

Google Play Store Apps Data Analysis

This report presents a detailed analysis of mobile applications available on the Google Play Store. The analysis covers key insights about app categories, user ratings, installs, and user engagement patterns.

Objective

The objective of this project is to explore Google Play Store app data to identify trends in app categories, user ratings, install patterns, and user engagement. This analysis uses data visualization to uncover patterns and provide actionable insights for app developers and stakeholders.

Dataset Description

The dataset contains detailed information about applications available on the Google Play Store, including category, rating, number of reviews, and install counts. The dataset provides insights into user preferences and app performance across different categories.

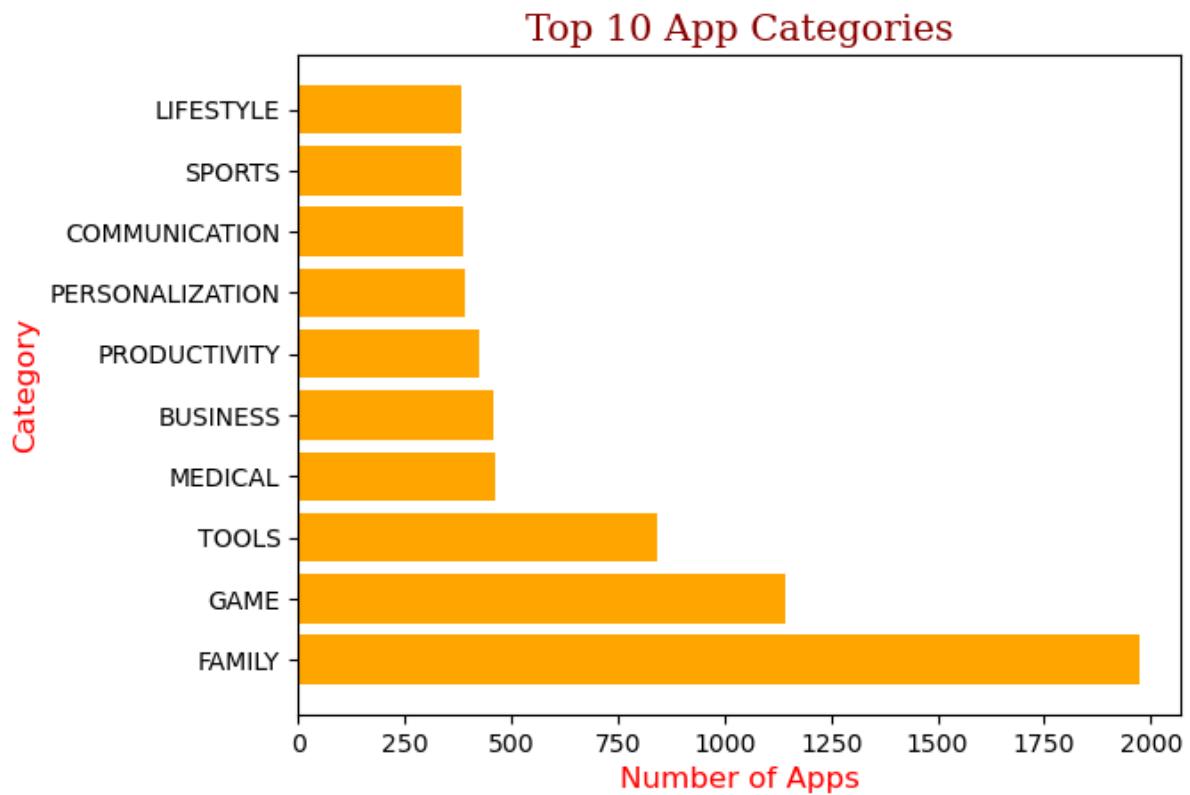
Exploratory Data Analysis

Summary statistics

The dataset contains 10,841 applications across 34 categories on the Google Play Store. The average app rating is 4.19, indicating generally positive user feedback. The median number of reviews per app is approximately 2,094, while install counts range from a few thousand to over one billion, highlighting wide variation in app popularity.

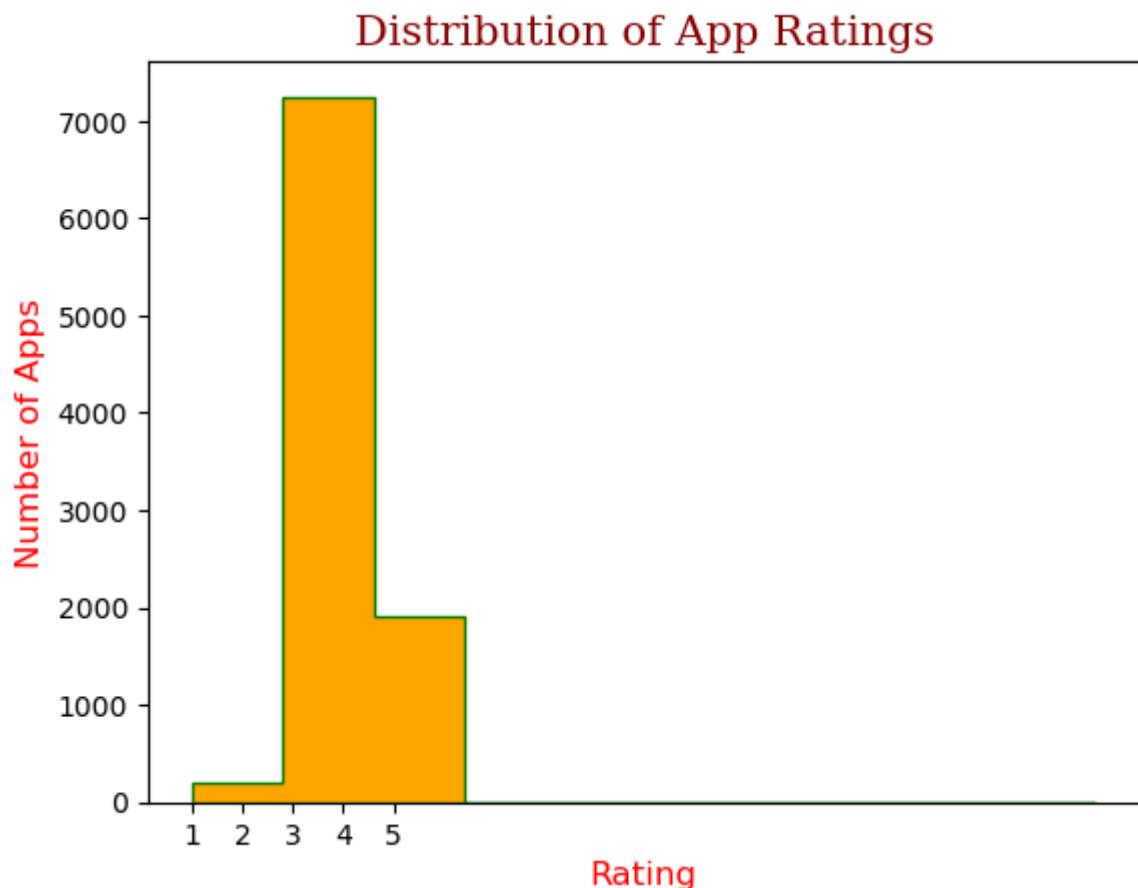
Research Questions & Key Findings

1. Top 10 App Categories



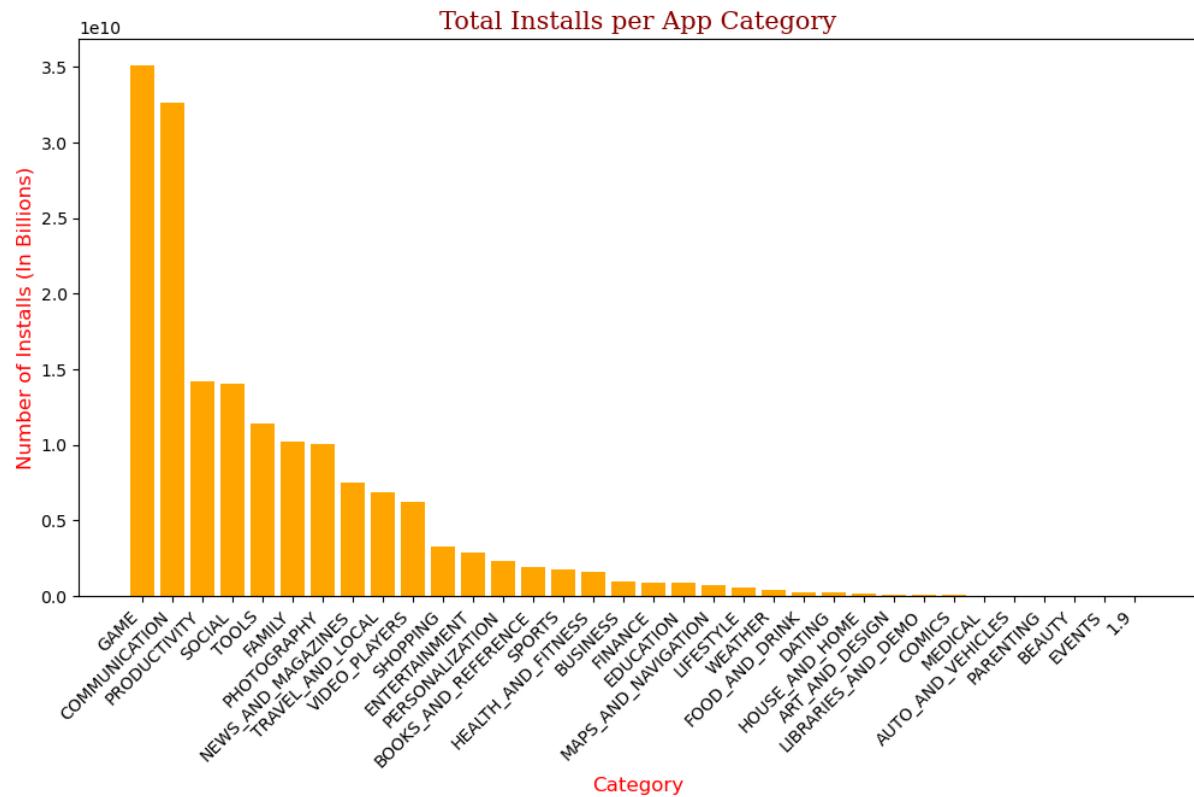
Family and Game categories dominate the Play Store, indicating strong user demand and developer focus on entertainment and child-friendly apps.

2. Distribution of App Ratings



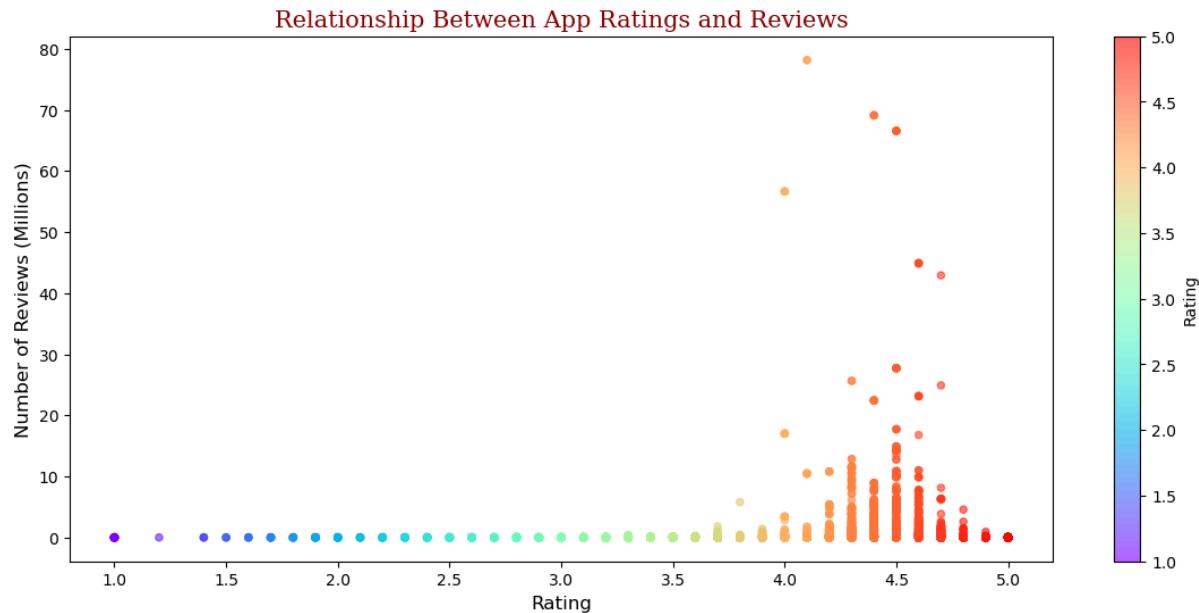
The distribution shows a strong concentration of ratings above 4.0, suggesting that most apps receive positive user feedback.

3. Total Installs by Category



Game and Communication categories record the highest number of installs, indicating strong user demand for entertainment and communication-based applications.

4. Relationship Between Ratings and Reviews



The scatter plot indicates that higher-rated apps tend to attract a greater number of user reviews, reflecting increased user engagement.

Conclusion and Recommendations

The analysis reveals that the Google Play Store is dominated by highly rated applications, with Family, Game, and Communication categories showing strong user demand and high install counts. Most apps receive ratings above 4.0, indicating generally positive user satisfaction. Developers aiming to enter competitive categories should focus on app quality, user experience, and continuous updates to attract and retain users in a crowded marketplace.