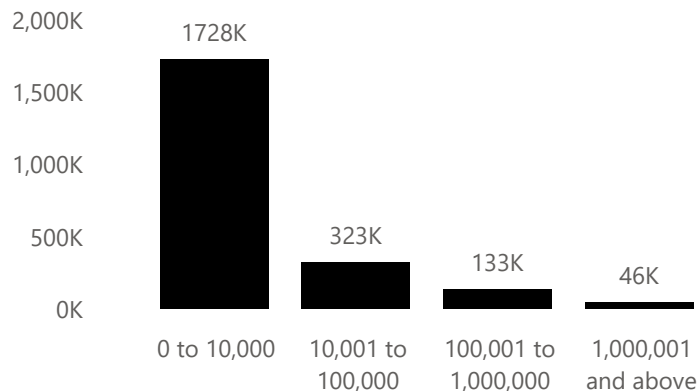
Apps Count by Rating



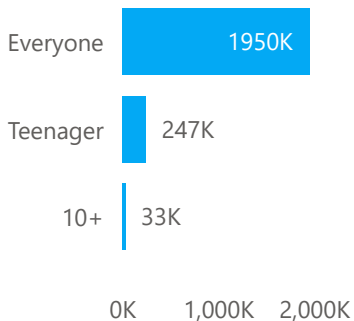
Apps Count by Price Category



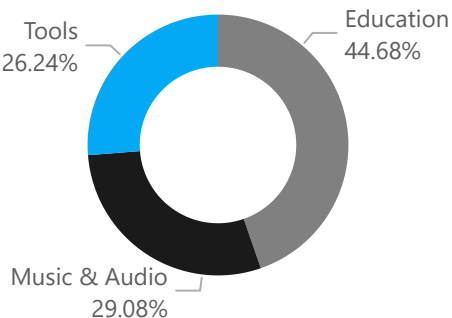
Install Count Distribution



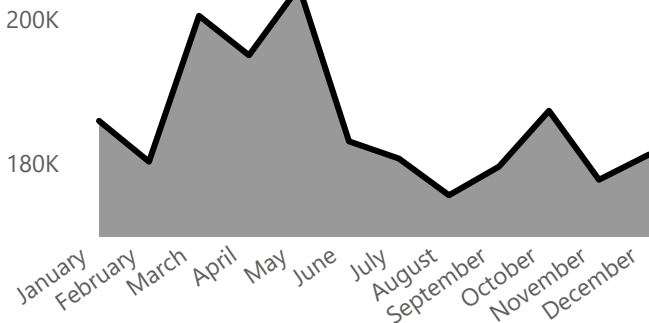
Total Apps by Content Rating



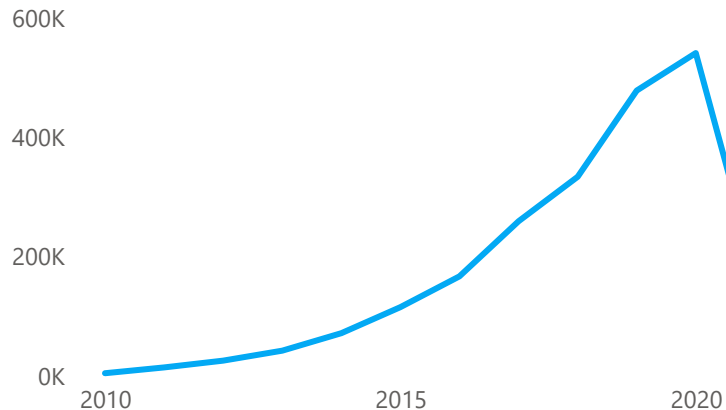
Total Apps by Category



Apps Released by Month



Yearly Rating Counts



Games



Apps



Search



Offers



Books

Home



App Information

Availability and Updates



THOUGHTS

The **Availability and Updates** section focuses on app longevity and maintenance. Notably, **2,230 apps** are marked as **Editor's Choice**, highlighting top-performing apps. **Subsplash Inc.** stands out as the most active developer, accounting for **35.66% of updates**, while the **Education** and **Music** categories lead in total updates, with **234.56K** and **152.72K** updates, respectively. App releases peaked in **2019**, with **541K new apps** added that year, reflecting a period of rapid growth. This analysis helps track app availability trends and identify which categories are receiving the most ongoing support.

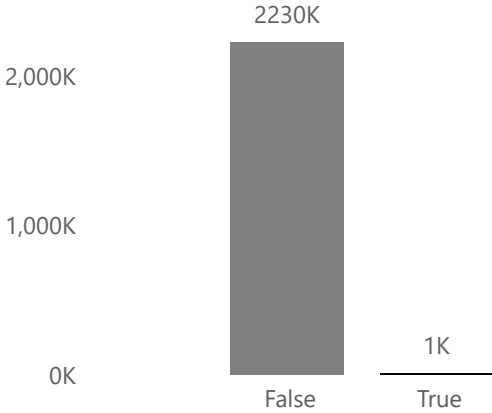
FILTER PANEL

Developer Id

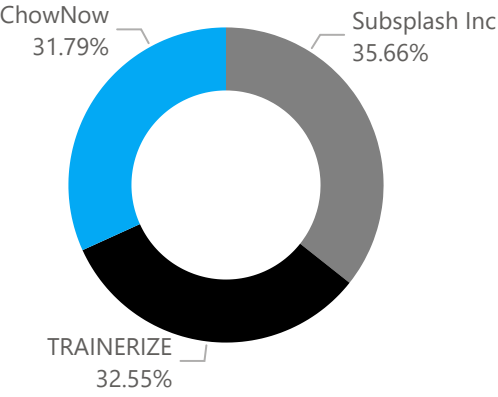
Category

Editors Choi...

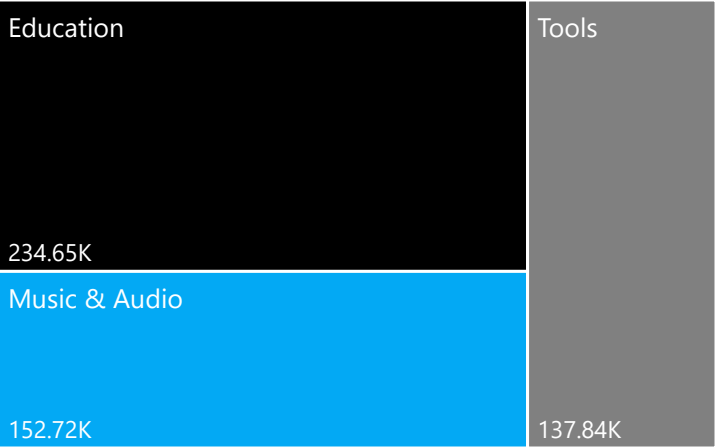
Editor's Choice Apps Count



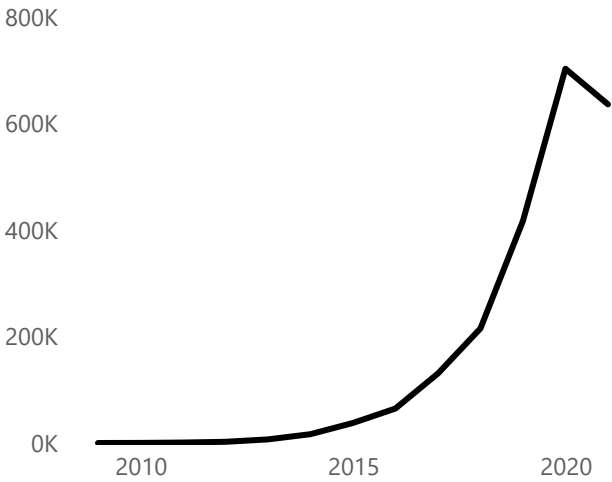
Total Updates by Developer ID



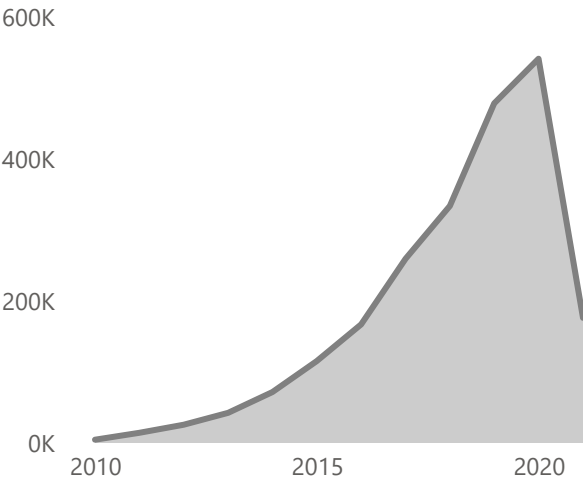
Total Updates by Category



Yearly Count of Updates



Total Apps by Year



App Lifespan Trends by Year

