**Key Insights:**

* Paid Apps have higher ratings than the Free Apps. Free Apps have a rating of 3.37 whereas paid apps have 3.72 which is slightly larger than the Free Apps.
* Many apps support multiple languages. However, the apps that supports less than 10 languages have lower ratings. However, the apps that supports more than 40 languages have lower ratings than apps that supports languages between 10 – 40 languages.
* The genre Catalogues have lowest rating of 2.1 followed by finance and then book. This implies that users are not satisfied. Hence these areas require serious considerations.

However, the genre productivity, Music, Photo&Video have highest ratings hence giving more exposure for apps based on these genres can be considered.