Information Visualization Final Report

Title – **Apple App Store Games Genre Analysis**

Data Used

Dataset Name – 17k Mobile Applications (Link to the Dataset)

This dataset contains information about 17000+ applications available on apple app store. It was collected through iTunes API and App Store sitemap. Through this dataset, we get the insights into the mobile applications industry. To better understand it, I have focused on analyzing the genres of each game/application.
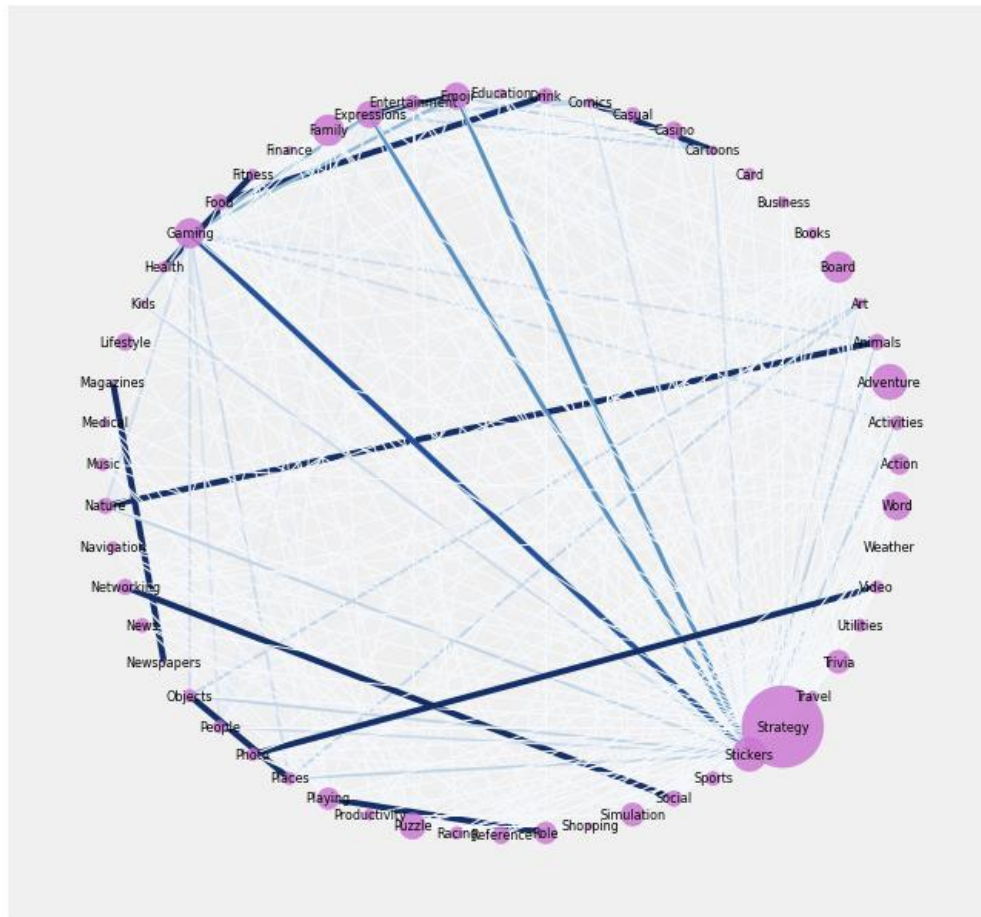
Figure 1

Figure 1: Correlation between different types of genres

Legend (Figure 1)

In the figure 1, there are circular nodes (⬤) that create a circular network and represent different types of genres used by apps that are available on apple app store. The bigger size circular nodes represent higher count of apps using that specific genre and smaller size circular nodes suggest that, that specific genre is used in lesser number of apps.

The dark blue color bold lines (━━) connecting the circular nodes represent the correlation of two different genres used in a specific application. The higher darkness of blue color depicts higher count of apps utilizing this correlation. As the darkness of blue color lightens in the connection lines (— , ━), it suggests that lesser apps use this correlation.

Findings (Figure 1)

- Based on figure 1, it is found out that strategy, stickers, simulation, puzzle, gaming, family, expressions, board, adventure, action, and trivia are highly used genres in the applications.
- Furthermore, it is found that Newspapers – Magazines, Strategy – Games, Emoji – Stickers, Social – Networking, Video – Photo, Comics – Cartoons, Role – Playing, and Health – Fitness are some of the prominent correlation networks among the genres of applications.

Figure 2

Figure 2: Genre Distribution of Apps on Apple App Store

Legend (Figure 2)

In figure 2, we look at the genre distribution of applications through the waffle chart. The tile count of each color in the chart is proportional to the actual count of each genre displayed below the chart.

Findings (Figure 2)

- Strategy based applications are having the highest count of applications on app store, whereas Social Networking based applications are having least count of applications.
- Entertainment based applications are second highest genre used by applications.
- Majority of the genres such as puzzle, simulation, action, board, role, adventure, and racing are creating basis for gaming applications.

Significance Statement

- Figure 1 and Figure 2 are helping in understanding the different types widely used genres for building the topmost applications across the globe on iOS app store.
- With the help of Figure 1, we get to know about genres that are mostly used by the applications in the dataset.
- In addition to this, Figure 1 showcases correlations between genres used for applications. These correlations decipher the type of applications that are generally popular amongst users.
- Through figure 2, the distribution of genres across various applications and count of each genre talks about the widely used genres in applications.

Project GitHub Repository Link is here

By **Palash Sharma**