

Insights into the Android App Ecosystem: A Comprehensive Analysis of Google Play Store Data



Abstract:

Insights into the Android App Ecosystem

- This project is focused on leveraging Power BI tools for conducting in-depth data analysis on Android Apps available in Play Store.
- It utilizes data analytics techniques to gain insights into various aspects of android apps.
- The project provides developers with visually rich and interactive dashboards and reports.
- It will enable informed decision-making and strategic planning in the dynamic landscape of android development.



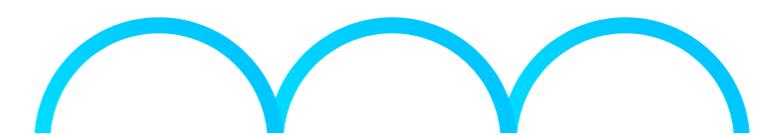
Analyzing Google Play Store Data

Data set taken from :

<https://www.kaggle.com/datasets/lava18/google-play-store-apps>

Tool used :

Power BI



Problem Statement

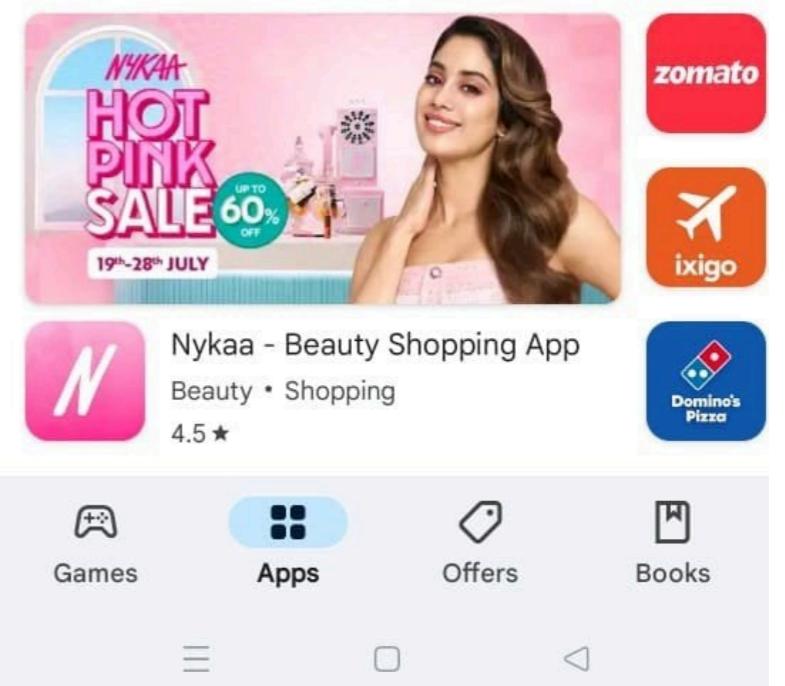
The slide explores the **trends in Android app categories**, highlighting the most popular categories, the install rates of different categories, the most reviewed app and many more.



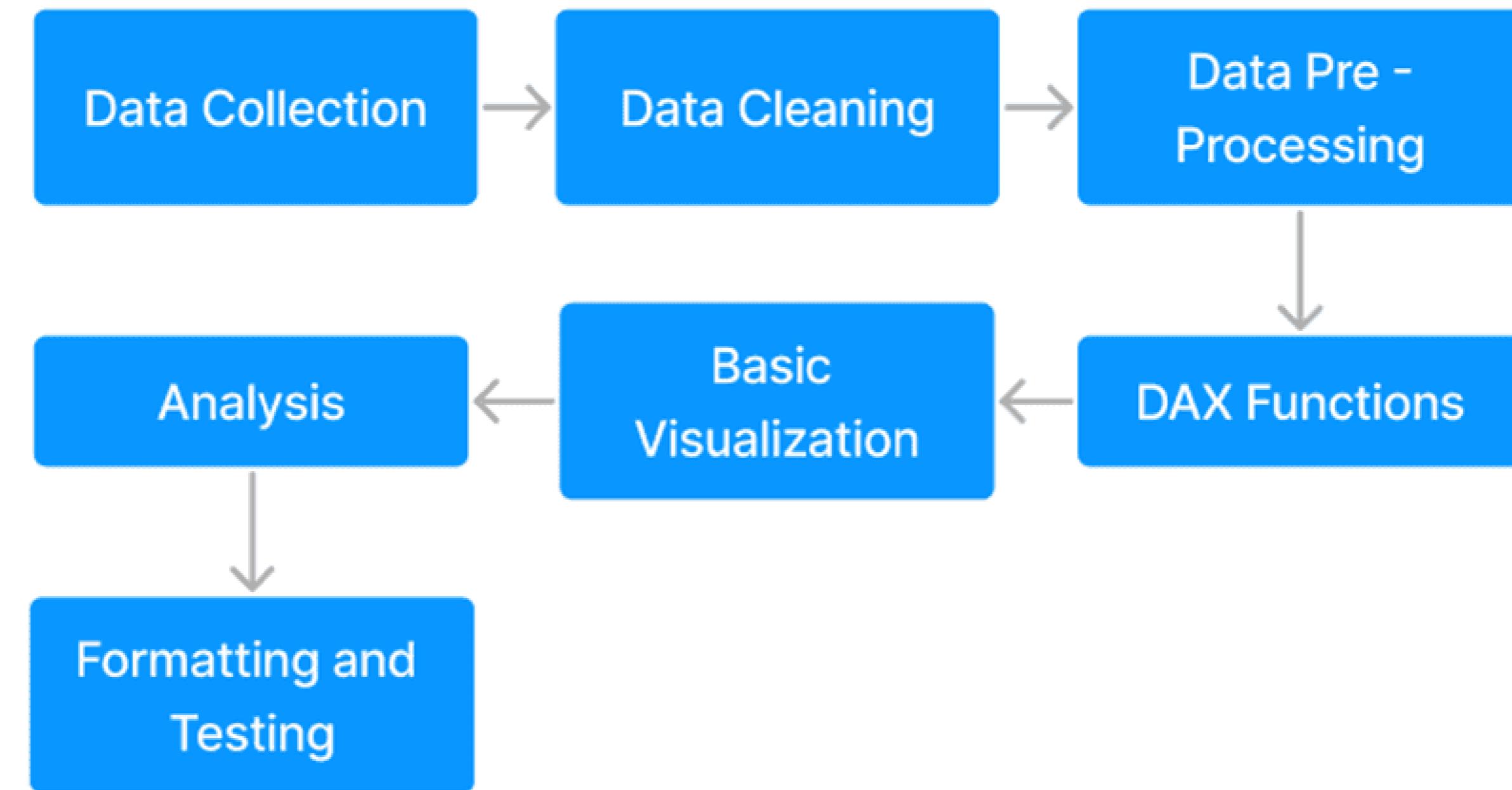
For you Top charts Children Categories



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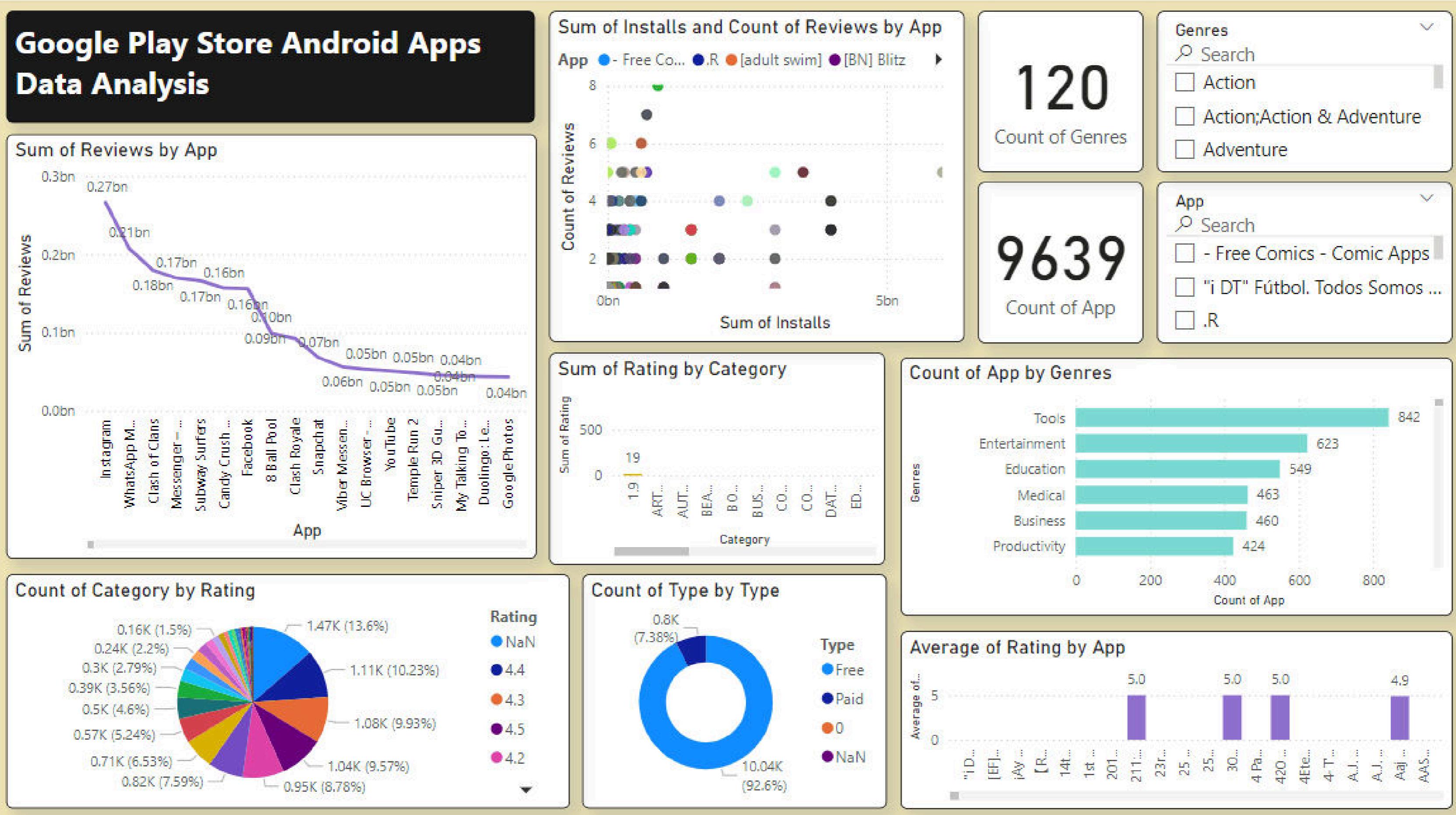
Project Overview



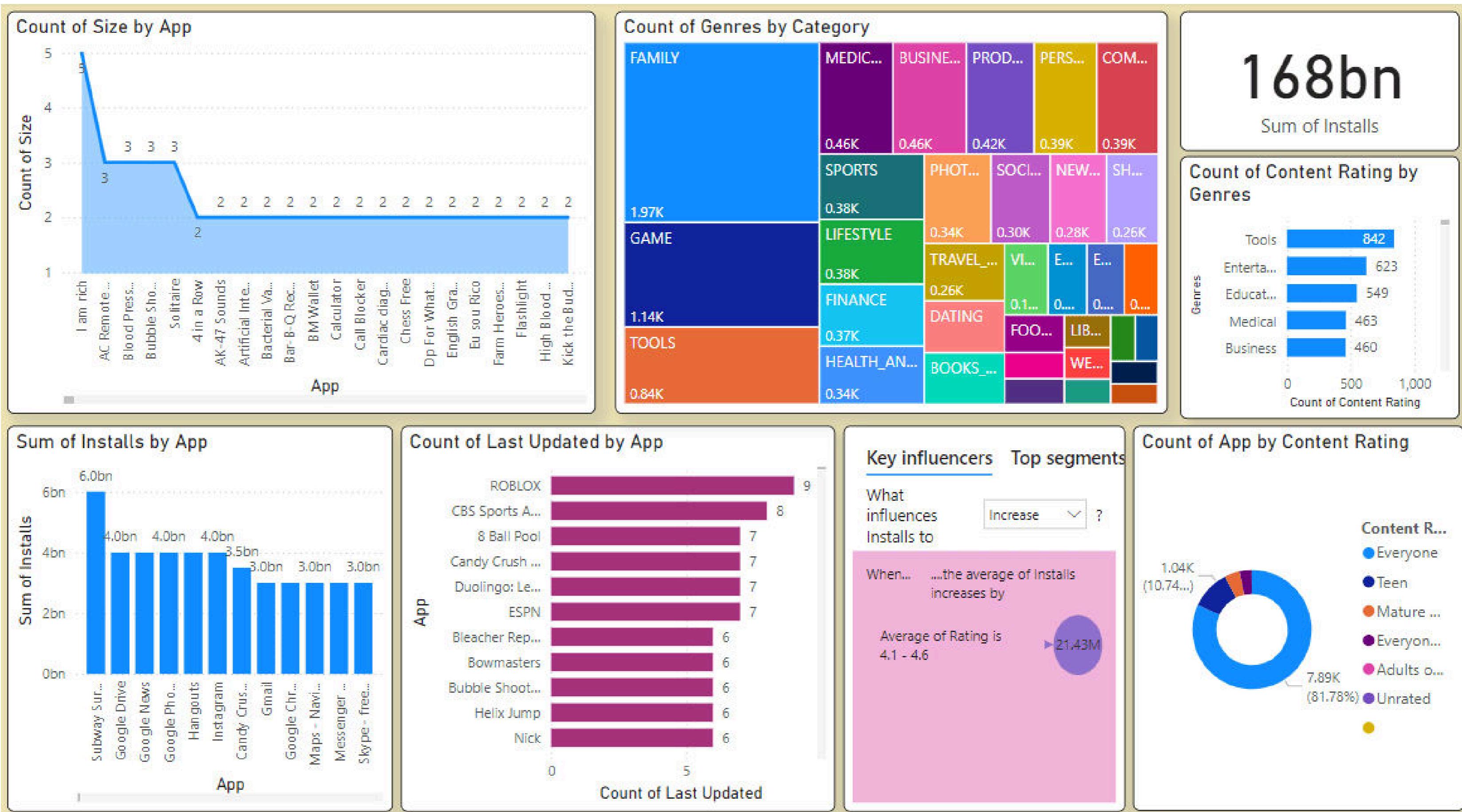
Proposed Solution

- I have used Power BI to analyze the data and created an interactive dashboard. I found how reviews and ratings impact app installations and gained many more interesting insights.

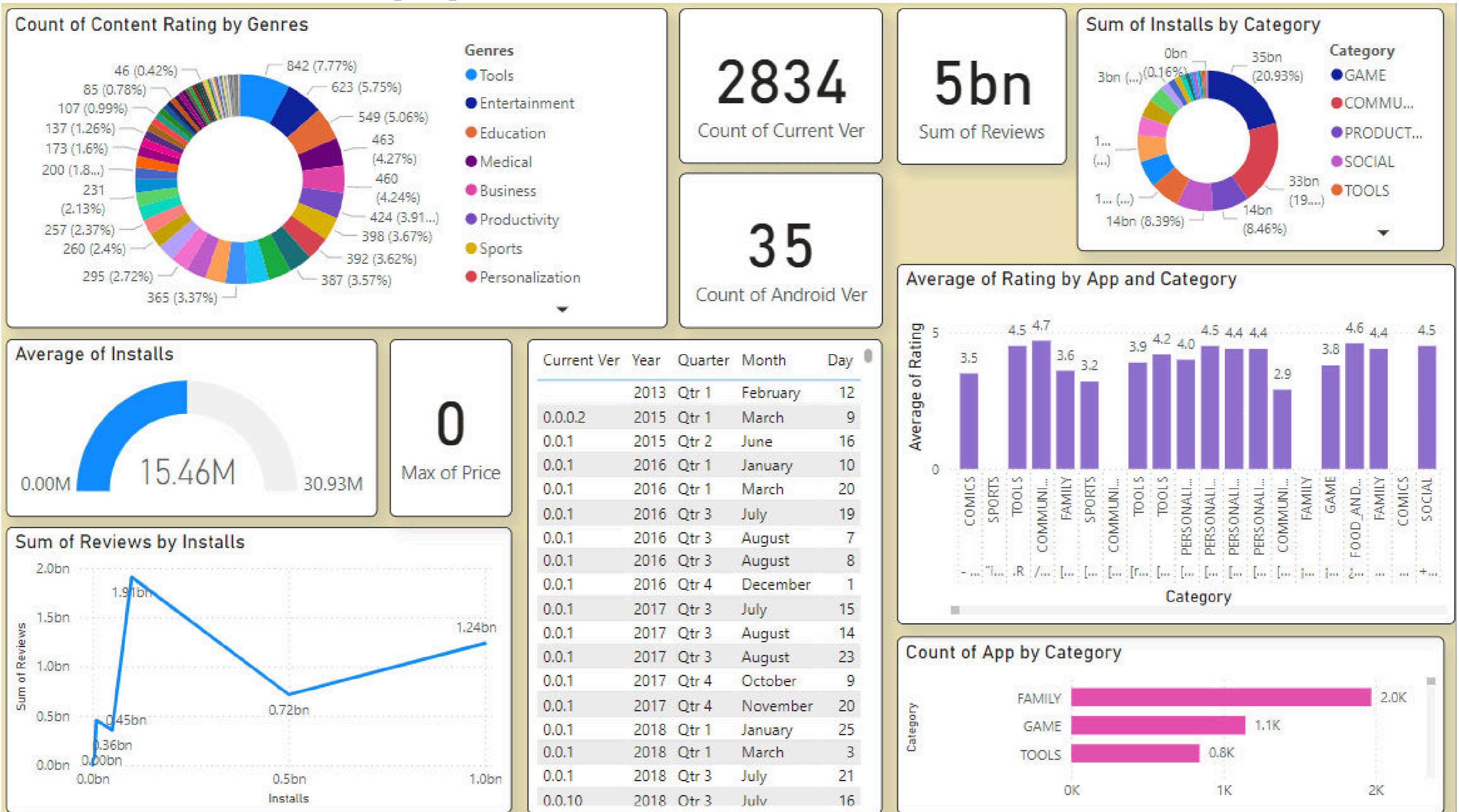
Dashboard (1)



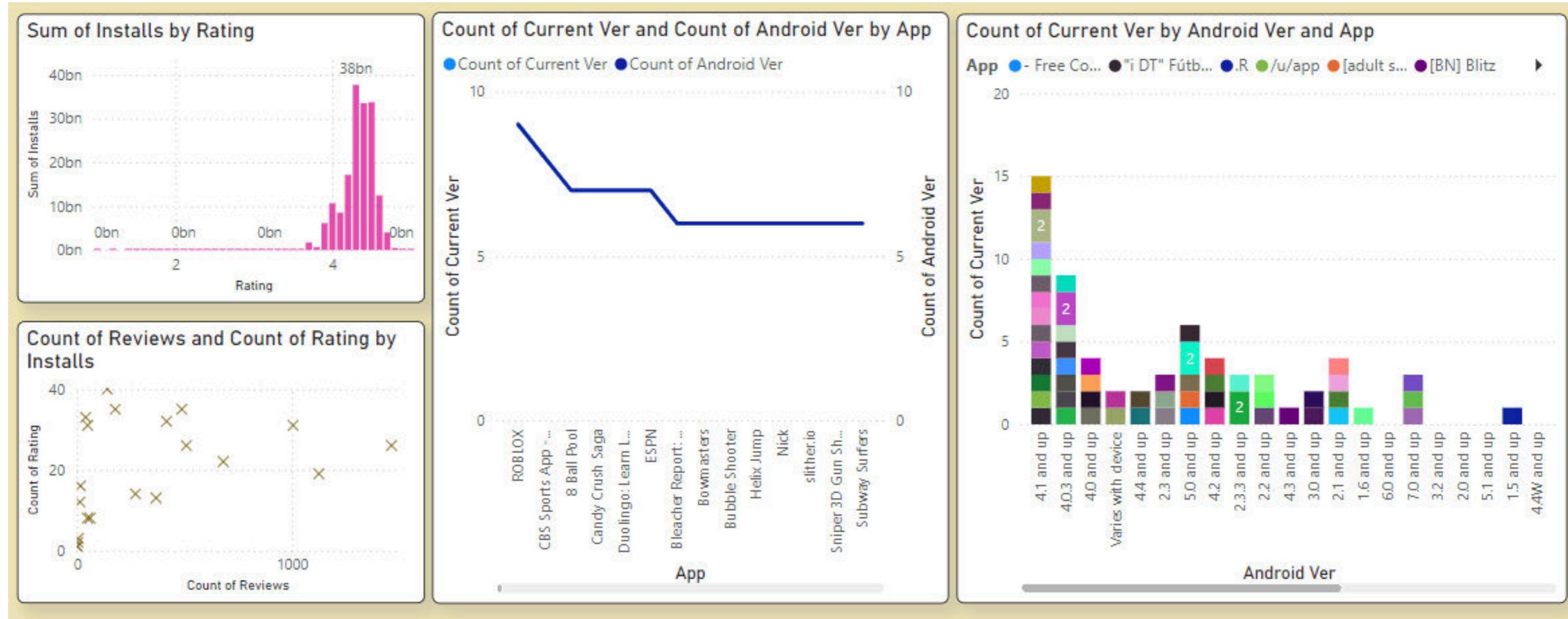
Dashboard (2)



Dashboard (3)



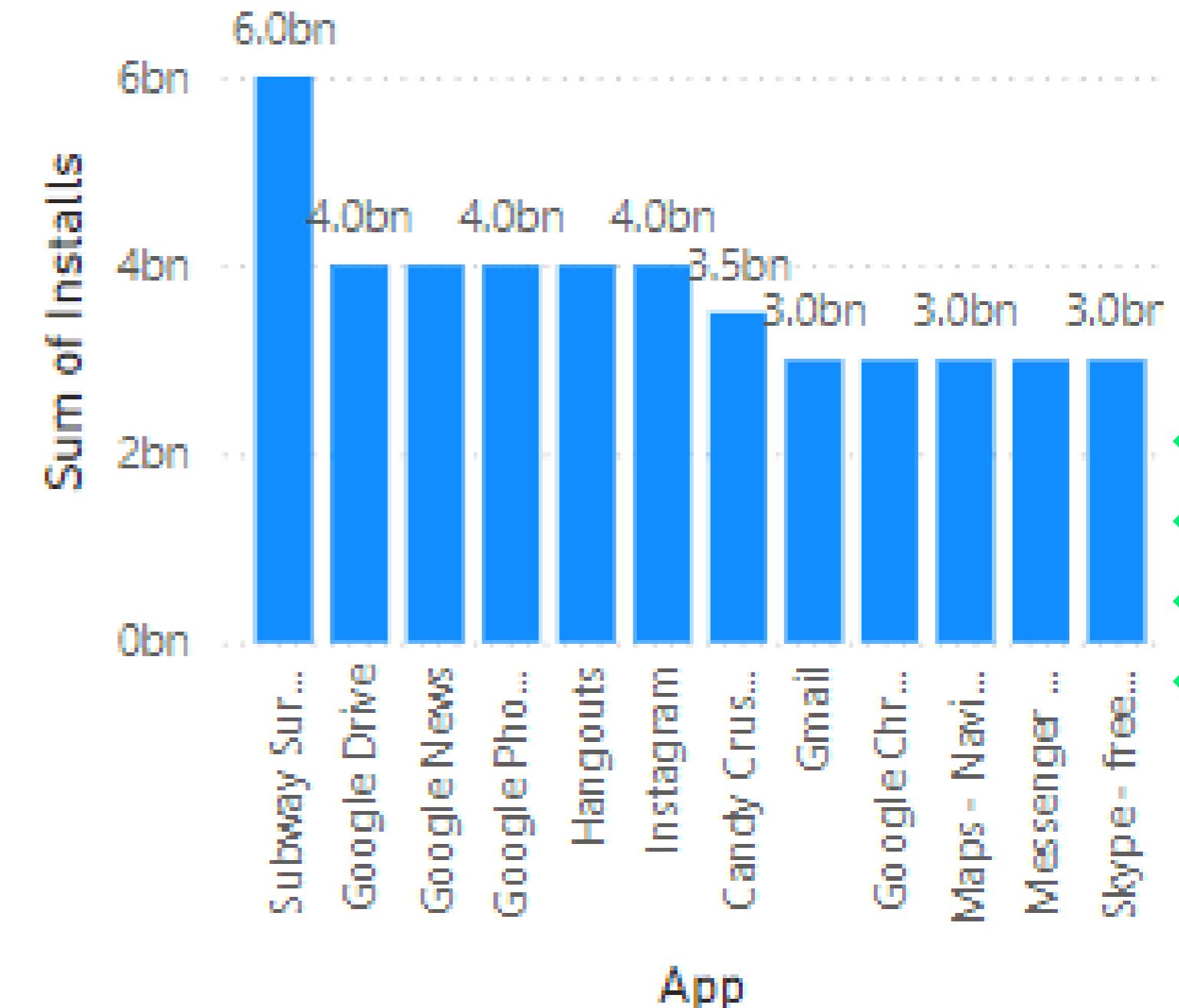
Dashboard (4)



Most installed App

Subway Surfers has become the most downloaded app on the Play Store, with over **6 billion** installations. This suggests that racing games are highly popular among mobile users.

Sum of Installs by App



Most popular category of apps

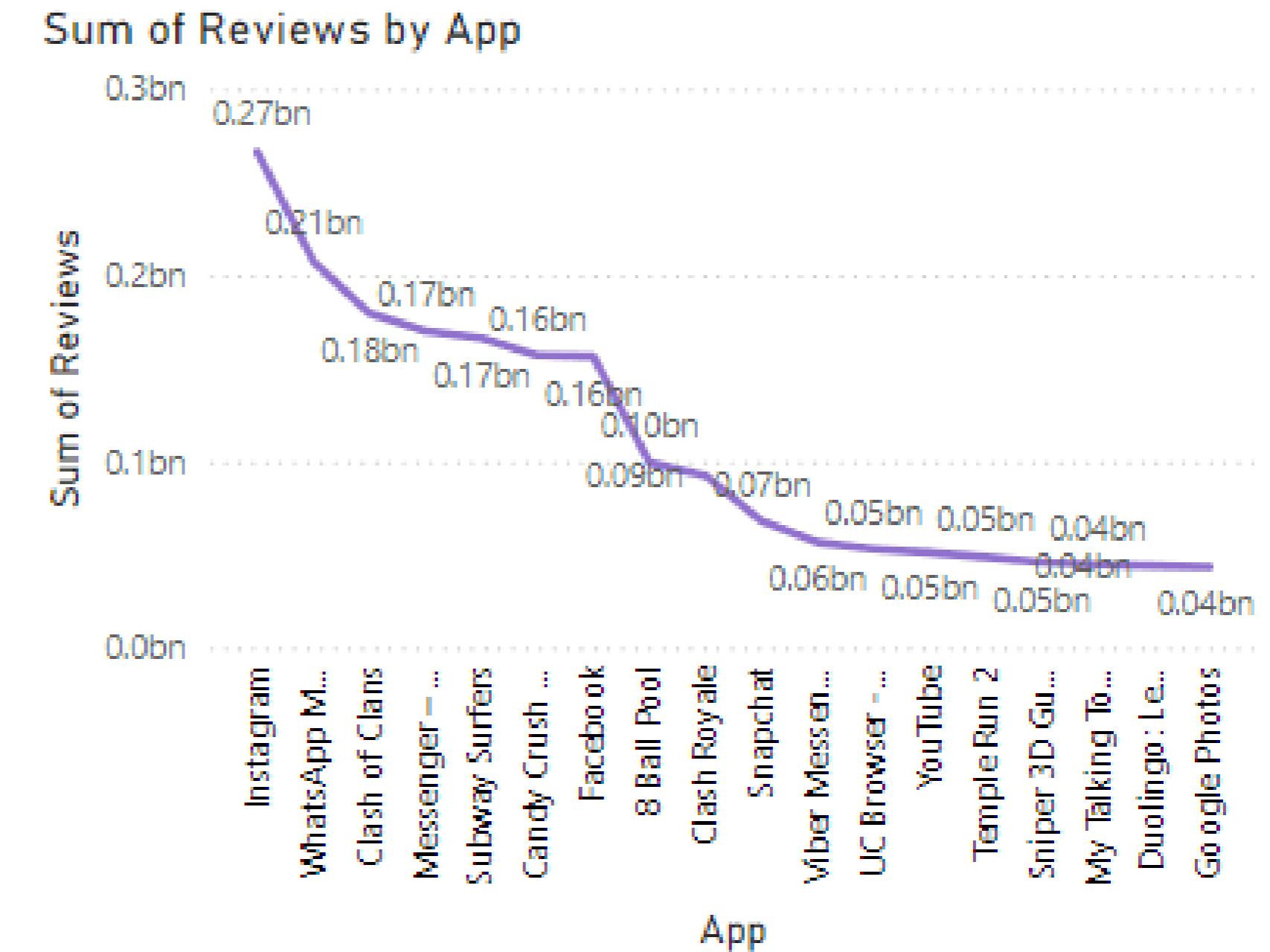
The most popular category is **family apps**, with nearly **2k** apps catering to household management, scheduling, and fostering family connections. These apps have become **essential** for modern families.

Count of App by Category



App having highest review

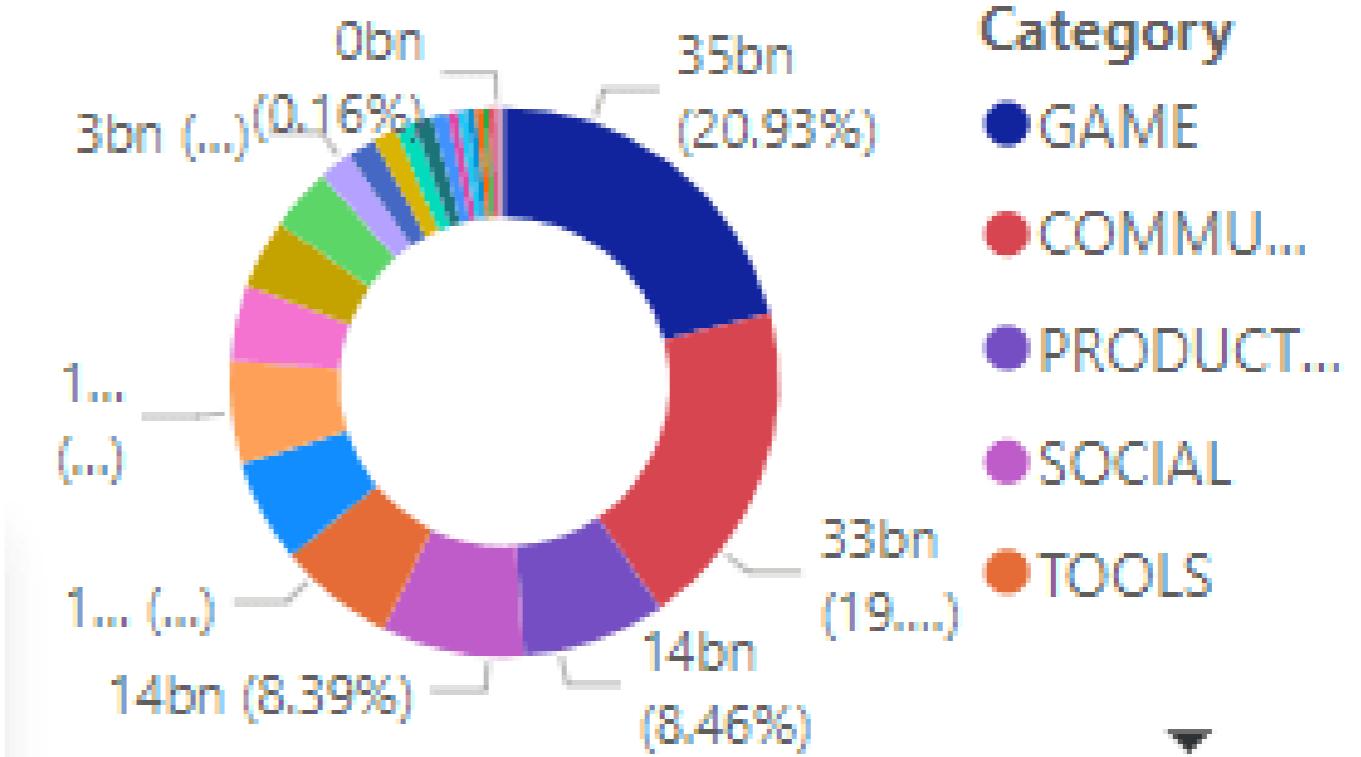
Instagram is the most reviewed app on the Play Store, suggesting high user engagement with social media applications.



Sum of installation by Category

Gaming apps are the most installed category, with nearly **35 billion** installations, accounting for approximately 21% of the overall installations.

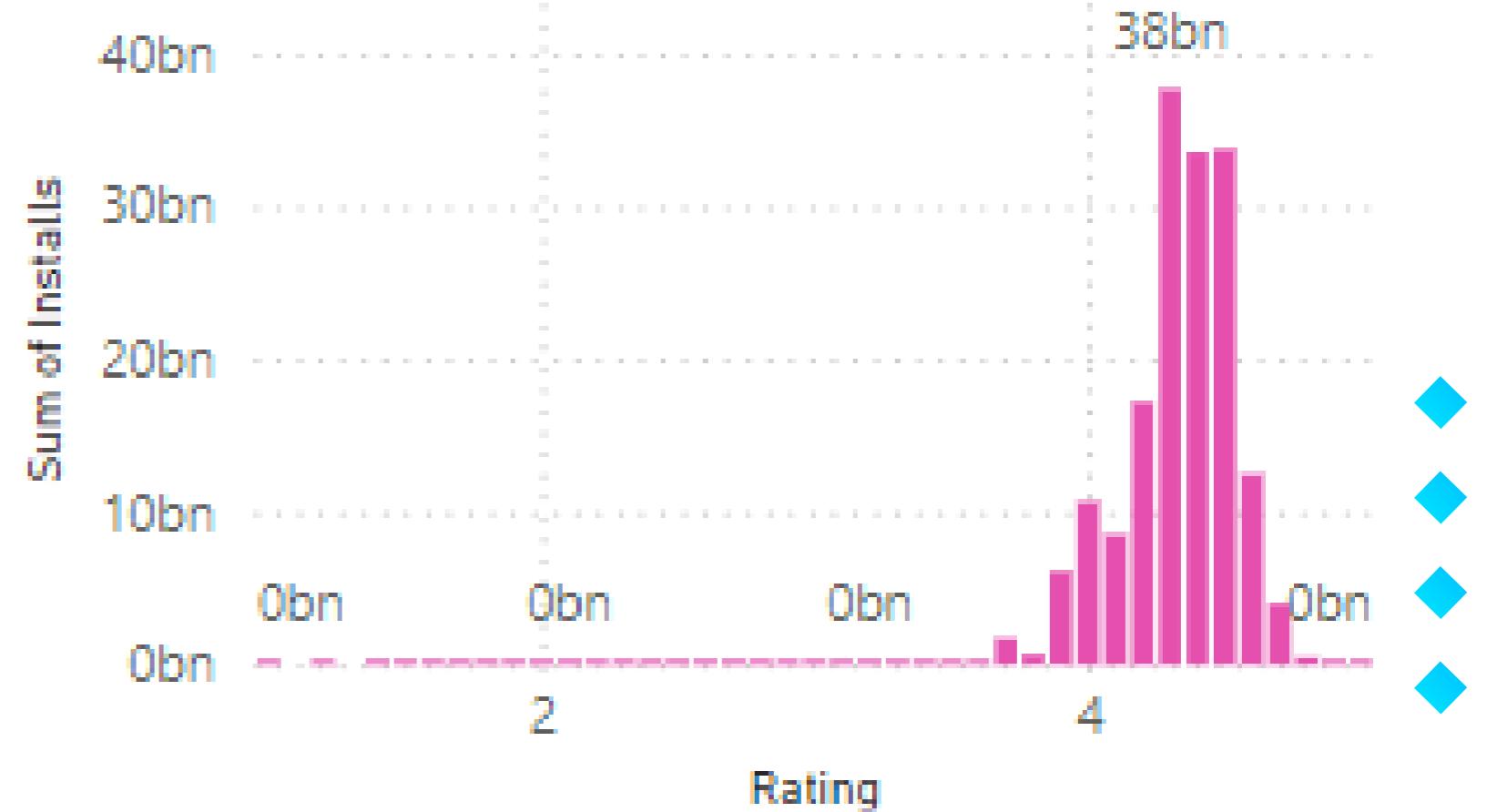
Sum of Installs by Category



Installation of apps based on rating

Users are highly influenced by app ratings in the play store, as apps with **4-5 star ratings** tend to have the most installations.

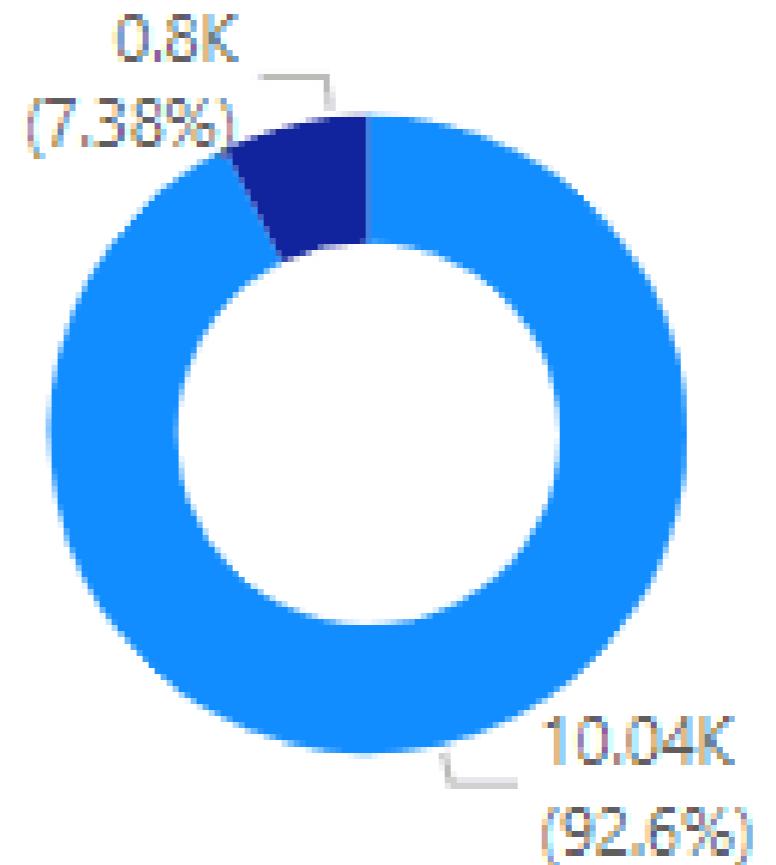
Sum of Installs by Rating



Cost of android apps

Most Android apps in the Play Store are **free to download**. Approximately **92%** of the apps are free, while only 7% require payment.

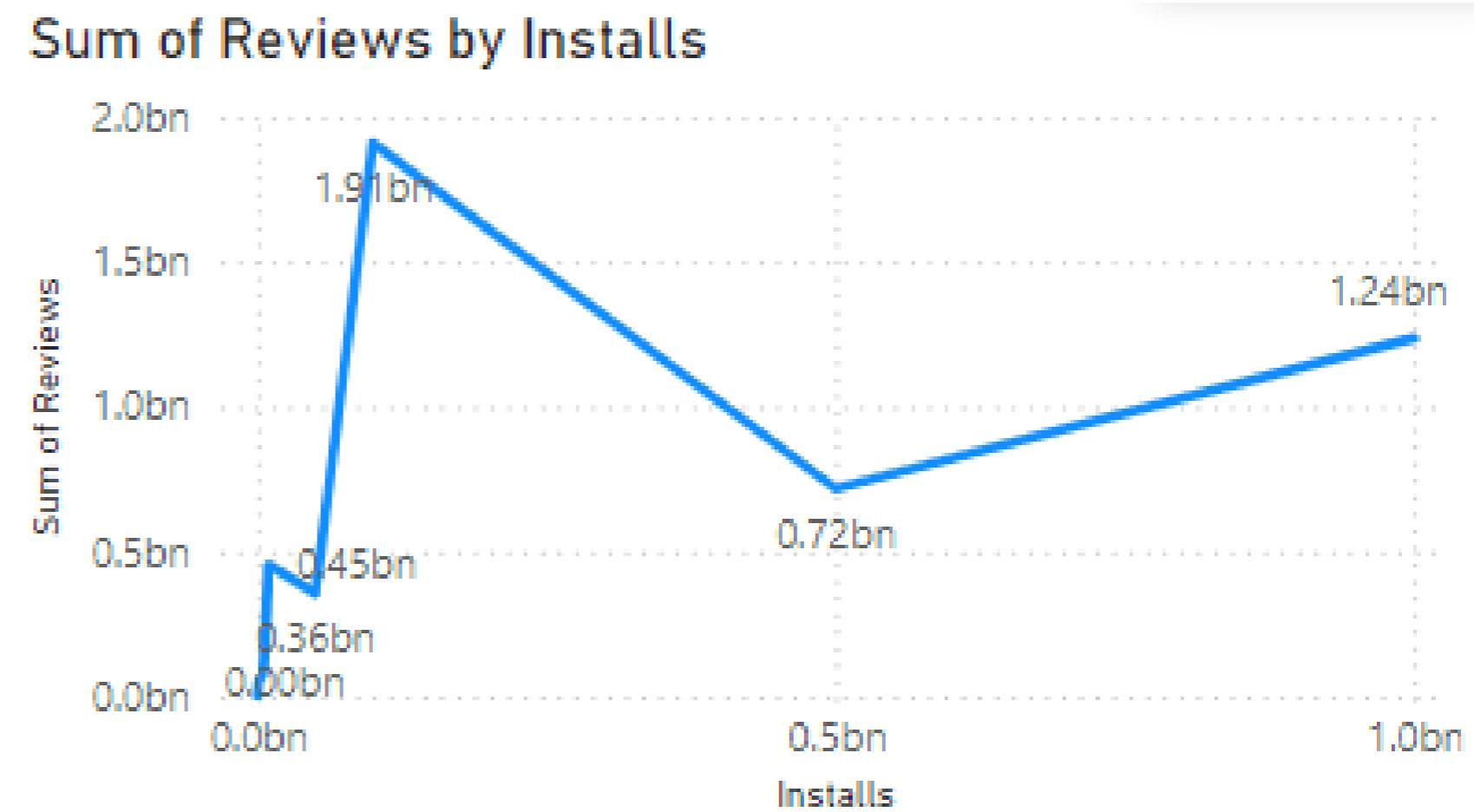
Count of Type by Type



- Type
- Free
- Paid
- 0
- NaN

How installation is impacted by review

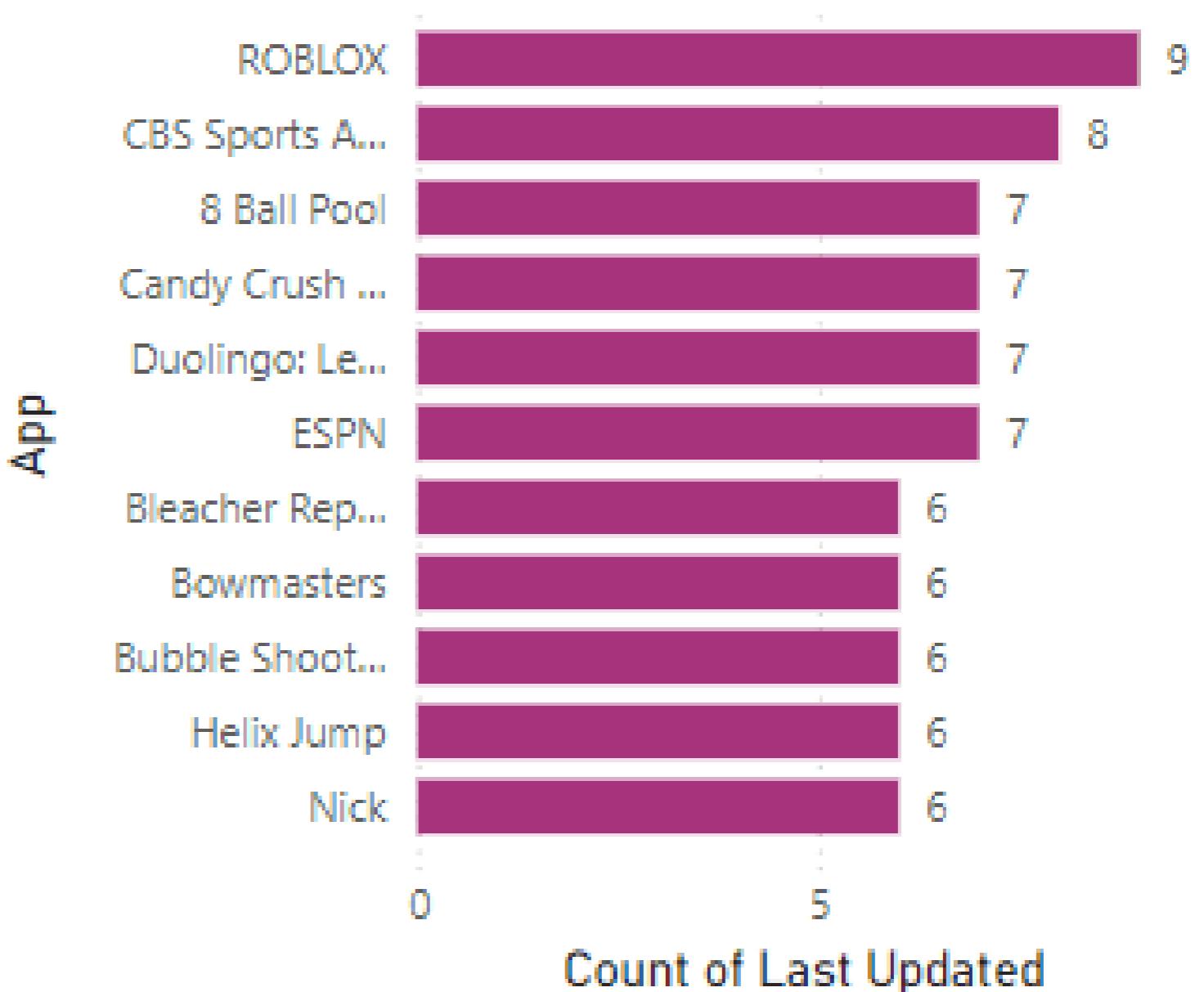
The line chart indicates that the number of reviews does not strongly correlate with the number of installations. The app with the **highest number of reviews** has 1.9 billion installations, while the app with average reviews has 1.5 billion installations.



Most frequently updated app

ROBLOX is frequently updated with new features, and content to keep the platform fresh and engaging for its millions of users around the world.

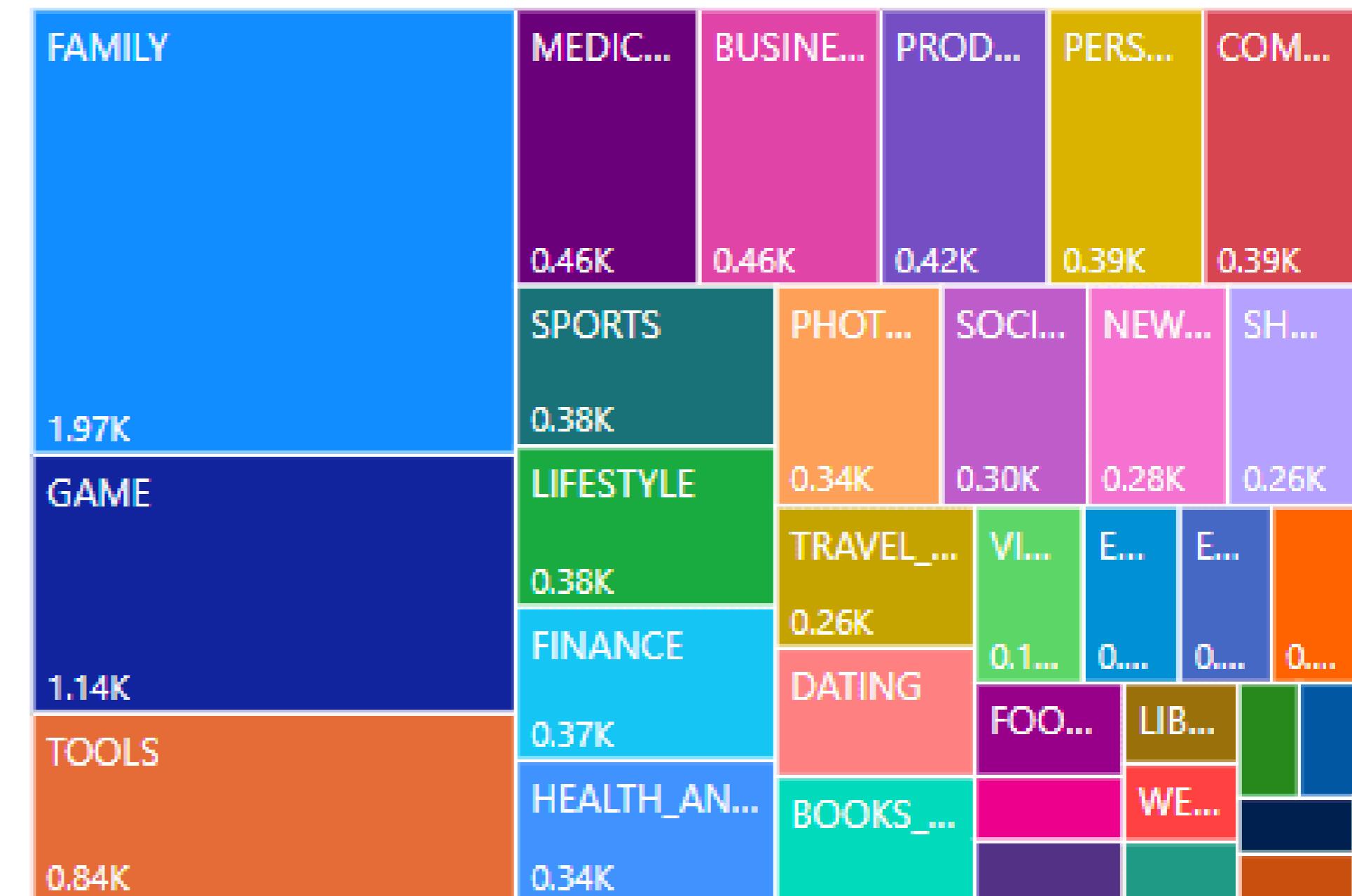
Count of Last Updated by App



An overview of the most common genres

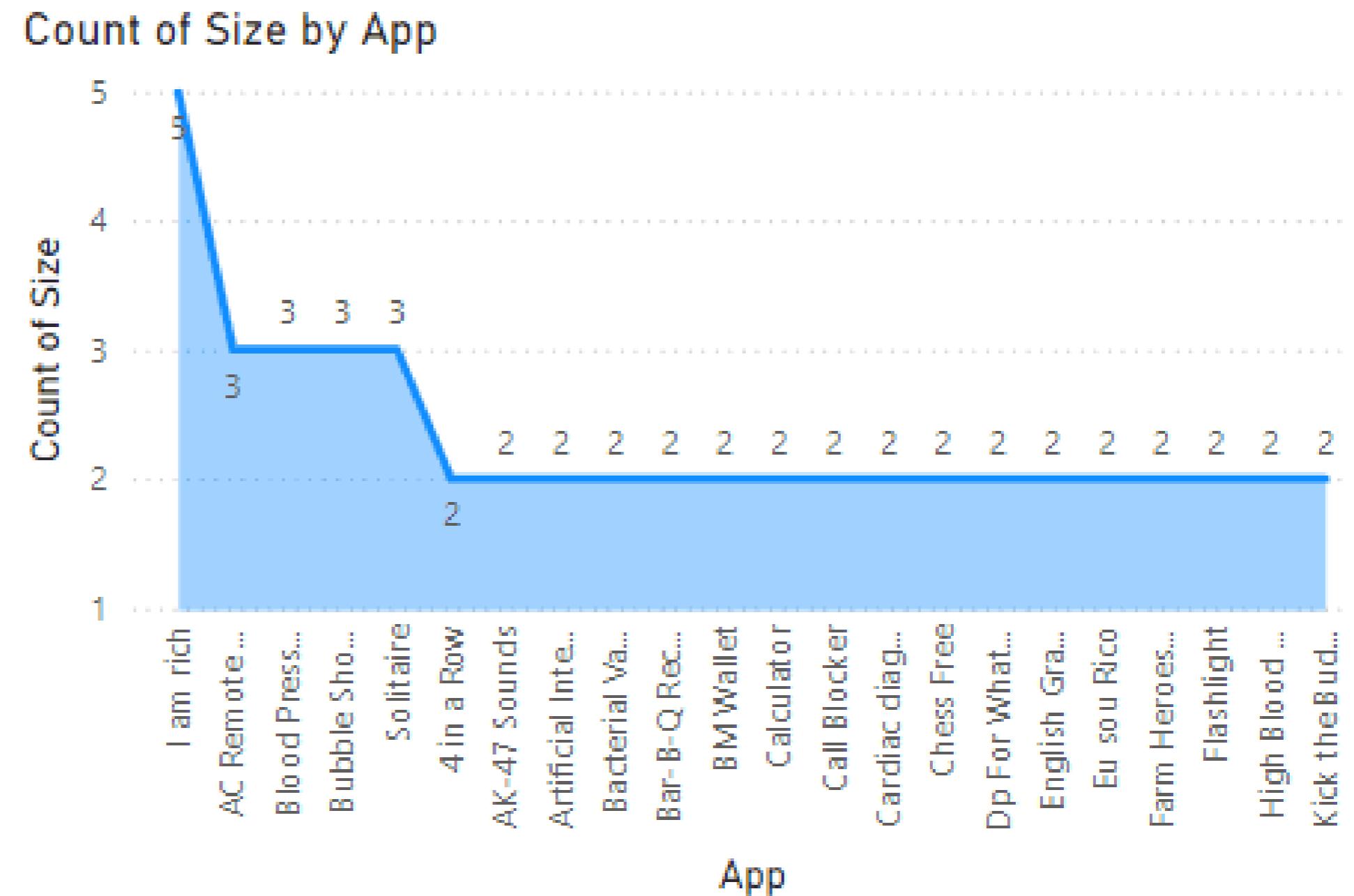
Family genre leading the chart, followed by games and tools with the most number of apps.

Count of Genres by Category



Size variation of android apps

The size of Android apps can vary significantly, ranging from a few kilobytes to several gigabytes, depending on the complexity and features of the application.



Conclusion: Navigating the Android App Ecosystem

This concluding slide summarizes the key insights and takeaways from the comprehensive analysis, providing **recommendations and strategies** for app developers, marketers, and stakeholders to navigate the dynamic Android app ecosystem effectively.

Thanks!

- Sanjana Bhattacharjee