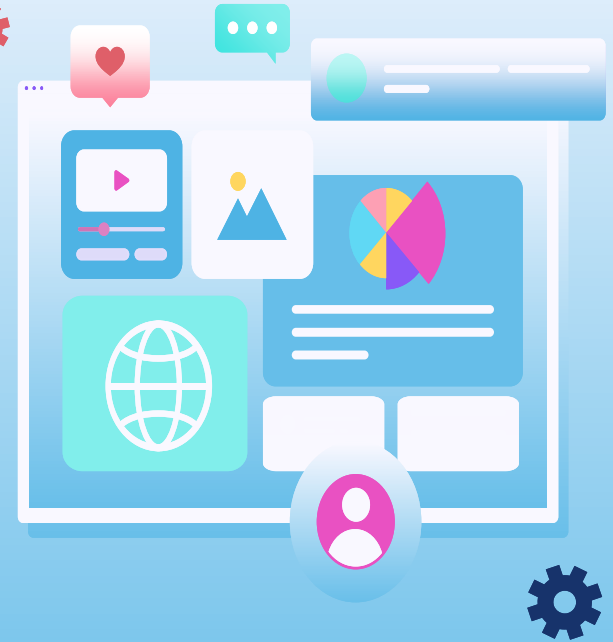


# Mobile Apps Play store Data Analysis



VIKANTKUMAR  
21-08-2023





# Table of Contents

① Introduction

② Data Overview and  
Methodology

③ Technical Processes

④ Key Findings

⑤ Recommended Analysis

⑥ Conclusion



# Introduction



## Background:

The dataset contains historical information about mobile apps from the Google Play Store, covering app details such as ratings, reviews, size, installs, and Android version compatibility. It provides insights into trends and user behavior from June 2012 to February 2019, helping businesses understand market dynamics.

## Problem Statement

The goal of this project is to analyze the 2019 INC 5000 data to uncover insights that can inform business strategies, highlight industry-specific trends, and identify geographic patterns of growth. The key areas of focus are:

**Revenue trends:** identifying which industries show the highest average revenues and where the largest growth is happening.

**Industry representation:** understanding which sectors are the most and least represented within the list.

**Geographic trends:** analyzing which regions and states have the highest concentration of high-growth companies and uncovering any notable patterns in these locations.

**Staffing trends:** analyzing companies that had the largest increase or reduction in staff and determining if revenue increases correlate with staffing changes.

**Newly founded companies:** Investigating whether any companies founded in the previous year managed to rank in the Top 100.

**Revenue vs Staff:** Analyzing companies that managed to increase revenue while reducing staff, which could indicate a more efficient or strategic use of resources.



## Data Overview

The Inc. 5000 2019 dataset provides insights into the top 5000 fastest-growing companies in the U.S. It includes key information such as company name, industry, revenue, growth percentage, number of workers, new hires, state, region, and founding year.

### Key Columns:

**Revenue:** Company earnings.

**Growth\_%:** Year-over-year growth.

**Industry:** Sector classification.

**State/Region:** Geographic location.

**Workers & New Staff:** workforce size and new hires.

**Rank:** The company's position on the Inc. 5000 list.





# Methodology

## Data Sources

Obtain data from Kaggle (Dataset Link:<https://www.kaggle.com/datasets/mysarahmadbhat/inc-5000->

## Data Wrangling

### 1. Data Understanding

Familiarize with the dataset structure and variables.

### 2. Data Cleaning

Handle missing values.

Correct inconsistencies and errors.

### 3. Data Manipulation

Transform data for analysis.

### 4. Data Analysis

#### 1. Finding Trends and Patterns

Use statistical techniques to identify significant trends and patterns.

#### 2. Data Visualization

Employ charts and graphs for better data representation and insights.





## Technical Processes

1. Use pivot tables for summarizing data.
2. Calculate averages, variances, and growth rates.
3. Create charts and graphs for visual representation.
4. Apply filters and sorting for specific analyses.
5. Use functions like Count and Sum IF for data aggregation.



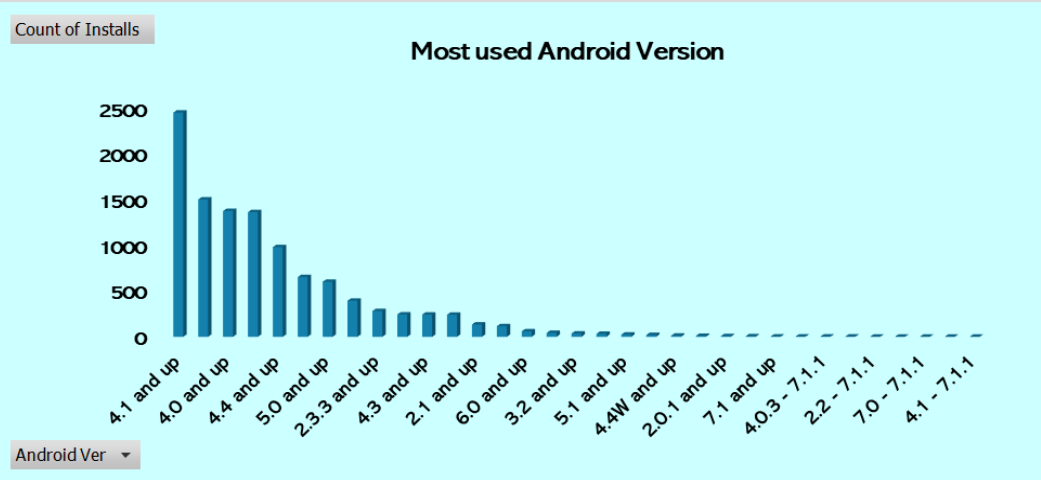


## Key Findings

- 1. Revenue by Industry:** Industries like security, government services, and energy had the highest average revenues, while advertising & marketing, IT Services, and media had the lowest average revenues.
- 2. Growth Rates:** The highest average growth rates were seen in industries like logistics & transportation, Consumer Products & Services, and food & beverage, highlighting these sectors as having significant expansion potential.
- 3. Geographic Distribution:** The South region dominated in total revenue, with states like California, Texas, and Florida leading the rankings, suggesting a strong market presence in these areas.
- 4. Staffing and Revenue Trends:** Some companies successfully increased revenue while reducing staff, indicating a trend toward operational efficiency and potential automation in certain industries.
- 5. Industry Representation:** Business Products & Services, Advertising & Marketing, and Software were among the most represented industries, while sectors like Computer Hardware, Environmental Services, and IT Services had fewer companies on the list.
- 6. New Entrants:** Companies founded in recent years, like Freestar and FreightWise, ranked highly, showcasing that newer businesses can still achieve rapid growth and enter the top ranks.
- 7. Top Performing States:** California (710 companies), Texas (465 companies), and Florida (384 companies) had the highest number of companies on the Inc. 5000 list, reinforcing their importance as business hubs.



# Which is the most used Android version?



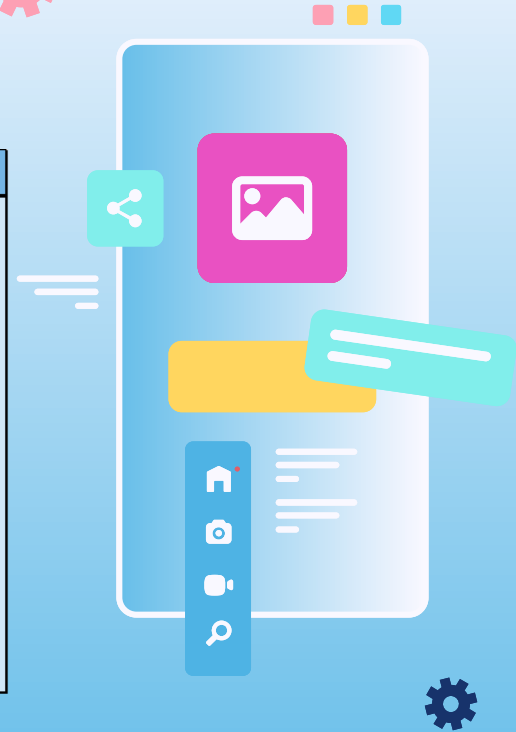
The most used android version is 4.1 and up



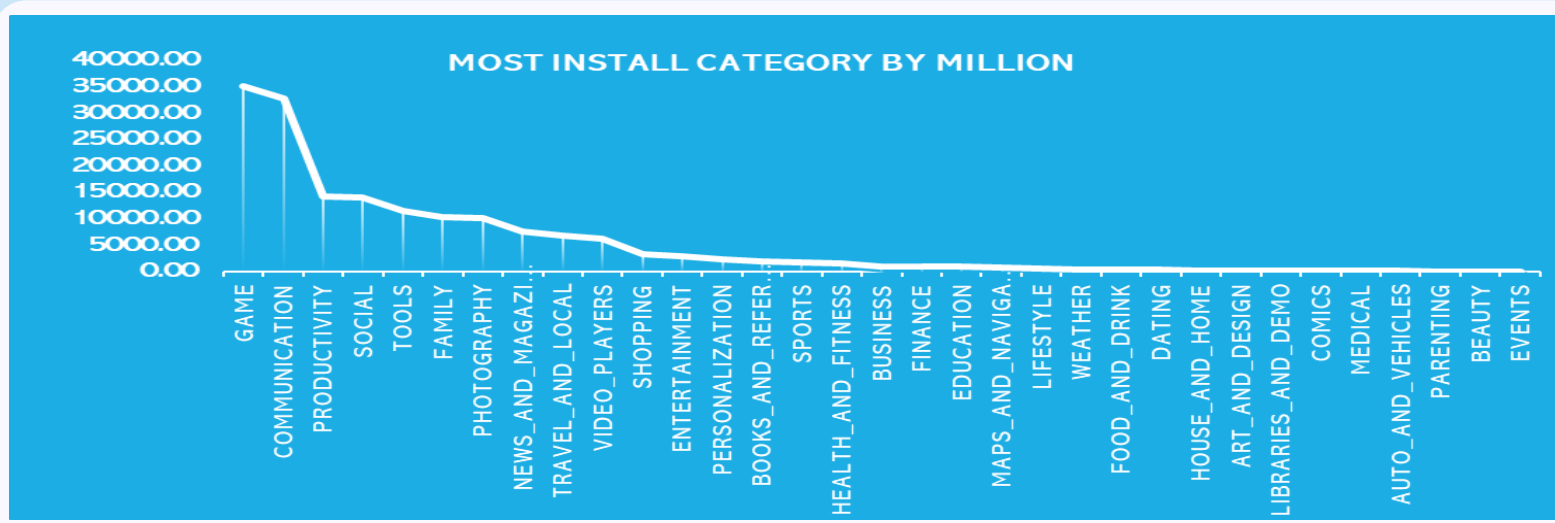


Which all categories of mob apps are existing   
from this dataset?

Catrgories of mob apps		
1. ART_AND_DESIGN	12. FAMILY	23. PARENTING
2. AUTO_AND_VEHICLES	13. FINANCE	24. PERSONALIZATION
3. BEAUTY	14. FOOD_AND_DRINK	25. PHOTOGRAPHY
4. BOOKS_AND_REFERENCE	15. GAME	26. PRODUCTIVITY
5. BUSINESS	16. HEALTH_AND_FITNESS	27. SHOPPING
6. COMICS	17. HOUSE_AND_HOME	28. SOCIAL
7. COMMUNICATION	18. LIBRARIES_AND_DEMO	29. SPORTS
8. DATING	19. LIFESTYLE	30. TOOLS
9. EDUCATION	20. MAPS_AND_NAVIGATION	31. TRAVEL_AND_LOCAL
10. ENTERTAINMENT	21. MEDICAL	32. VIDEO_PLAYERS
11. EVENTS	22. NEWS_AND_MAGAZINES	33. WEATHER



Which is the most installed category of mob app from this dataset?

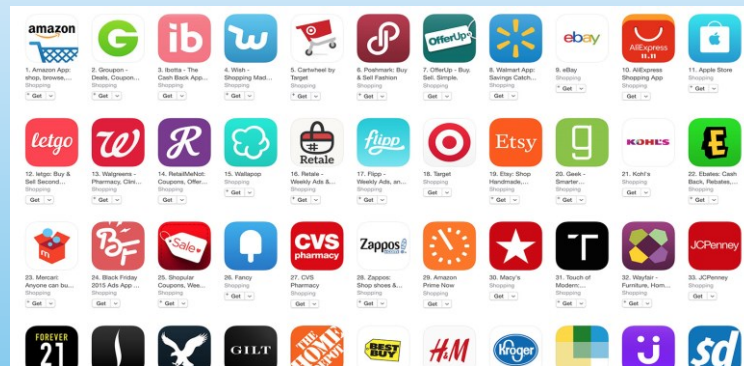


The most Installed Category of mob app is game by 35086.02 Million



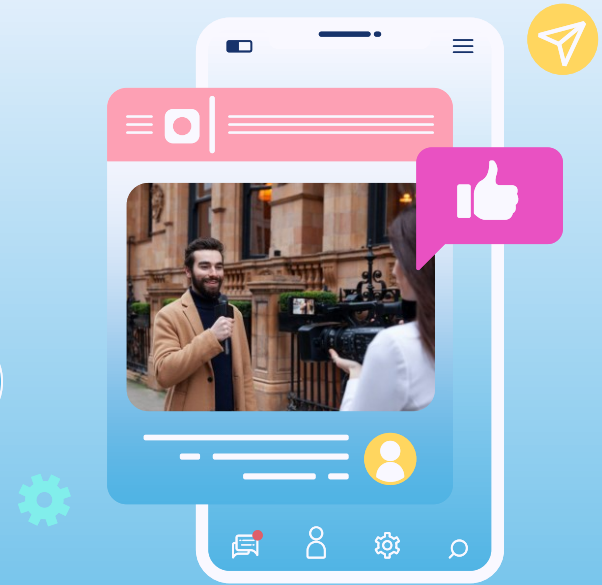
# How many total categories are there?

33 CATEGORIES



# Which apps have got 5-star ratings ?

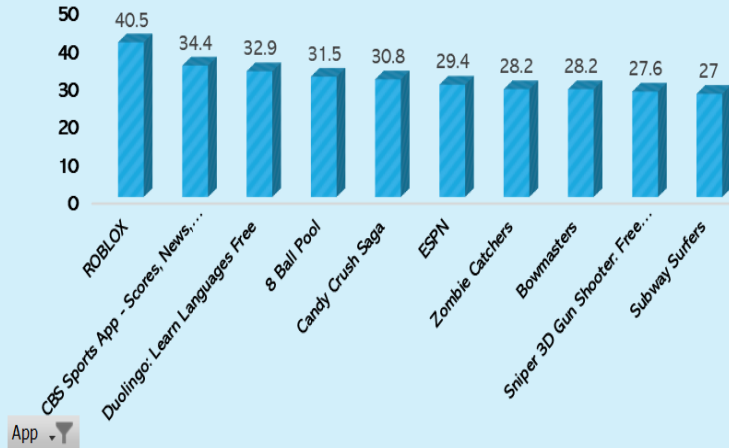
271 APPS GOT 5-STAR RATING



# Which are the top 10 mob apps based on ratings?

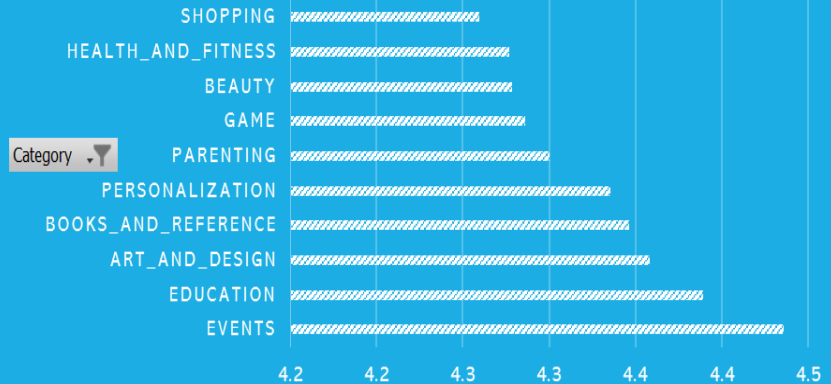
Sum of Rating

## Top 10 mob apps



Average of Rating

## TOP 10 CATRGORY APPS





## Recommended Analysis

Q1: - Which is the most used Android version?

Q2: - Which all categories of mob apps are existing from this dataset?

Q3: - Which is the most installed category of mob app from this dataset?

Q4: - How many total categories are there?

Q5: - Which apps have got 5-star ratings

Q6: - Which are the top 10 mob apps based on ratings?





# Conclusion

This project analyzed the 2019 Inc. 5000 list, revealing key insights into industry performance, geographic trends, and staffing strategies. High-revenue industries like security and government services contrasted with lower-performing sectors such as advertising & marketing. The South region led in revenue generation, with California and Texas as top performers. Notably, some companies increased revenue while reducing staff, showcasing efficiency improvements. Additionally, newer companies demonstrated strong growth, suggesting innovation is a key driver of success. These findings provide valuable insights for businesses to identify growth opportunities, optimize staffing, and make informed strategic decisions.



# THANKS FOR WATCHING

You can connect with me through the  
following channels:

Email: [vikant019191@gmail.com](mailto:vikant019191@gmail.com)

GitHub: <https://github.com/Vikant07>

Peerlist: <https://peerlist.io/vikant07>

