

Google Playstore Review Analytics – Insight Report

Chart 1: Sentiment Bar Graph

File: Sentiment_bar Graph1.html

Visibility: Always visible

This chart displays the sentiment distribution of app reviews – Positive, Neutral, and Negative.

- High positive sentiment suggests strong app satisfaction.
- Negative sentiment may signal bugs or UX problems.
- Neutral sentiment shows limited emotional engagement.

Action: Prioritize fixes or enhancements where negative sentiment is high.

Chart 2: Choropleth Map

File: Choropleth_Map2.html

Visibility Window: 6 PM – 8 PM IST

This map shows geographic distribution of reviews or installs.

- Darker regions = higher engagement or adoption.
- Light regions = potential for market expansion.

Action: Target high-performing regions with support; consider localization for light zones.

Chart 3: Dual Axis Category Chart

File: dual_axis_category_chart3.html

Visibility Window: 1 PM – 2 PM IST

This chart compares two metrics across categories (e.g., Installs vs Ratings).

- High installs but low ratings = quantity without quality.
- Low installs but high ratings = niche but valued.

Action: Improve user experience in high-install, low-rating categories.

Chart 4: Bubble Chart (Time-Limited)

File: bubble_chart_filtered_time_limited4.html

Visibility Window: 5 PM – 7 PM IST

A bubble chart displaying three metrics (e.g., engagement, installs, and time).

- Top-right large bubbles = best performing apps.
- Large low-position bubbles = high installs, low retention.

Action: Study successful apps; enhance UX for low-engagement apps.

Chart 5: Install Trend Chart

File: Install_Trend5.html

Visibility Window: 11 AM – 2 PM IST

Shows how installs evolve over time.

- Spikes = effective campaigns or updates.
- Drops = possible negative events or UX issues.

Action: Use trend data to optimize update timing and marketing.

Overall Strategic Recommendations

- Cross-reference sentiment with install trends to see update impact.
- Use geographic insights to optimize localization.
- Focus on category-wise balance using dual-axis insights.
- Bubble chart can highlight both winners and problem areas.
- Time-gated charts align decision-making with team workflows.