Research into application downloads on Google Play

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Abstract

This article aims to explore current app design trends exhibit through the recent downloads of applications on Google Play.

1. Introduction

This report seeks to statistically analyse the most popular apps on the google play store in recent years for research into the development of a new app.

Email address: (Amy Visser)

2. Data {Findings}

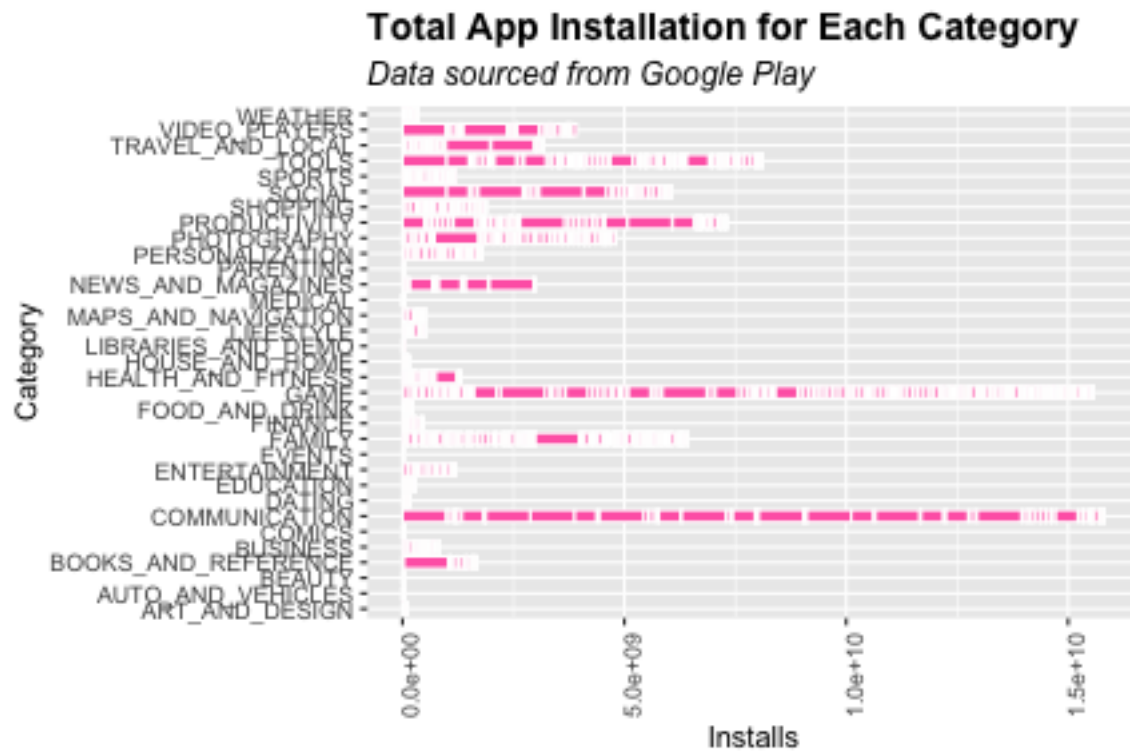**Total App Installation for Each Category**

Data sourced from Google Play

Figure 2.1: Application Installation by Category

As we can see in 2.1, the most popular installs on the google play store by far are for the 'game' category and the 'communication' category. This does not come as much of a surprise, after all; most of us use social media daily and have a game or two installed for those days we can't think of much else to do.
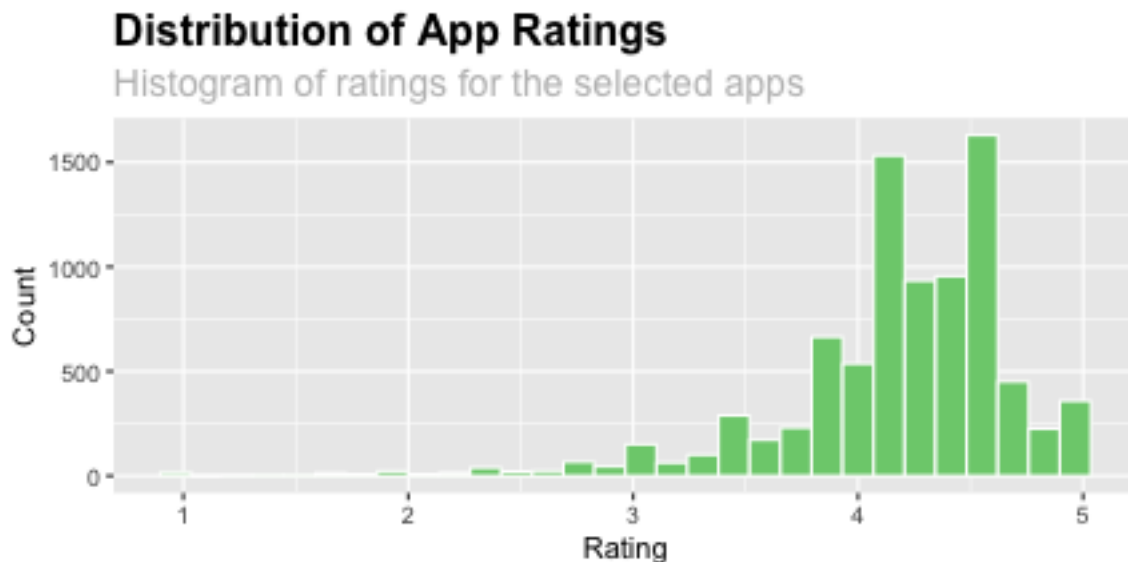
Figure 2.2: Ratings of Applications based on Categories

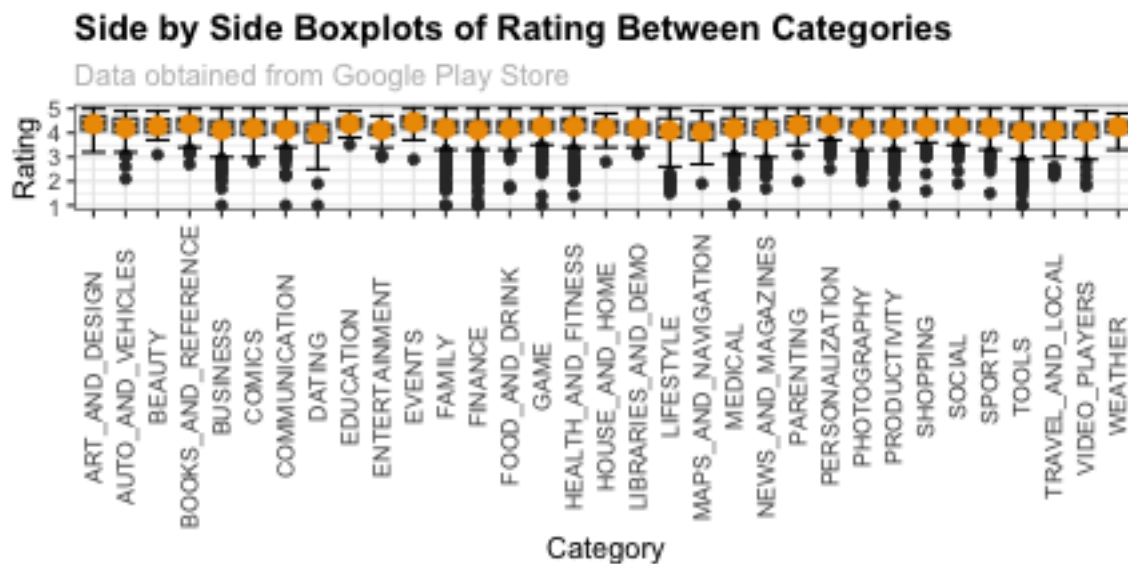As can be seen in 2.2, most apps on the app store have pretty good ratings! Let's break it down by category:

Figure 2.3: Ratings of Applications based on Categories

We can see here that the ratings are fairly consistent among all categories of apps on the Google Play store. However, the 'game' category is probably the most consistently high considering it has the most installs of any category and still remains relatively small in error compared to other categories such
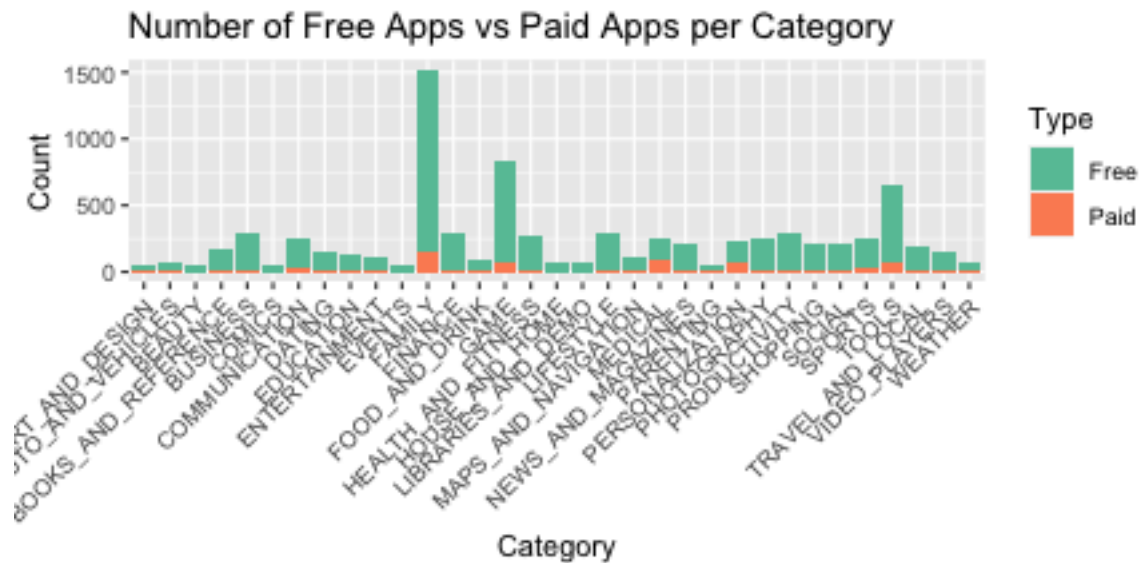
as 'lifestyle' or 'family'.

Figure 2.4: Number of Free vs Paid Apps Per Category

As we can see, most apps in the google play store are free to download. The categories of apps with the most paid apps, however, are 'game', 'family' and 'tools'.
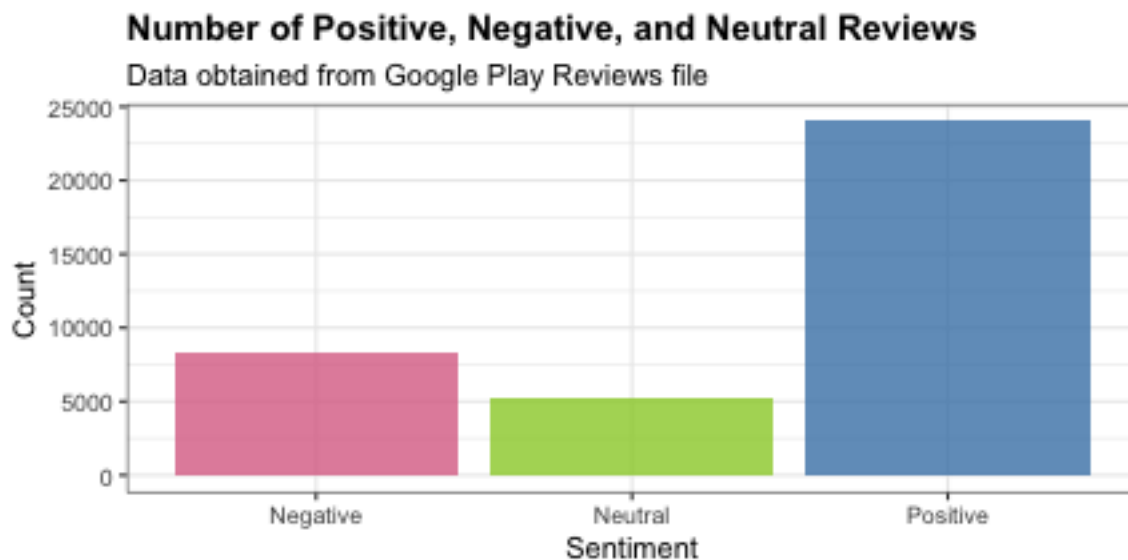

Figure 2.5: Ratings of Applications based on Categories

There are mostly positive reviews left on the google play store, followed by neutral reviews and then

negative reviews closely thereafter.

3. Conclusion

It appears as though the gaming and communications categories are the most profitable. The large majority of app developers do not charge consumers to download their apps, so this is presumably a good trend to follow.