

Question 5: Google

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Abstract

Background information into App design trends.

1. Application Categories that Generate the most Revenue.

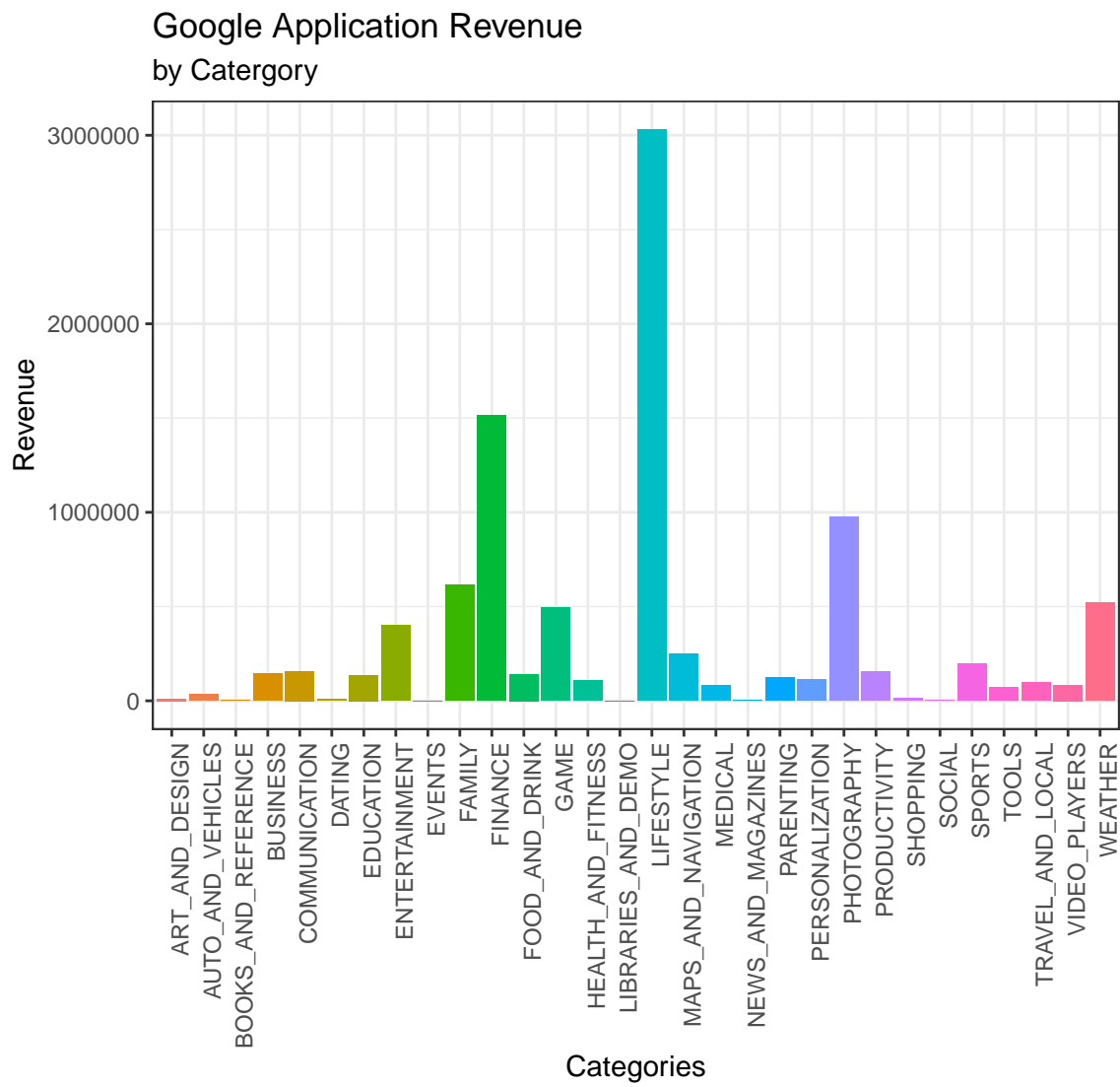
From the graph below, one can see that the three categories of applications with the largest revenues on the Google Store are Lifestyle, Finance and Photography. This is likely due to the fact that these applications would appeal to the most users. I would issue caution, when considering developing a new app in any of these three categories as there is a large amount of competition and a new app may struggle to gain traction with incumbent apps having the first mover advantage.

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Contributions:

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The table below, displays the mean statistics of price, number of installs, revenue, size per category. In terms of average price, the three most expensive categories are Finance, Lifestyle and Events.

Table 1.1: Summary of Application Statistics per Category

Category	Price \$	Installs	Revenue	Size
ART_AND_DESIGN	1.990000	5333.3333	10613.333	5.200000
AUTO_AND_VEHICLES	4.490000	16716.6667	33382.833	NA
BOOKS_AND_REFERENCE	4.277500	832.7143	3222.384	NA
BUSINESS	13.233571	29483.9286	146324.518	NA
COMMUNICATION	3.079259	50372.2222	157309.796	NA
DATING	4.090000	2070.0000	8294.300	NA
EDUCATION	4.656667	34000.0000	136326.667	43.666667
ENTERTAINMENT	3.990000	100000.0000	399000.000	NA
EVENTS	109.990000	1.0000	109.990	6.700000
FAMILY	12.871330	112616.0319	615710.773	NA
FINANCE	170.637059	10917.7647	1513334.058	NA
FOOD_AND_DRINK	4.240000	30000.0000	142200.000	NA
GAME	3.467195	256097.1341	496202.888	NA
HEALTH_AND_FITNESS	4.208750	35881.8750	107816.806	NA
LIBRARIES_AND_DEMO	0.990000	100.0000	99.000	4.700000
LIFESTYLE	124.256316	62058.4211	3030733.653	NA
MAPS_AND_NAVIGATION	5.390000	24220.0000	248157.800	NA
MEDICAL	12.990476	7807.9333	81659.483	NA
NEWS_AND_MAGAZINES	1.990000	2750.0000	3222.500	14.900000
PARENTING	4.790000	25050.0000	124979.500	NA
PERSONALIZATION	1.865488	51936.5122	113255.458	NA
PHOTOGRAPHY	6.202857	184701.9048	977512.748	NA
PRODUCTIVITY	8.961786	50430.5357	154049.105	NA
SHOPPING	2.740000	5050.0000	15074.500	3.400000
SOCIAL	5.323333	2000.0000	1980.000	6.533333
SPORTS	4.166667	51825.6250	196092.165	NA
TOOLS	3.426282	22146.6795	70061.802	NA
TRAVEL_AND_LOCAL	4.162500	15255.0000	95958.700	NA
VIDEO_PLAYERS	2.615000	17750.0000	83822.500	NA
WEATHER	4.052500	101500.0000	522672.500	NA