GOOGLE PLAY STORE APP ANALYSIS

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PROBLEM STATEMENT & BACKGROUND
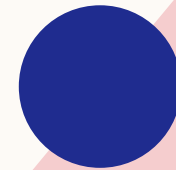
Problem Statement:

In light of the dynamic landscape of mobile applications, this analysis aims to glean insights pertinent to future business strategies and mobile app development. Spanning from June 2012 to February 2019, this study leverages historical data sourced from the Google Play store to understand trends in mobile app categories, usability, and user expectations.

Background:

The proliferation of mobile apps has revolutionized the digital landscape, necessitating a deeper understanding of user preferences and market dynamics. To address this, the dataset encompasses crucial metrics including app names, categories, Android versions, ratings, reviews, installs, app size, last update, and current version.
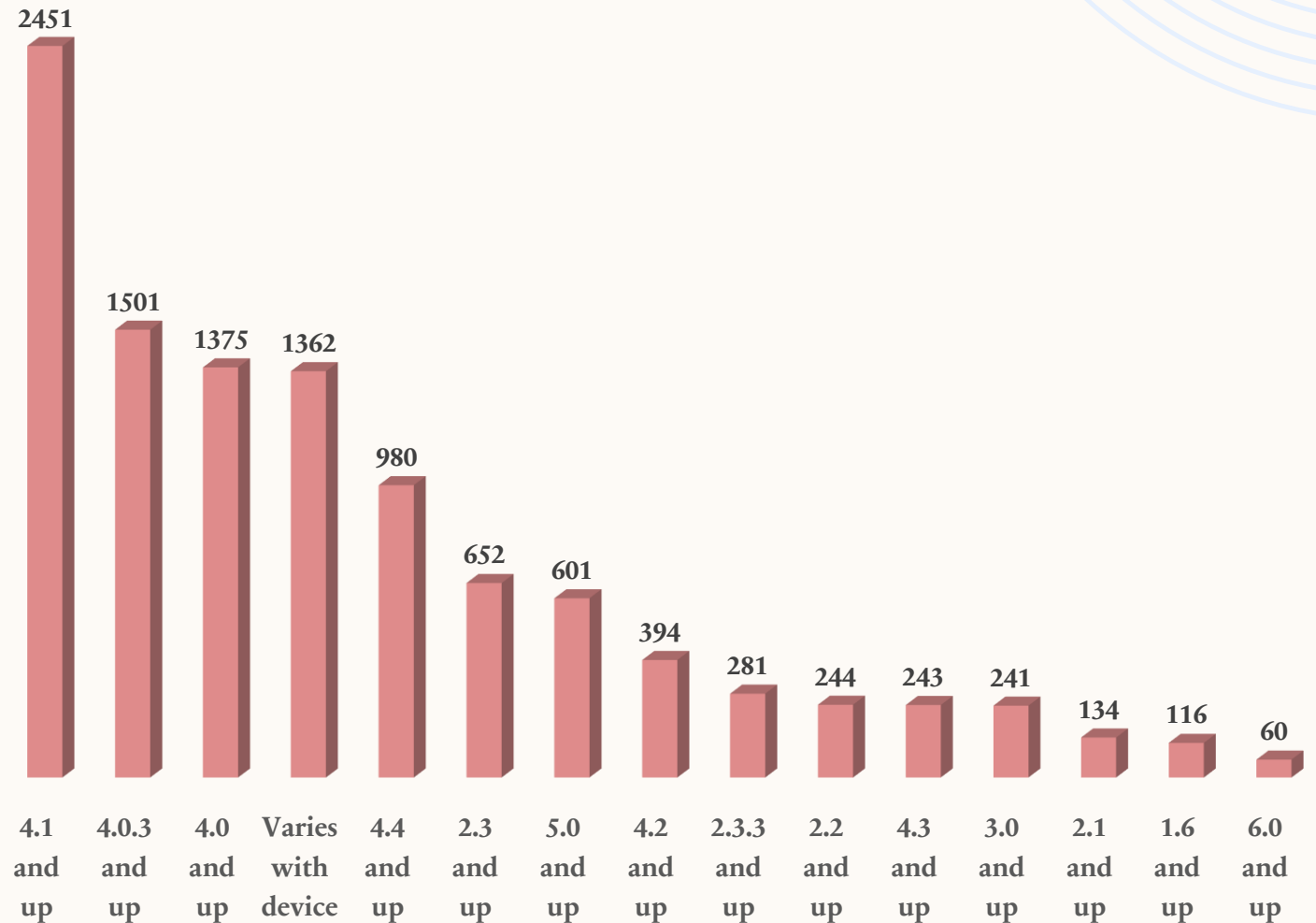
PROJECT SCOPE

This project entails analyzing historical data from the Google Play store (June 2012 - February 2019) to derive insights for future mobile app strategies. It involves data collection, cleaning, and EDA to understand trends in app categories, Android versions, ratings, and installs. Key objectives include identifying the most utilized Android version, popular app categories, apps with 5-star ratings, and the top 10 highest-rated apps. Insights will be presented through visualizations and reports to guide stakeholders in strategic decision-making and business growth.
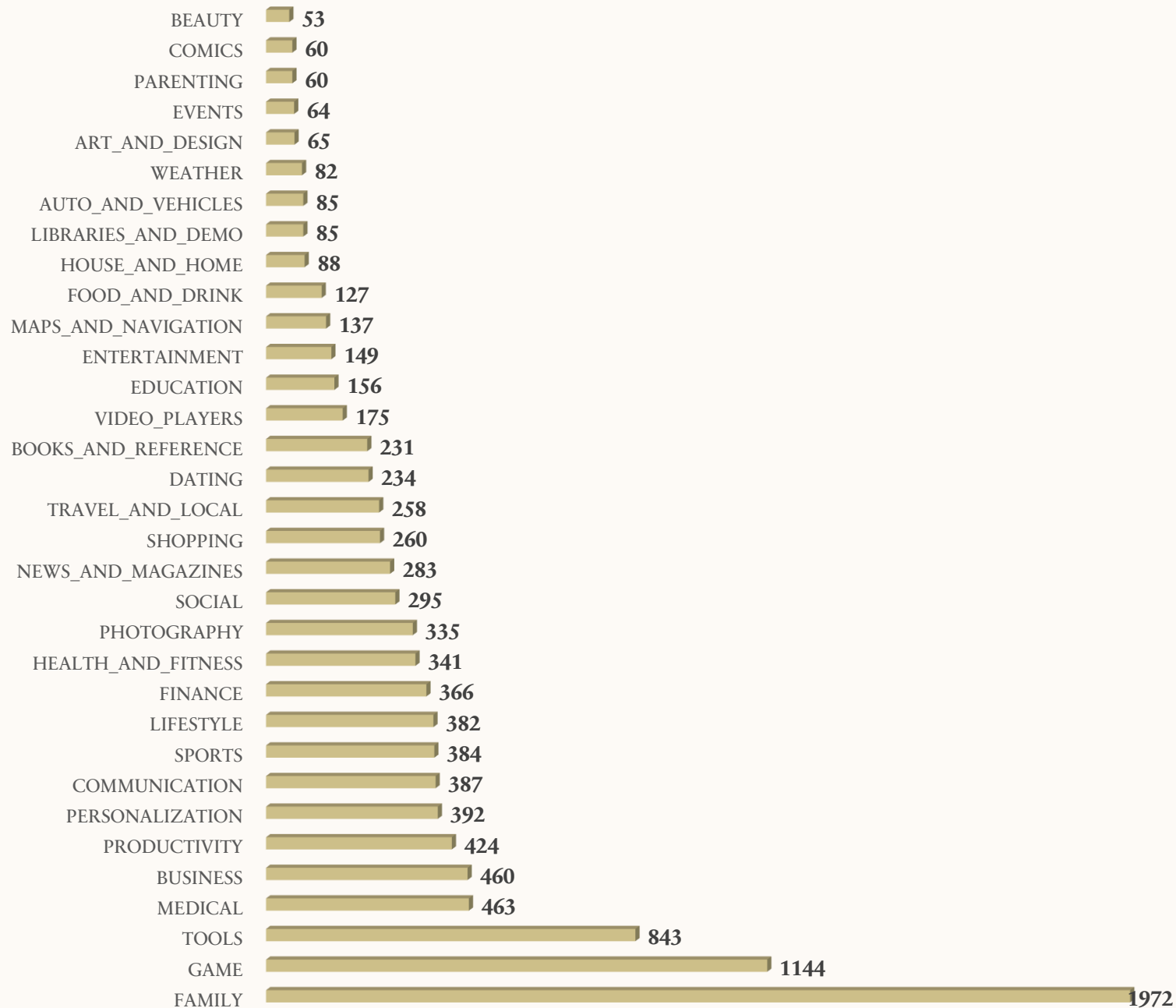
RECOMMENDED ANALYSIS

MOST USED ANDROID VERSION

- Among the various Android versions, "4.1 and up" emerges as the most prevalent, with a count of 2451 occurrences. This suggests that a significant number of Android devices are running on this particular version.
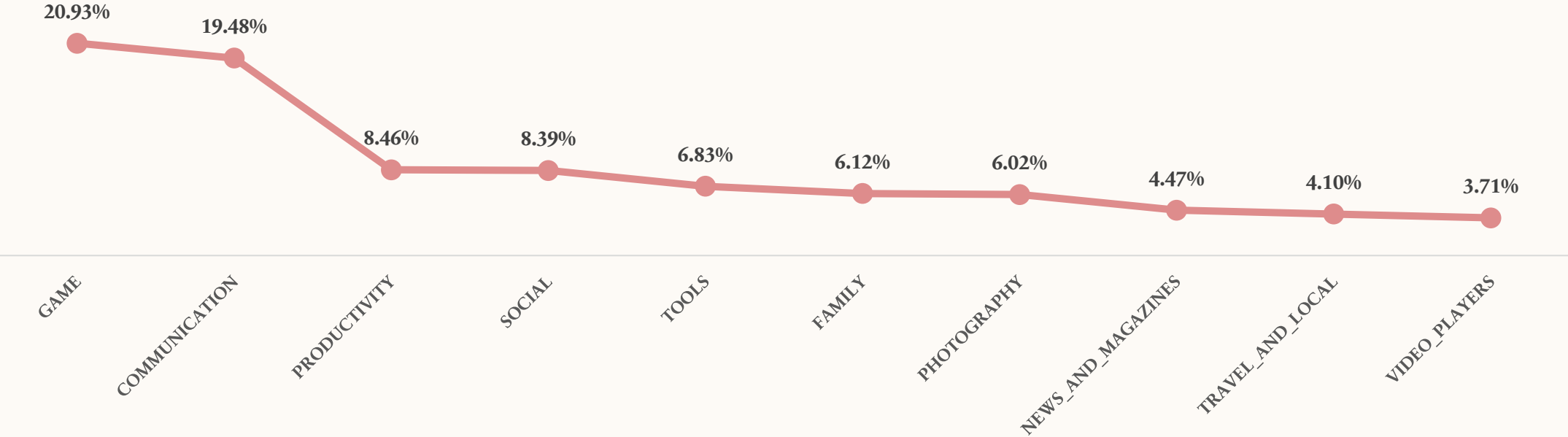
EXISTING MOBILE APP CATEGORIES

Category	Count
BEAUTY	53
COMICS	60
PARENTING	60
EVENTS	64
ART_AND_DESIGN	65
WEATHER	82
AUTO_AND_VEHICLES	85
LIBRARIES_AND_DEMO	85
HOUSE_AND_HOME	88
FOOD_AND_DRINK	127
MAPS_AND_NAVIGATION	137
ENTERTAINMENT	149
EDUCATION	156
VIDEO_PLAYERS	175
BOOKS_AND_REFERENCE	231
DATING	234
TRAVEL_AND_LOCAL	258
SHOPPING	260
NEWS_AND_MAGAZINES	283
SOCIAL	295
PHOTOGRAPHY	335
HEALTH_AND_FITNESS	341
FINANCE	366
LIFESTYLE	382
SPORTS	384
COMMUNICATION	387
PERSONALIZATION	392
PRODUCTIVITY	424
BUSINESS	460
MEDICAL	463
TOOLS	843
GAME	1144
FAMILY	1972

Within the realm of mobile app categories, "FAMILY" stands out as the most abundant, boasting a count of 1972 instances. This prevalence indicates a considerable presence of family-oriented applications within the dataset, showcasing a significant user interest in this category.

MOST INSTALLED CATEGORY OF MOBILE APPS

GAME	COMMUNICATION	PRODUCTIVITY	SOCIAL	TOOLS	FAMILY	PHOTOGRAPHY	NEWS_AND_MAGAZINES	TRAVEL_AND_LOCAL	VIDEO_PLAYERS
20.93%	19.48%	8.46%	8.39%	6.83%	6.12%	6.02%	4.47%	4.10%	3.71%

The "GAME" category stands out as the most installed, representing approximately 20.93% of total installations.

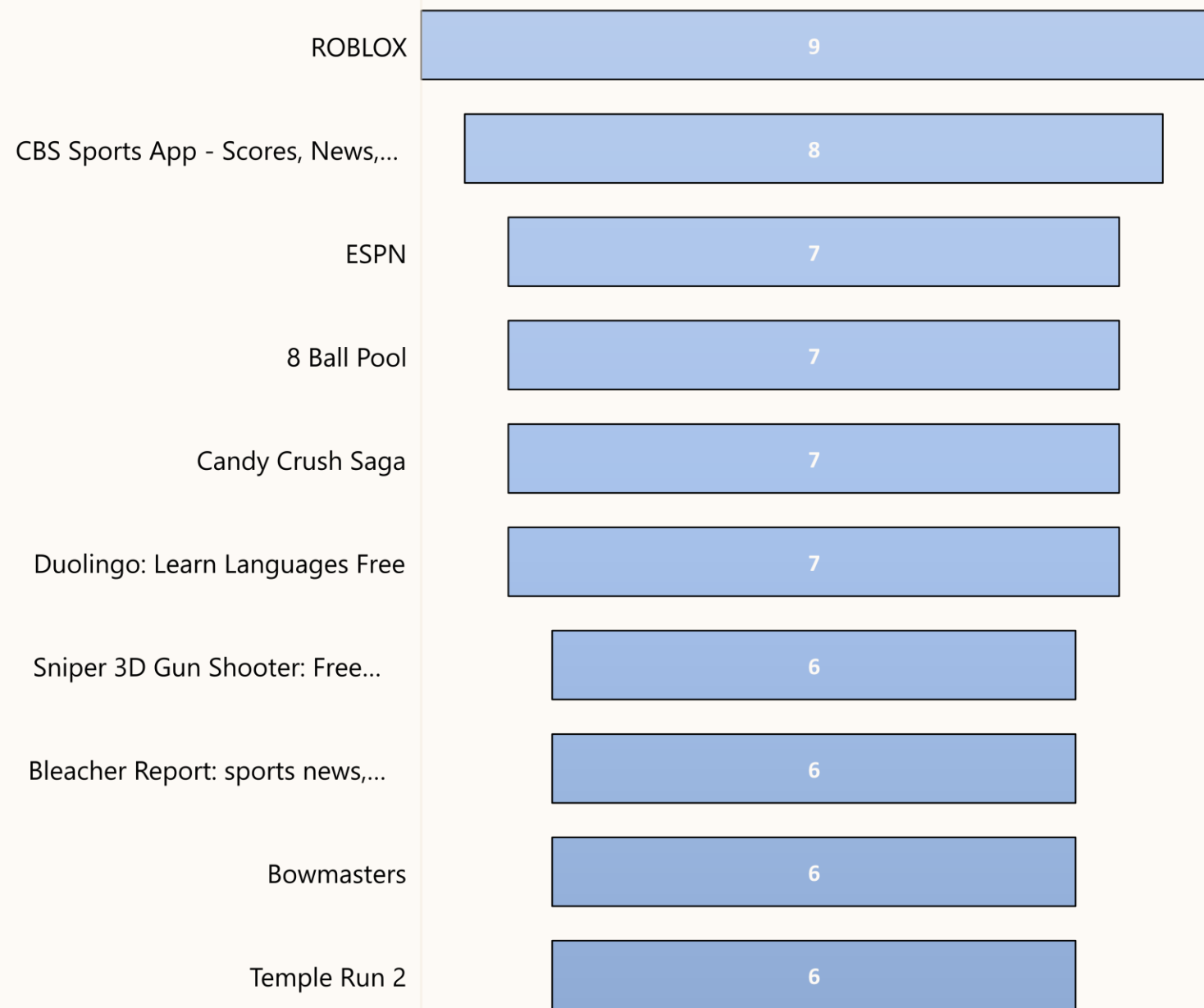Following "GAME," the "COMMUNICATION" category holds a significant share of installs, with 19.48%.

"PRODUCTIVITY" apps rank third in popularity, comprising 8.46% of total installations.

"SOCIAL" and "TOOLS" categories also garner substantial attention, with 8.39% and 6.83% of installs, respectively.

Other top 10 categories: "FAMILY," "PHOTOGRAPHY," "NEWS_AND_MAGAZINES," "TRAVEL_AND_LOCAL," and "VIDEO_PLAYERS," offer diverse app options reflecting user interests.

Top 10 Mobile Apps based on Ratings

App	Rating
ROBLOX	9
CBS Sports App - Scores, News,...	8
ESPN	7
8 Ball Pool	7
Candy Crush Saga	7
Duolingo: Learn Languages Free	7
Sniper 3D Gun Shooter: Free...	6
Bleacher Report: sports news,...	6
Bowmasters	6
Temple Run 2	6

TOTAL CATEGORIES

There are a total of Categories

33

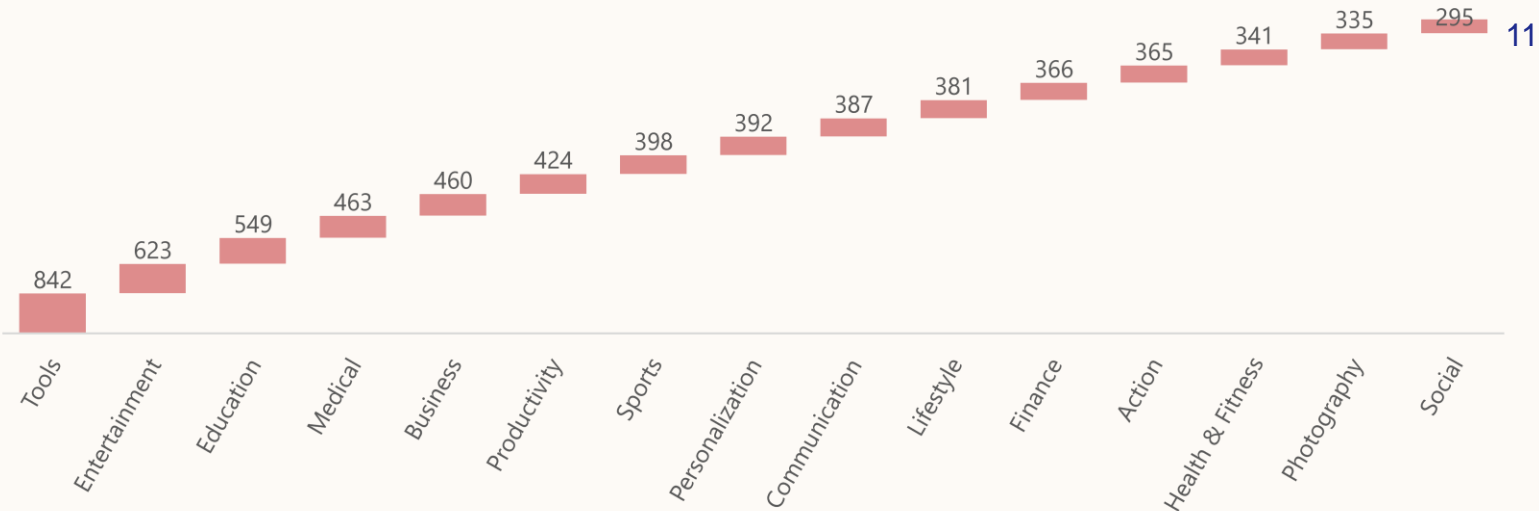## APPS WITH 5-STAR RATINGS

A total of 271 applications have received 5-star ratings.
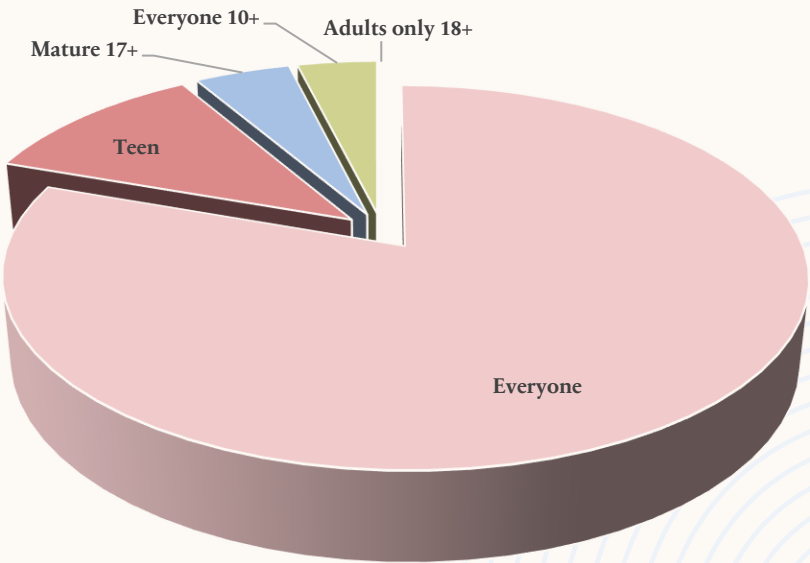
ADDITIONAL VIEWPOINTS

Top 15 Genres based on Ratings

842 Tools
623 Entertainment
549 Education
463 Medical
460 Business
424 Productivity
398 Sports
392 Personalization
387 Communication
381 Lifestyle
366 Finance
365 Action
341 Health & Fitness
335 Photography
295 Social
11

Most Installed Category of Apps

COMMUNICATION, SOCIAL, VIDEO_PLAYERS, PRODUCTIVITY, GAME, PHOTOGRAPHY, TRAVEL_AND_LOCAL, NEWS_AND_MAGAZINES, ENTERTAINMENT, TOOLS
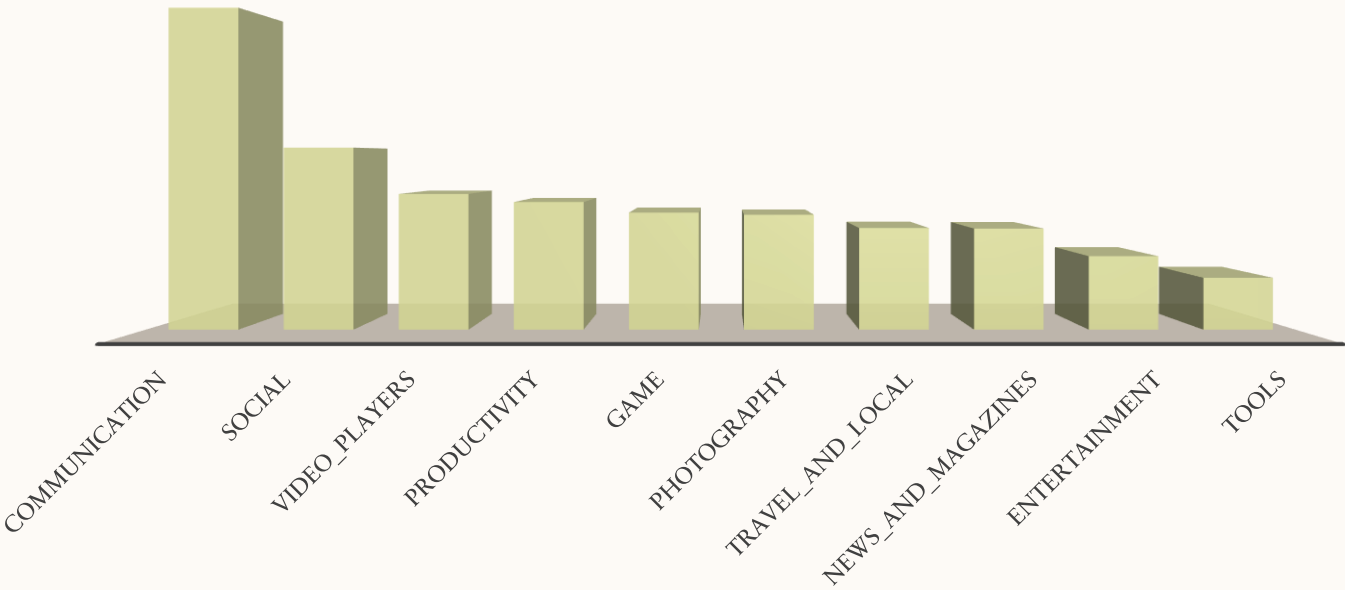
Content rating based on Apps

Mature 17+
Everyone 10+
Adults only 18+
Teen
Everyone

CONCLUSION

This data analysis project explores mobile app trends from the Google Play Store dataset spanning June 2012 to February 2019. Key insights reveal "4.1 and up" as the most prevalent Android version and "FAMILY" as the most abundant app category. The "GAME" category dominates installations, followed by "COMMUNICATION" and "PRODUCTIVITY." Overall, 33 app categories exist, with ROBLOX, CBS Sports App, and ESPN leading in user ratings. Notably, 271 apps boast 5-star ratings, reflecting user satisfaction. These findings offer valuable insights for future app development and business strategies.

THANK YOU

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