

A Brief Guide To Building Successful Android Apps

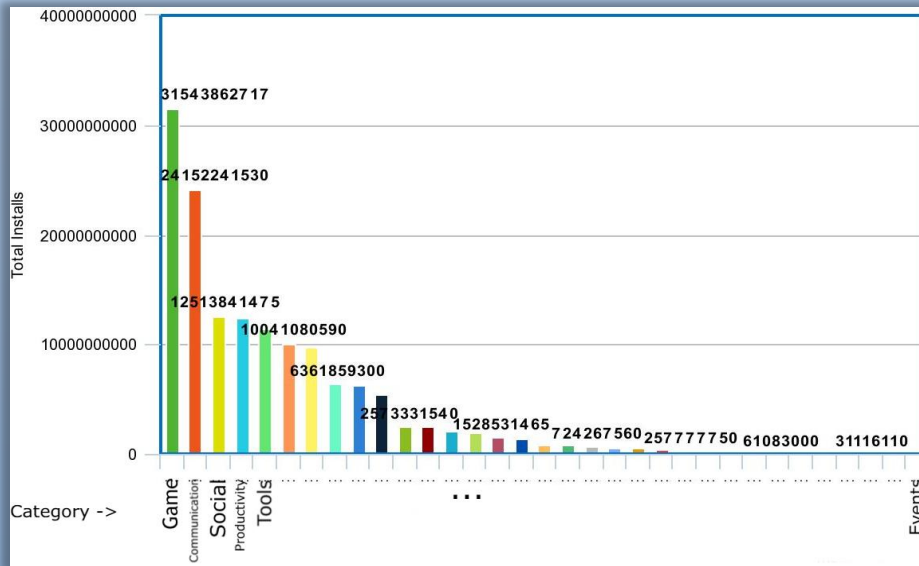
Strategies for Creating a successful Android application



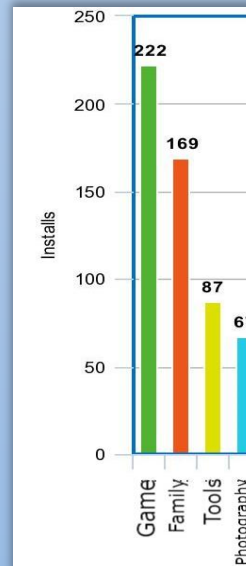
Are you an App Developer having dreams of building a Successful App? Don't worry! We've got it sorted for you! We have analyzed more than 10k+ apps from 'googleplaystore.csv' (source: Kaggle) and found out, why some apps become a hit among the masses whereas others do not. All you need to do is follow our guidelines while developing your app, and you too will be able to build a successful one!

• Choosing the Right Category for your App

Always choose the best-selling category in Playstore.



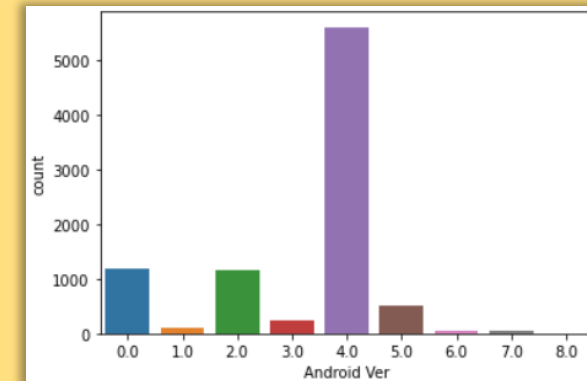
(List of most popular categories on the basis of their combined Downloads)



(Top 4 categories with 10M+ installs)

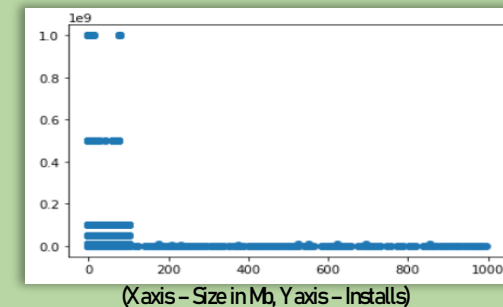
After comparing more than 33 categories, we can conclude that the category 'Game' ranks as the most popular category type.

Choosing the Popular Android Version



Through our analysis, we found out that Android 4.0 is the most popular Android version.

Does App size matter?



Through our analysis, we found out that people favoured smaller apps when compared to apps of large size.

Conclusion – If you want to make a successful app, make sure you choose the popular category, popular android version and target the right demographics.

