

Google Play Store Visualization project



IRONHACK
Abélia PETELLE
February 2020



×



- **CLIENT** : IRONHACK
- **CONTEXT** : IRONHACK , the famous intensive courses in Web Development, UX/UI Design & Data Analytics wants to develop a new bootcamp in Apps Development (Android).
- **CLIENT'S EXPECTATION** : In order to present this bootcamp, IRONHACK need to have some visualization and insights about Google Play store.

PROCESS FOLLOWED



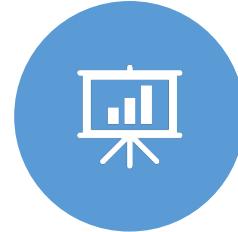
DATA COLLECTION
(KAGGLE)



STANDARD CLEANING



EXPORT TO FILE
(EXCEL)



DATA VISUALIZATION
(PYTHON & TABLEAU)



ANALYSIS

NAME	TYPE	DESCRIPTION
App	String	Application name
Category	String	Category the app belongs to : 'Art_and_design' , 'auto_and_vehicles' , 'beauty' , 'business' , 'dating' , 'education' , 'entertainment' , 'events' , 'finance' , 'food_and_drink' , 'health_and_fitness' ...
Rating	Float	Overall user rating of the app (from 1 to 5)
Reviews	Integer	Number of user reviews for the app
Size	Float	Size of the app
Installs	Integer	Number of user downloads/installs for the app
Type	String	Paid or Free
Price	Float	Price of the app
Content Rating	String	Age group the app is targeted Everyone, Teen, Everyone 10+, Mature 17+, Adults only 18+, Unrated
Genres	String	An app can belong to multiple genres (apart from its main category). For eg, a musical family game will belong to Music, Game, Family genres.
Last Updated	Object	Date when the app was last updated on Play Store
Current Ver	Object	VerCurrent version of the app available on Play Store
Android Ver	Object	VerMin required Android version

Used for
the
analysis

Can be
used for
further
analysis

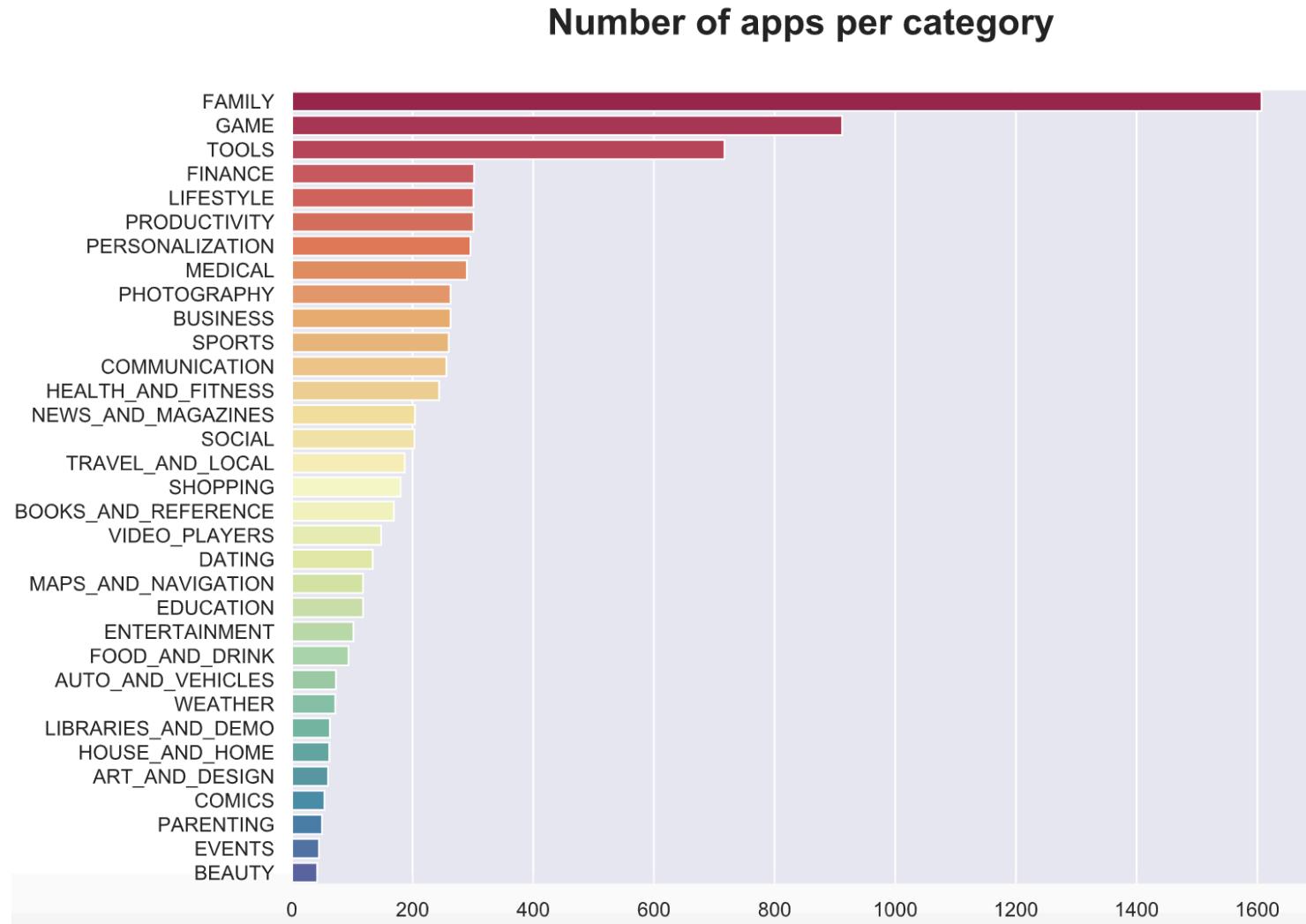
FINAL DATAFRAME

8 190 rows × 13 columns

The background of the image features a dense bundle of optical fibers at the bottom left, which emit bright, glowing light points. This light gradually transitions into a soft, out-of-focus bokeh effect that covers the entire frame. The colors are primarily shades of teal, green, and white against a black background.

VISUALIZATION

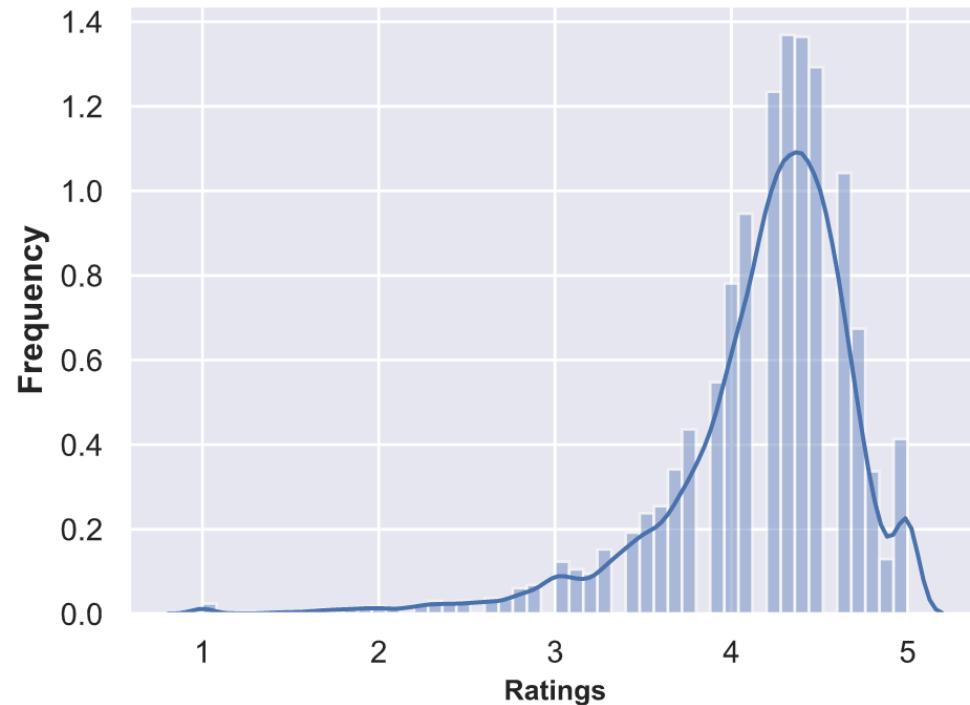
WHICH APPS ARE AVAILABLE IN GOOGLE PLAY STORE ?



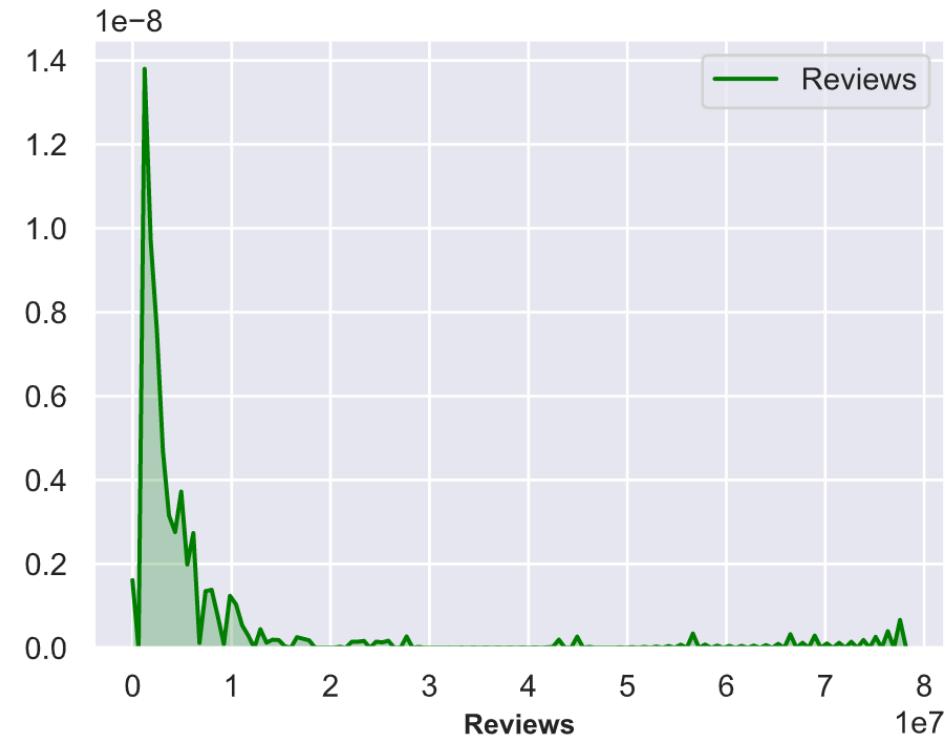
The first 3 categories (Family, Game, Tools) account for 40% of the total apps present in the store

HOW RATINGS & REVIEWS ARE DISTRIBUTED ?

Ratings & Reviews distributions



The average apps rating in Google Play Store is 4.5,
which is very high



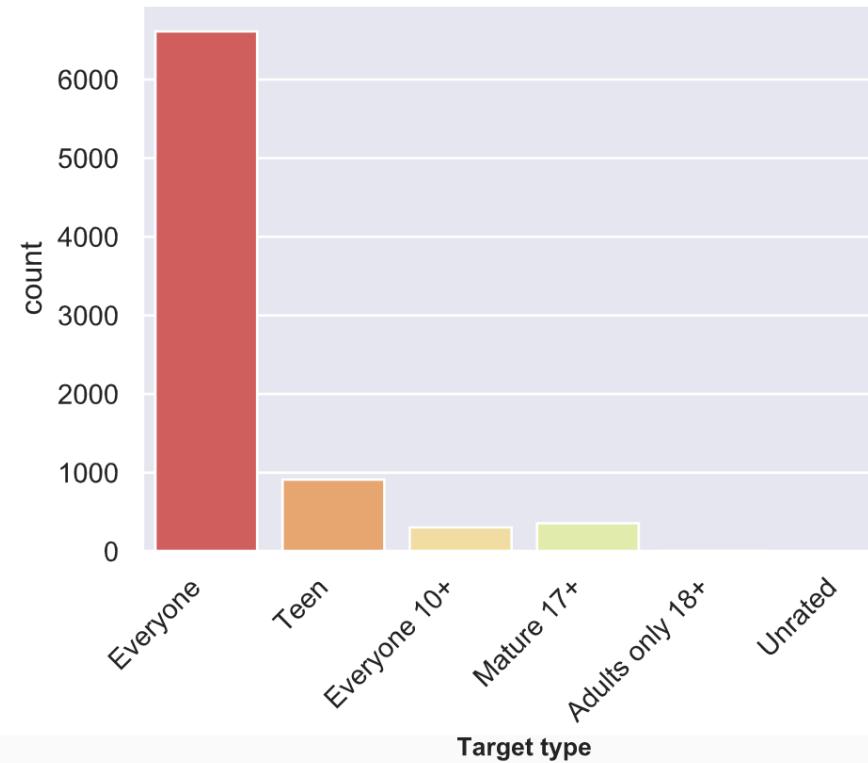
Most of the applications have less than 1M reviews, but some
reach up to 8M

WHAT TYPE OF APPS ARE AVAILABLE ?

Number of apps by price type and target type



92% of the apps are free, in other word,
most of the time « we are the product »

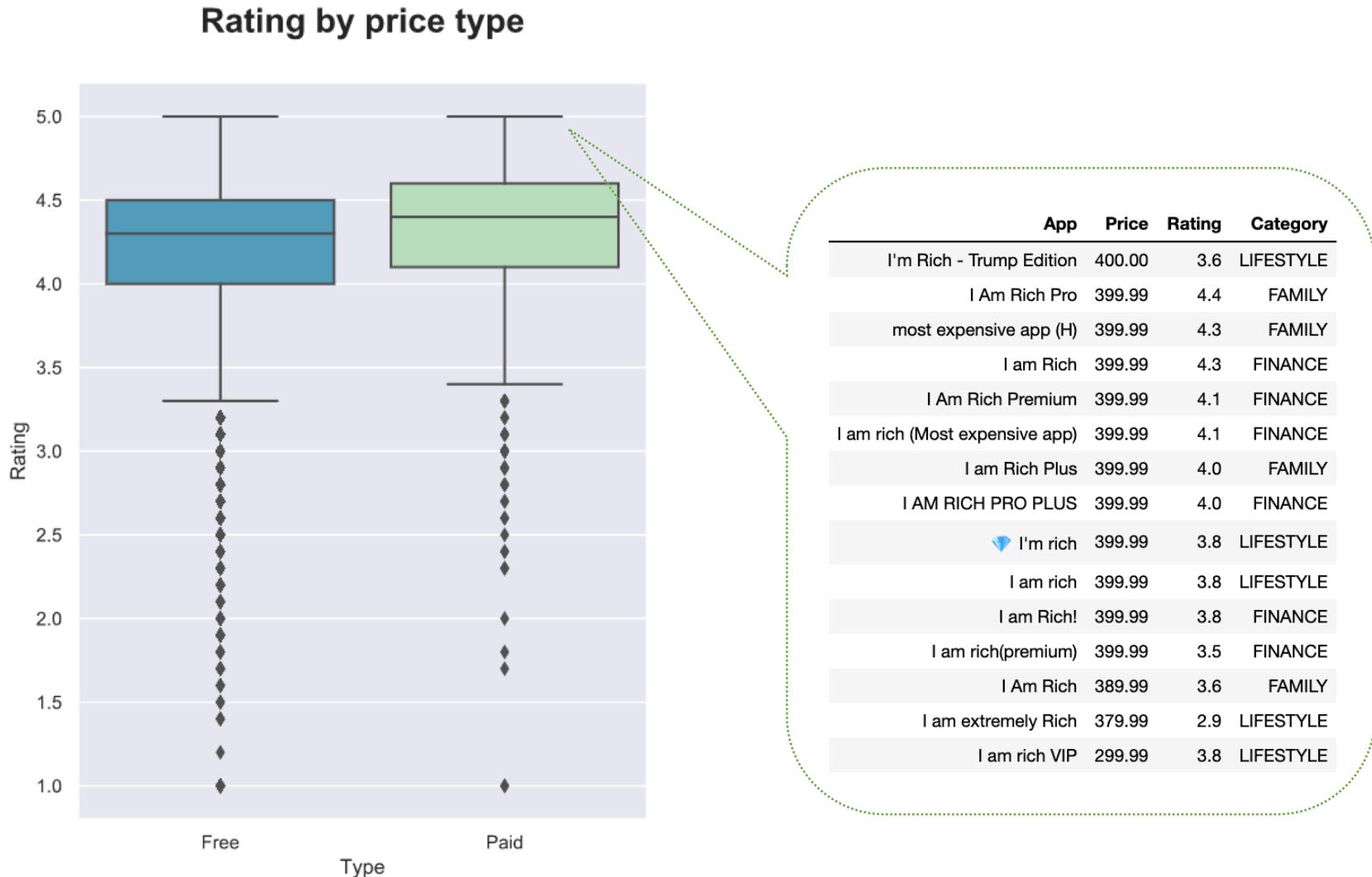


80% of the applications are designed
for every category of person

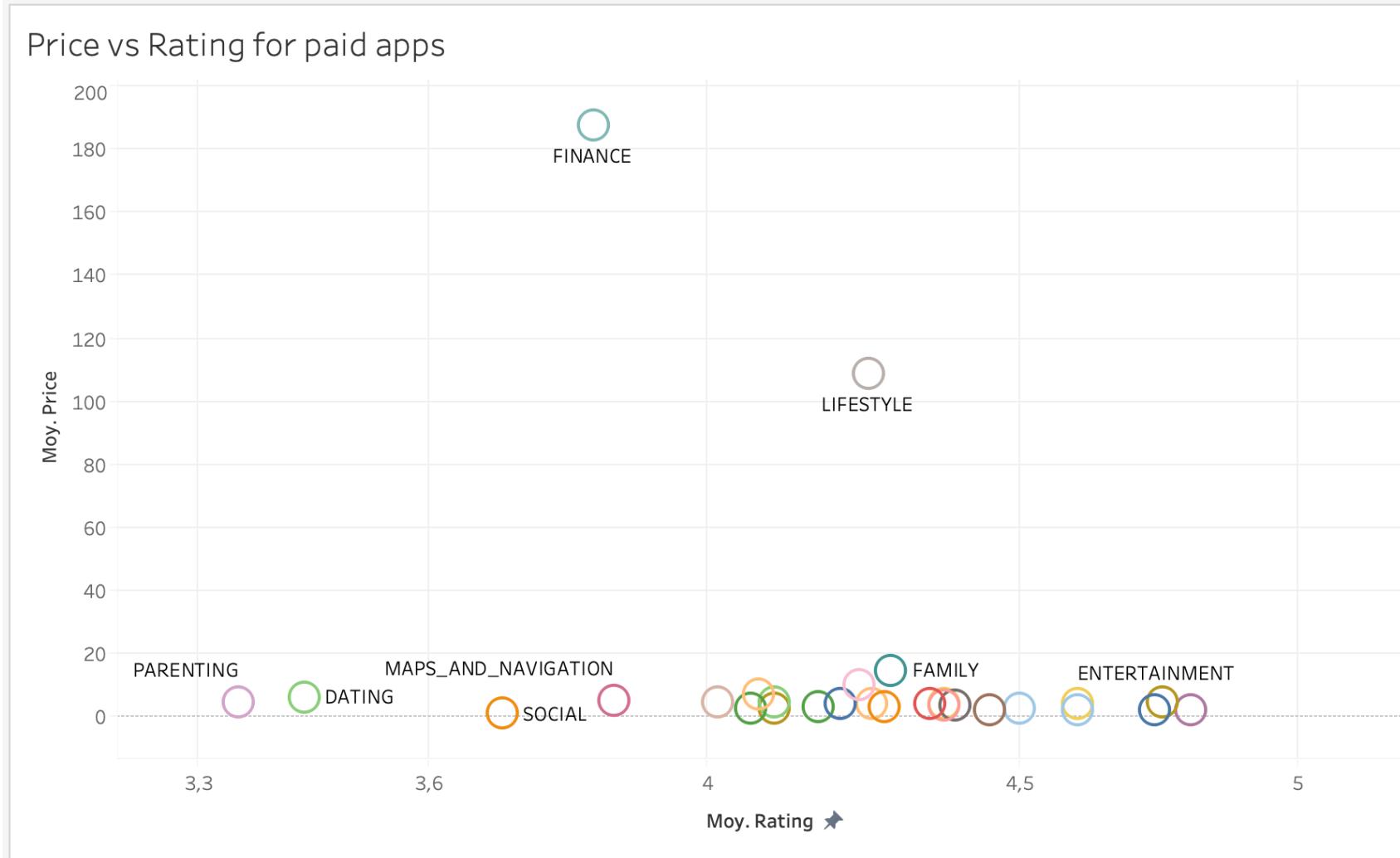
ARE FREE APPS BETTER RATED THAN PAID APPS ?

Paying apps have a **median** rating above the rating of free apps

But if we look the first **top 10 paid apps**, there are not well rated



WHICH CATEGORY OF PAID APPS ARE THE MOST EXPENSIVE AND WELL RATED ?



MOST EXPENSIVE:

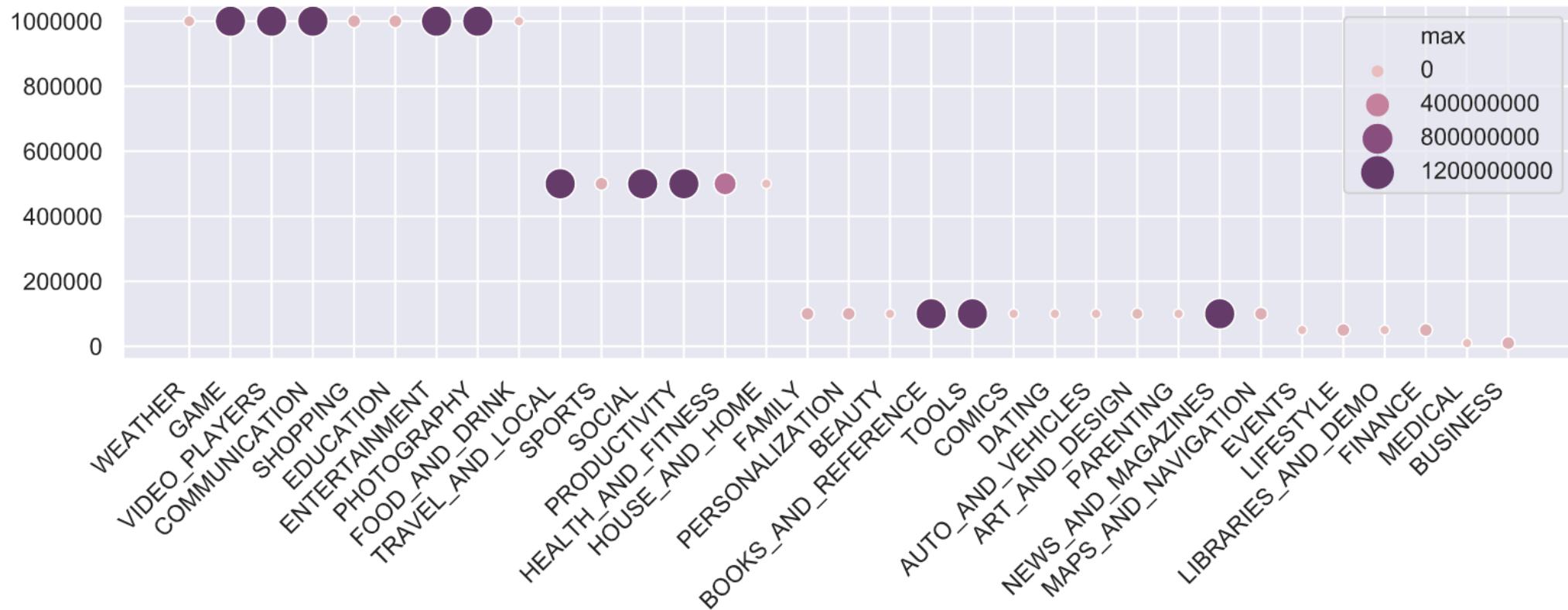
1. Finance
2. Lifestyle
3. Family

TOP RATED:

1. News & Magazines
2. Entertainment
3. Art & Design

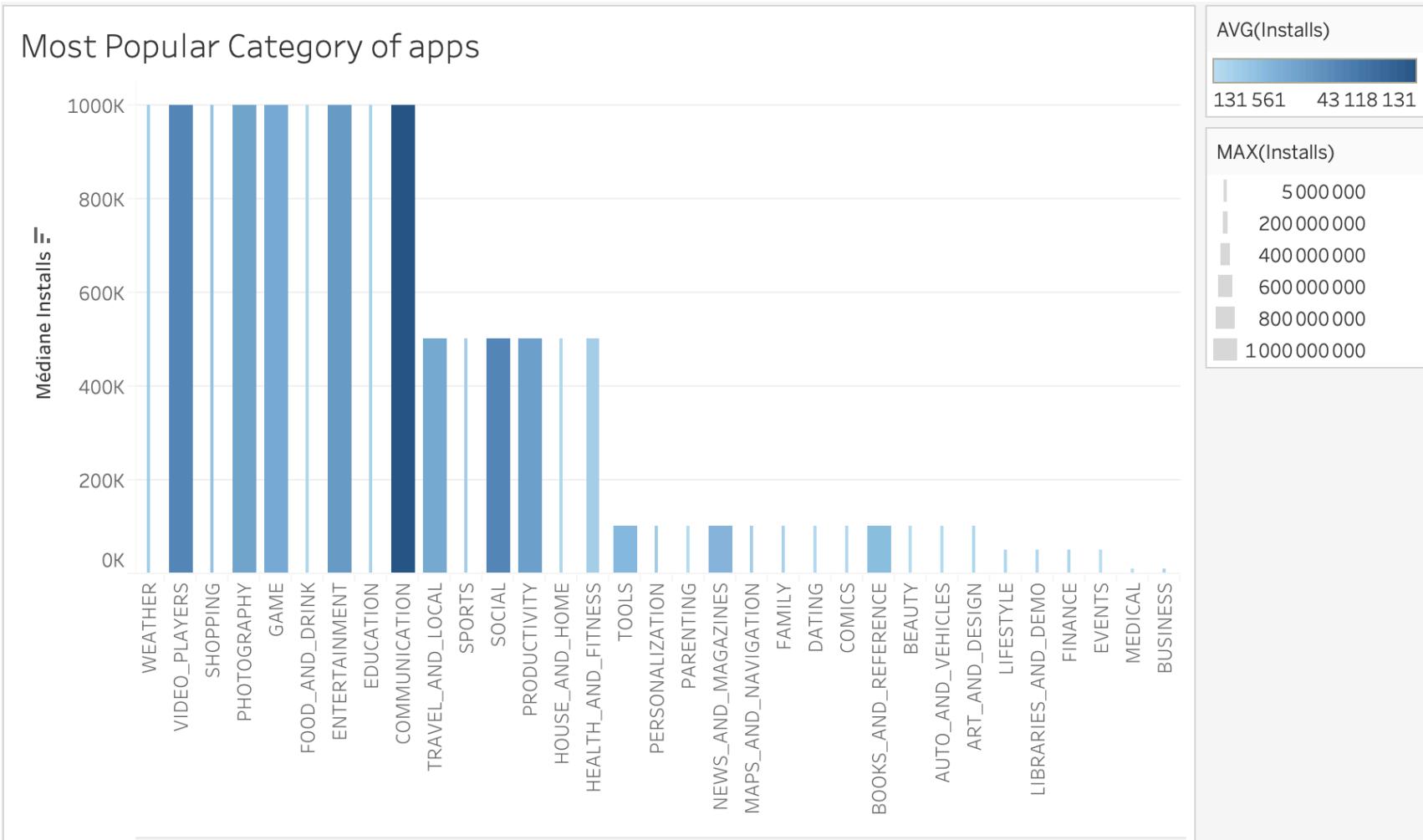
WHICH CATEGORIES OF APPS ARE THE MOST DOWNLOADED ?

Most popular category, by number of installs



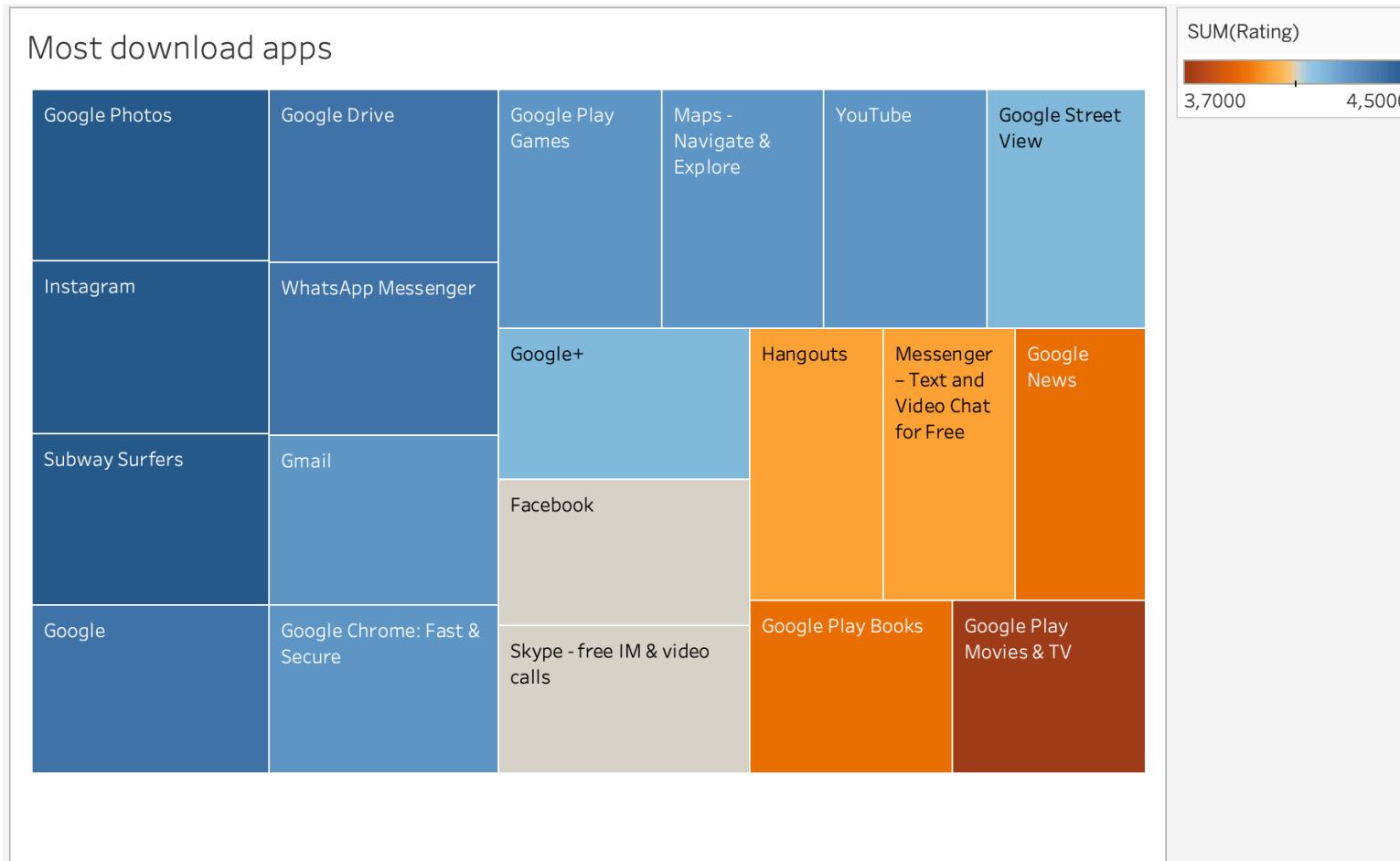
- 50% of users have these top 9 types of apps below
- But the types of apps that have the maximum off dowloads are : Game, Video Player

WHICH CATEGORIES OF APPS ARE THE MOST DOWNLOADED ?



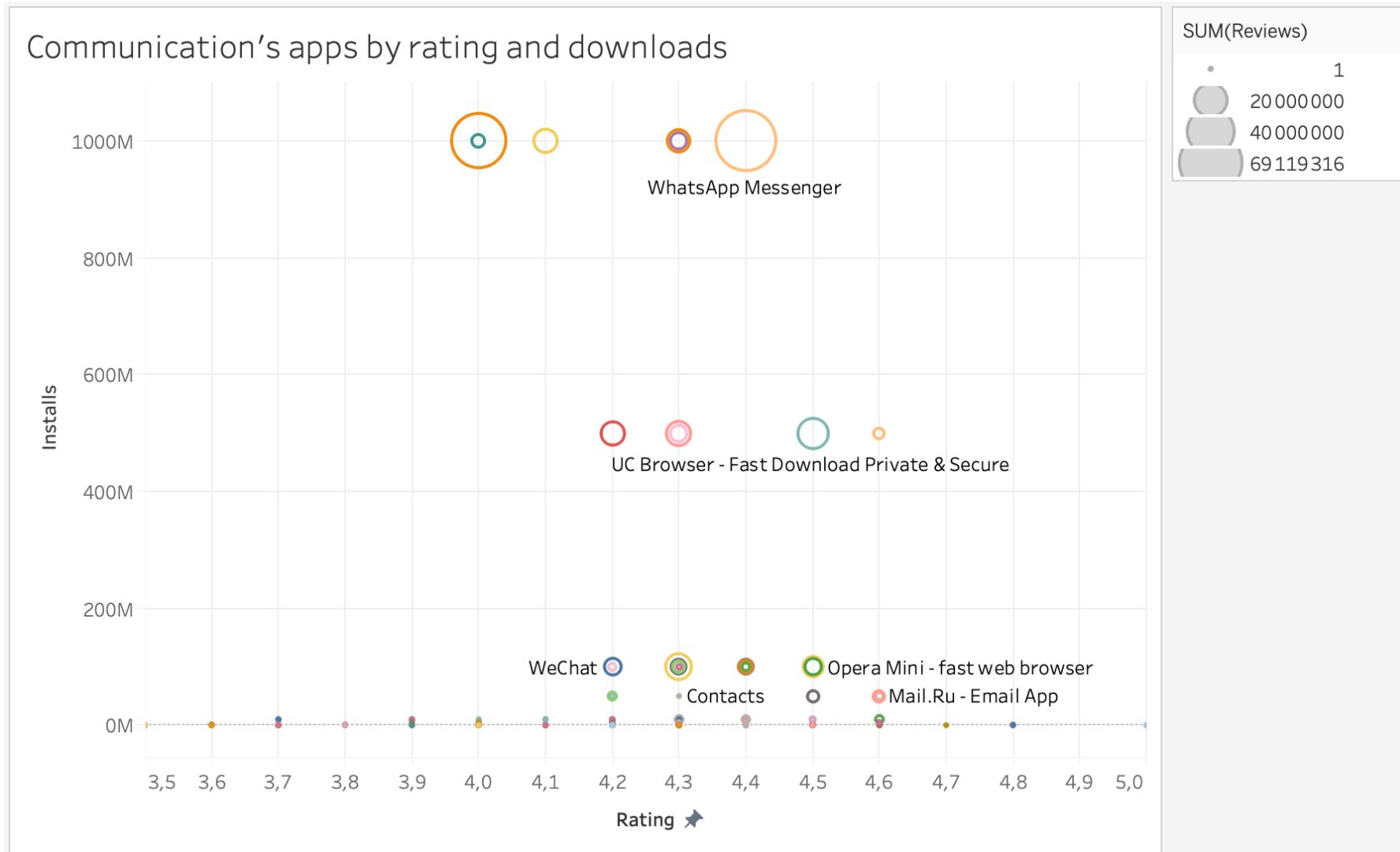
Apps that are the most downloaded in average are communication's apps followed by video player's apps

WHICH APPS ARE THE MOST DOWNLOADED ? (TOP 20)



- On Google Store, it makes sense that the most downloaded apps are **Google Apps** (included on the mobile pack or posted in priority by the company)
- However, beyond the top downloaded apps with higher rating we find : **Subway Surfers**, **Instagram** and **WhatsApp Messenger**

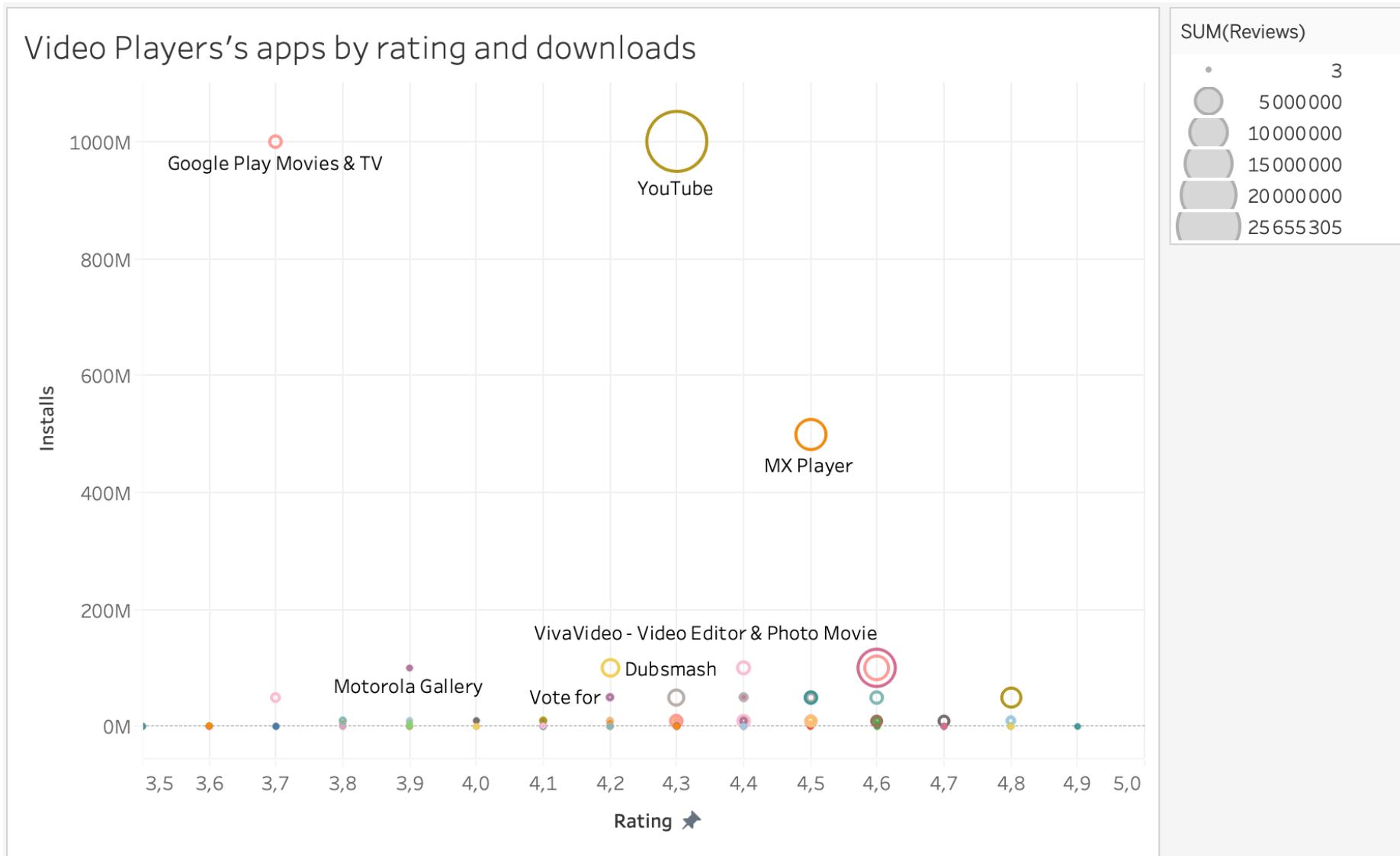
WHICH APPS ARE THE MOST POPULAR IN COMMUNICATION ?



What's App Messenger is the most download app with the highest rating

Tool : Tableau

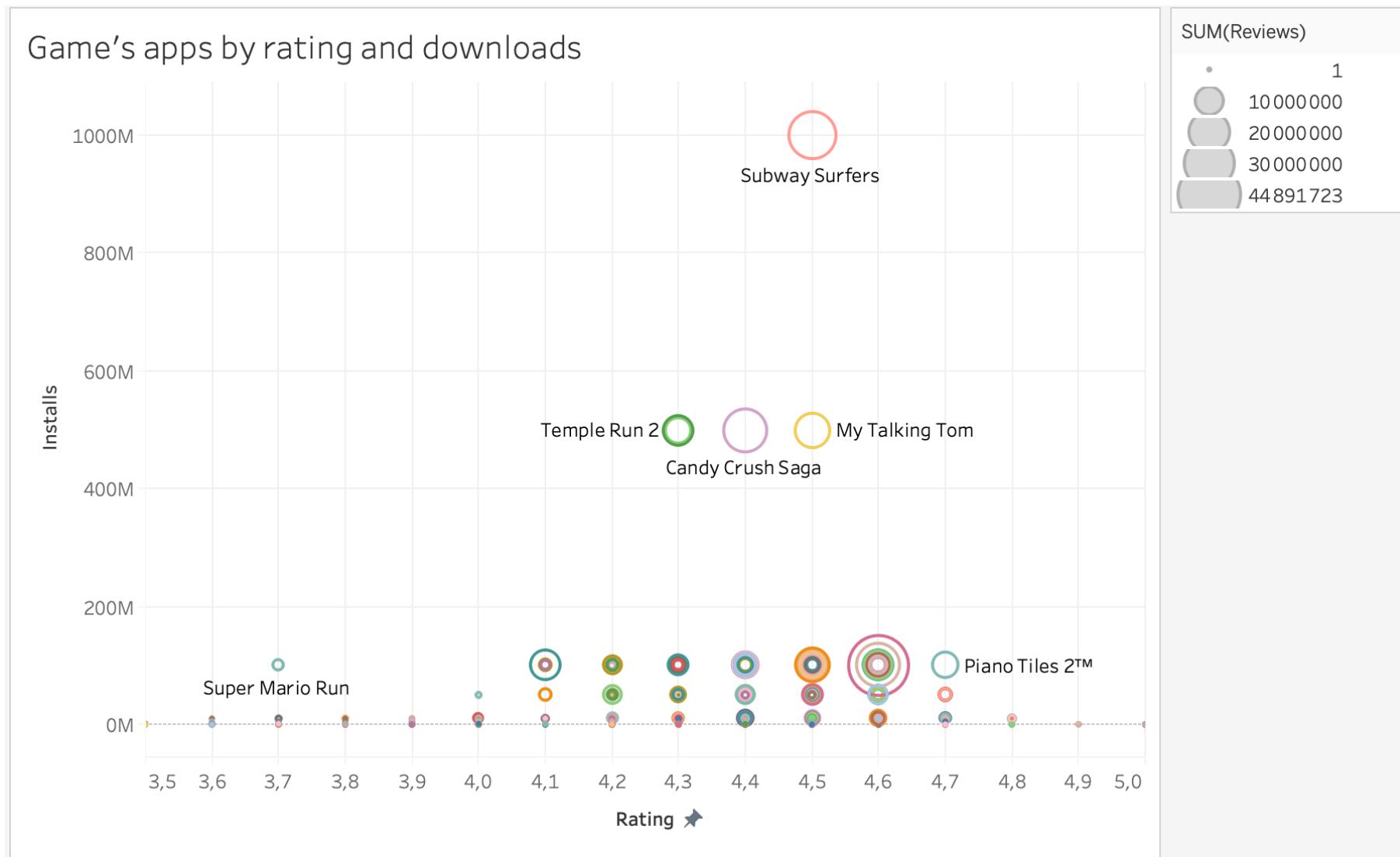
WHICH APPS ARE THE MOST POPULAR IN VIDEO PLAYERS ?



Youtube is the most download app with the highest rating

Tool : Tableau

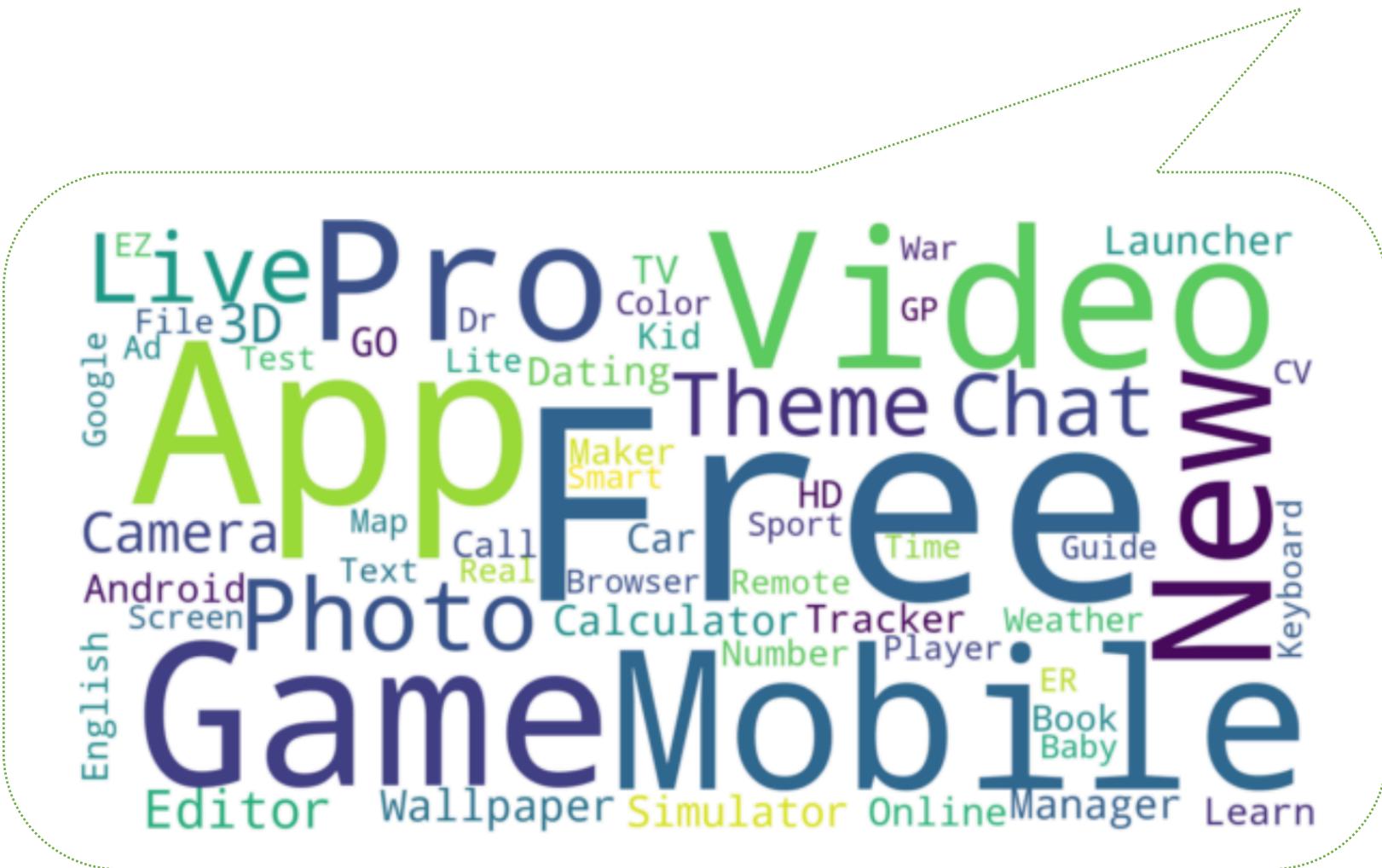
WHICH APPS ARE THE MOST POPULAR IN GAME ?



Subway Surfers is the most download app with the highest rating

Tool : Tableau

WHICH ARE THE MOST RECORING WORDS FOR APPS NAMES ?



A large, yellow-painted ferris wheel is set against a clear, pale blue sky. The wheel has numerous gondolas, each featuring a small, ornate balcony-like structure with dark railings. The central hub of the wheel is decorated with a sunburst pattern in yellow, orange, and red, and features a small Bavarian flag at its center.

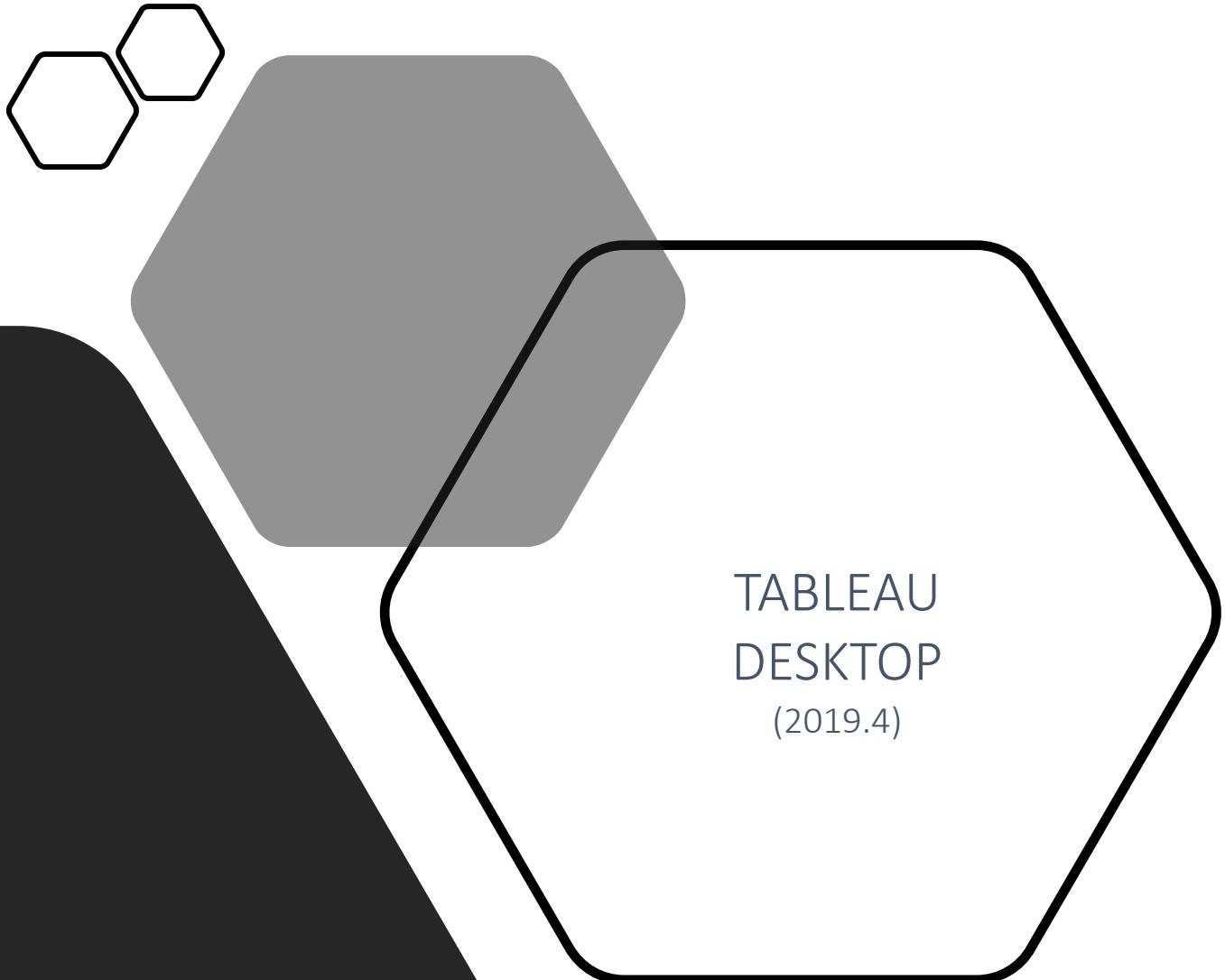
ACHIEVEMENTS

TOOLS USED

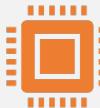
PYTHON :

- From : matplotlib, seaborn, wordcloud, etc.
- subplots
- distplot
- countplot
- scatterplot
- squarify.plot
- WordCloud

TABLEAU
DESKTOP
(2019.4)



DELIVERABLES



1 Python (.py) code file containing the cleaning method and creation of visualization.



1 Tableau file (.twb) containing visualizations.



1 Excel file containing the cleaned data.



A README.md file containing a detailed explanation of the process followed.

LEARNINGS & IMPROVEMENTS



Learnings

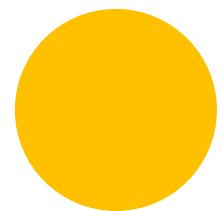
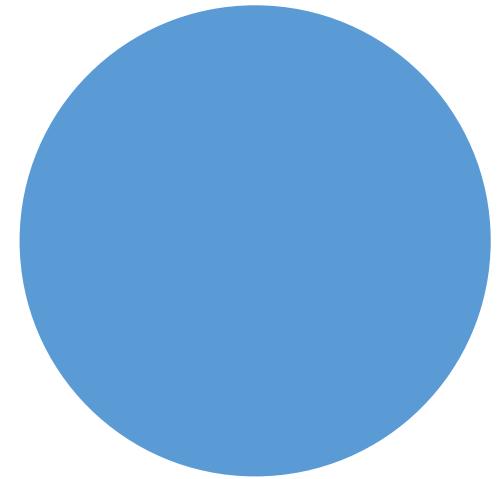
Calculation Data Frame
Visualization on Python
Visualization on Tableau



Improvements

Take time to be sure that the data frame is clean.

Take time to raise questions in order to do more pertinent visualization.



END

ANY QUESTIONS ?