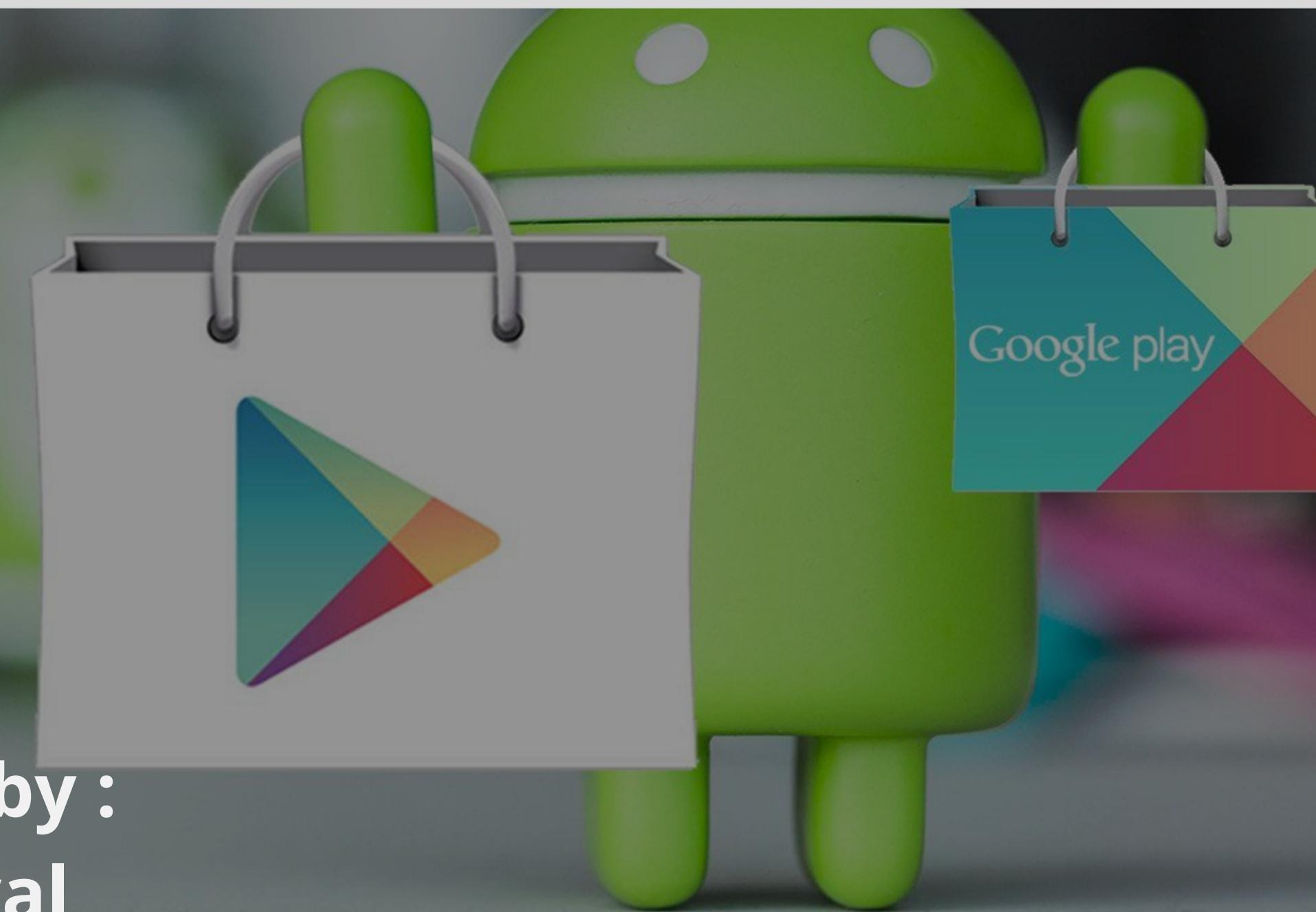
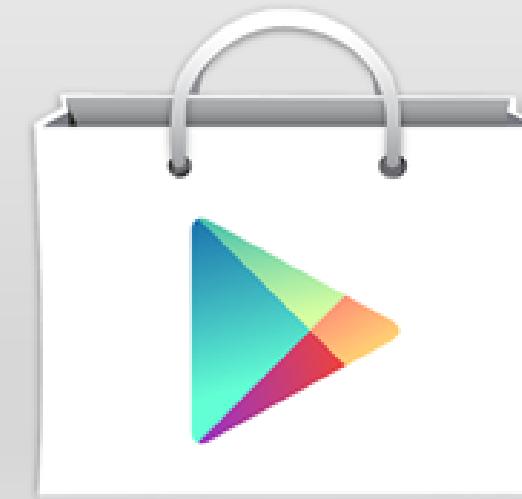


Google Play store apps



Presented by :
Sapna Raval
PGDMDSA012

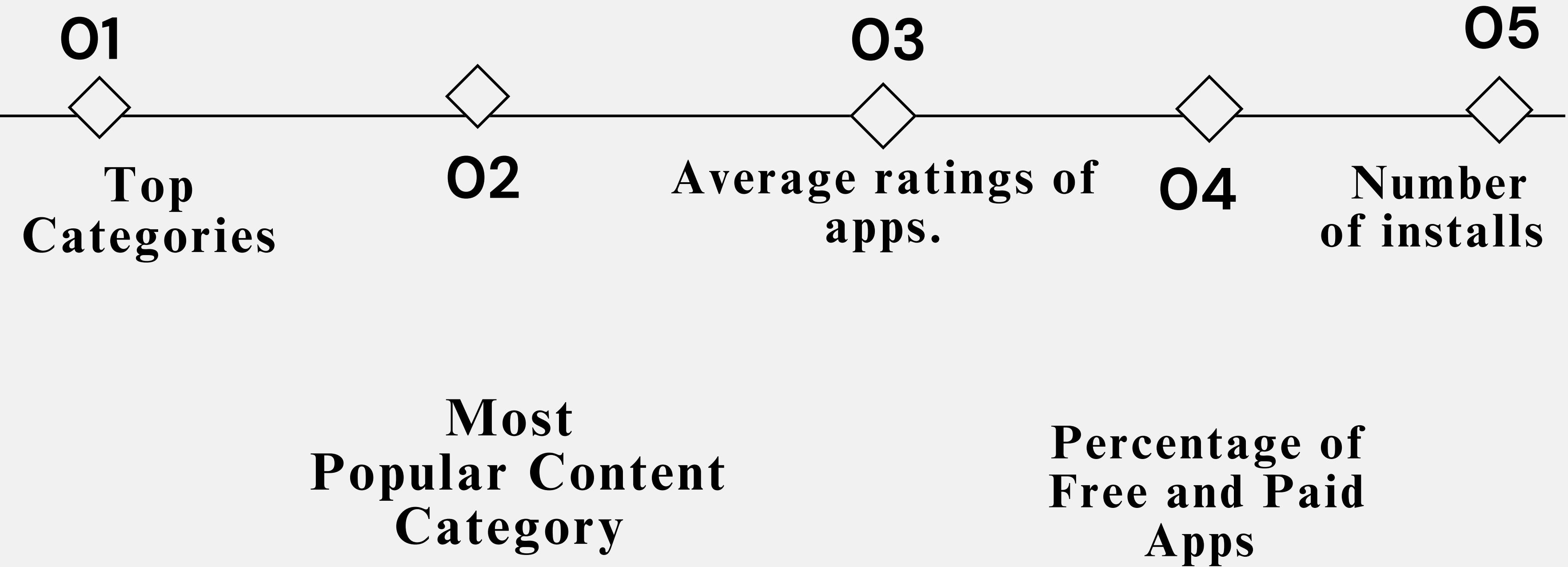
Play Store



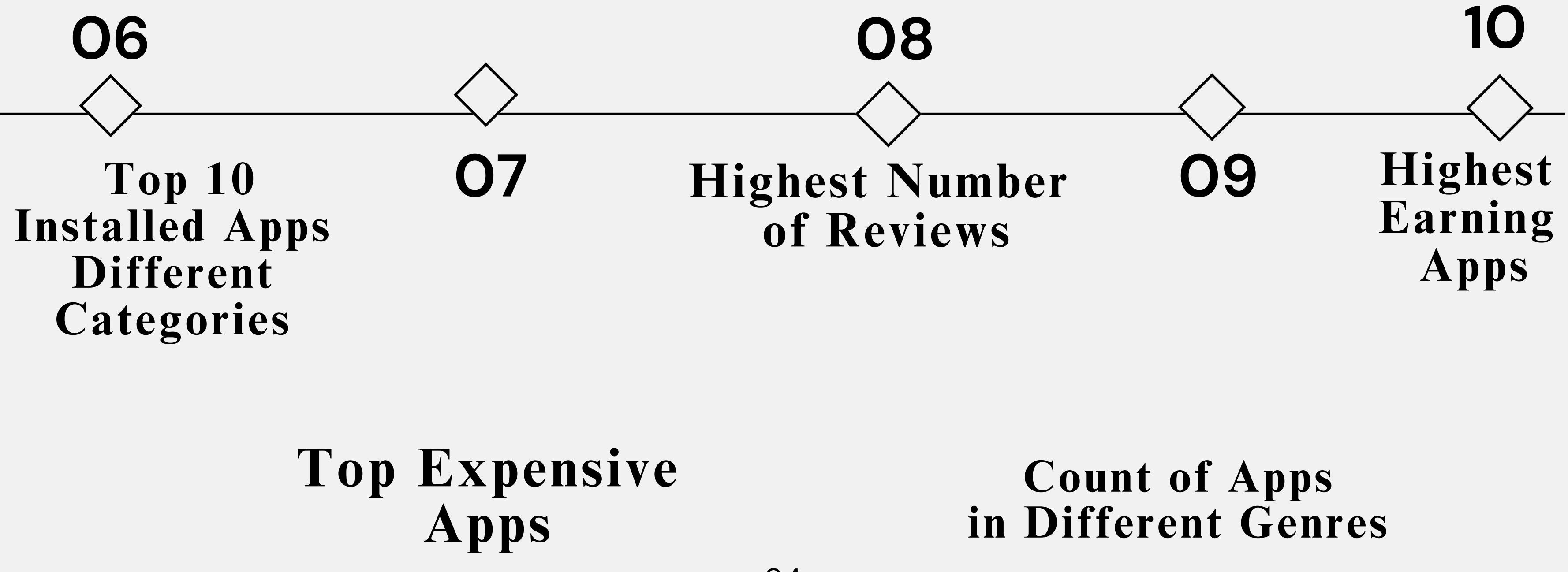
INTRODUCTION:

- Android is a rapidly expanding operating system.
- Currently holds a dominant 74% share of the total market
- Factors Influencing App Downloads.
- These factors encompass user experience, functionality, reviews, ratings, and effective marketing strategies.

KEY PERFORMANCE INDICATOR



KEY PERFORMANCE INDICATOR





Conclusion

- User Preference for Free Apps
- App Size Impact
- Dominance of Games Category
- Paid App Insights
- Dataset as a Source of Insight

Excel File
link:

[https://narayanafoundationmy.sharepoint.com/:x/r/personal/sapna_pgmds23_nbs_edu_in/Documents/my_final_cec_datawarehousev?
d=w1f024db09a36430aa5e7df963d79f348&csf=1&web=1&e=Gv6Pjv](https://narayanafoundationmy.sharepoint.com/:x/r/personal/sapna_pgmds23_nbs_edu_in/Documents/my_final_cec_datawarehousev?d=w1f024db09a36430aa5e7df963d79f348&csf=1&web=1&e=Gv6Pjv)