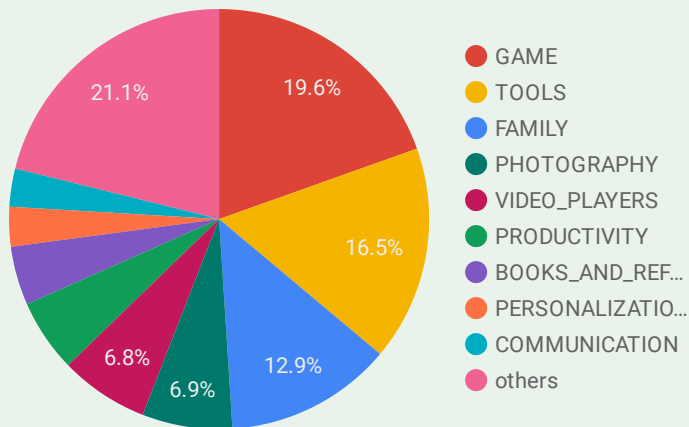




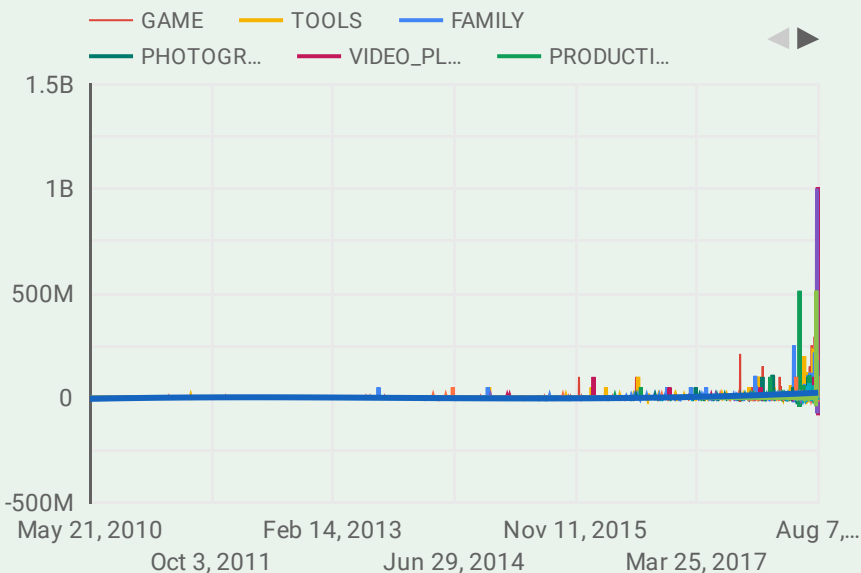
Google Play
Store

Apps for thoughts: A developer's view

Overall situation:



Catch the trend!



What to build as a mobile app developer?

Step 1:
Your category matters!

Unsurprisingly, games are the most popular.

Go through the categories for yourself:

Category

Total Installs:
31.1B

Get inspired by the hottest hits !

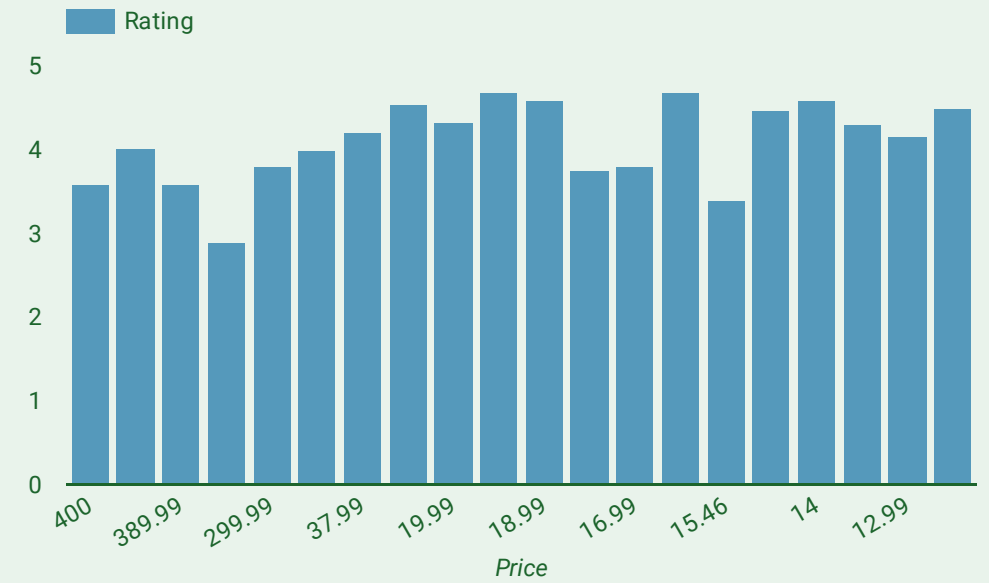
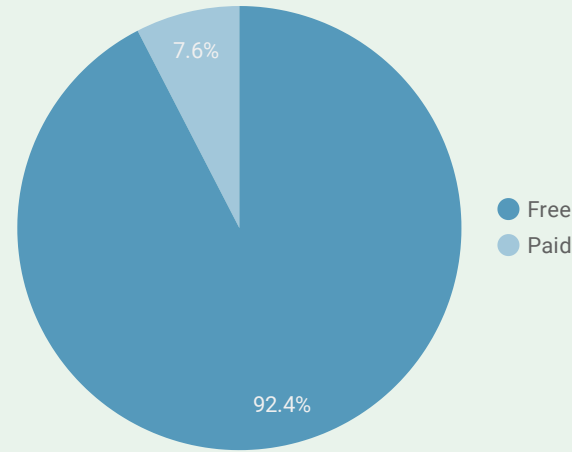
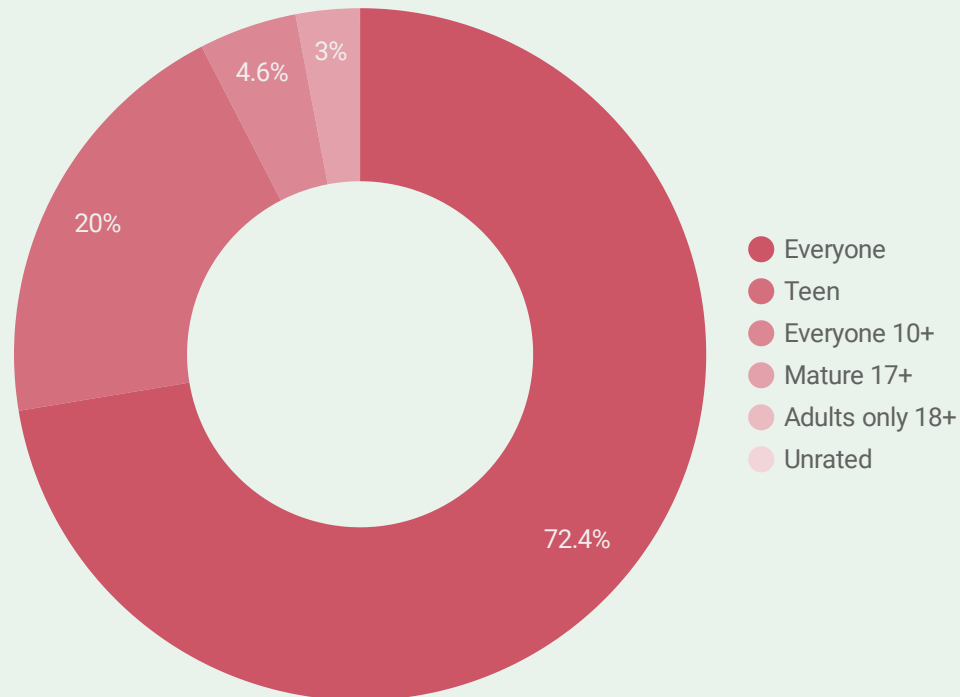
| App | Installs ¹ ² ▾ |
|--|--------------------------------------|
| Google Play Movies & TV | 1,000,000,000 |
| Google Play Books | 1,000,000,000 |
| Clean Master- Space Cleaner & Antivirus | 500,000,000 |
| Cloud Print | 500,000,000 |
| Security Master - Antivirus, VPN, AppLock, Booster | 500,000,000 |
| Samsung Health | 500,000,000 |
| Retrica | 100,000,000 |
| DU Battery Saver - Battery Charger & Battery Life | 100,000,000 |
| AVG AntiVirus 2018 for Android Security | 100,000,000 |
| Audiobooks from Audible | 100,000,000 |
| Automatic Call Recorder | 100,000,000 |
| Photo Editor Collage Maker Pro | 100,000,000 |
| FIFA Soccer | 100,000,000 |
| Mobile Legends: Bang Bang | 100,000,000 |
| Bitmoji – Your Personal Emoji | 100,000,000 |
| Hotstar | 100,000,000 |
| Talking Angela | 100,000,000 |
| Photo Collage Editor | 100,000,000 |
| PhotoGrid: Video & Pic Collage Maker, Photo Editor | 100,000,000 |
| Modern Combat 5: eSports FPS | 100,000,000 |

1 - 100 / 7401 < >

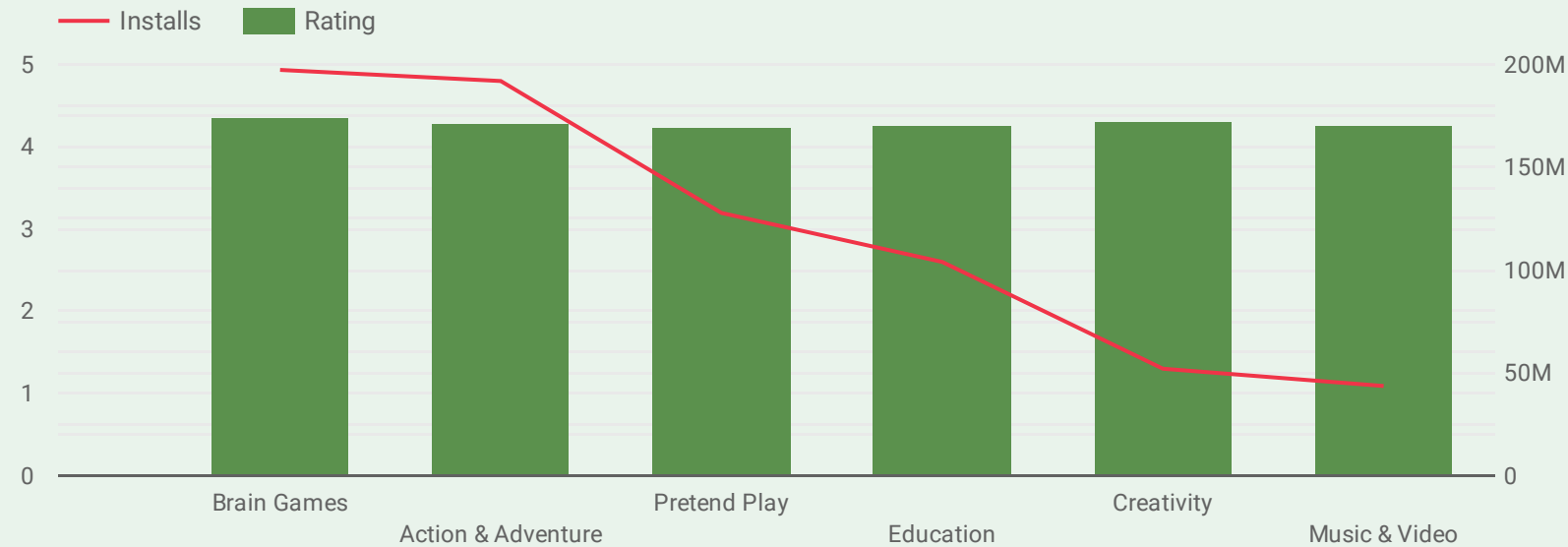
Step 2: Consider your target audience

Who **can** use the app?

Everyone's favorite is EVERYONE

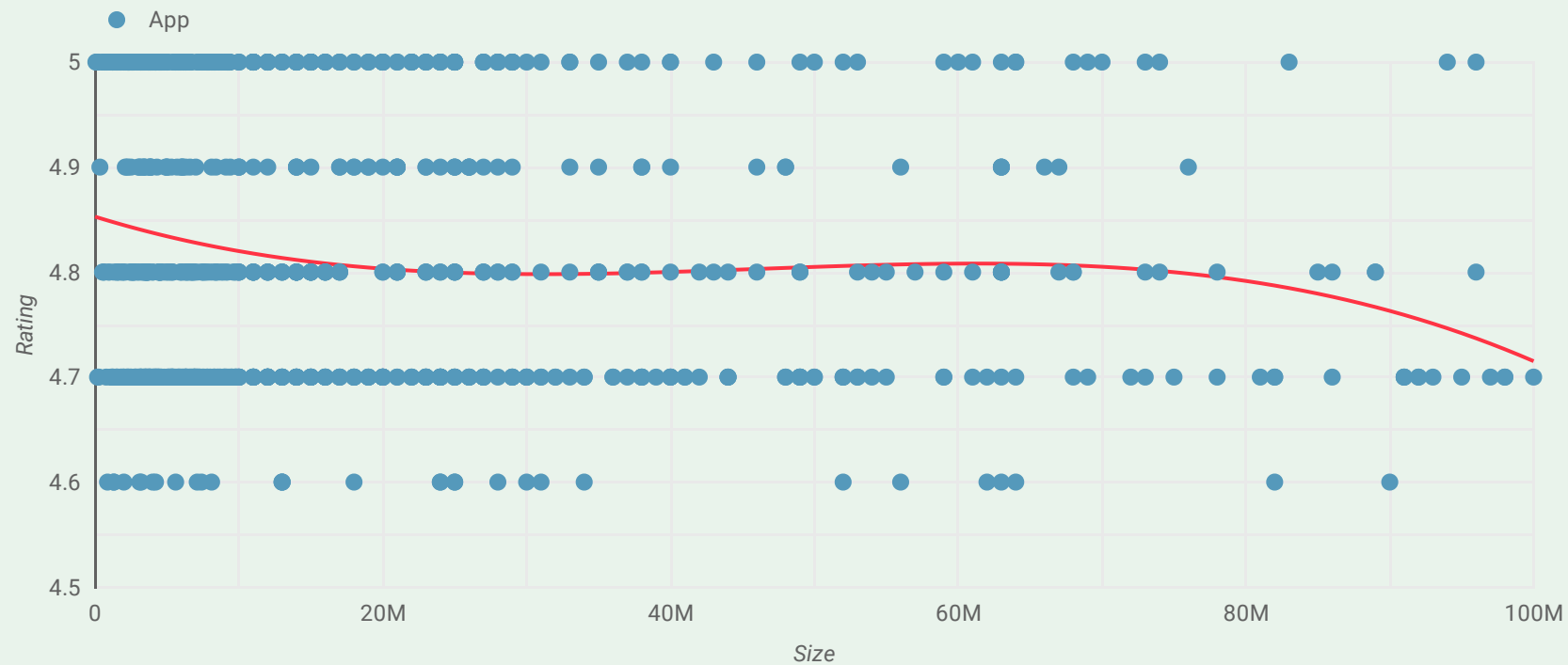


Google Play Store are more familiar with free apps, so make sure your app is good if you are going to charge money.

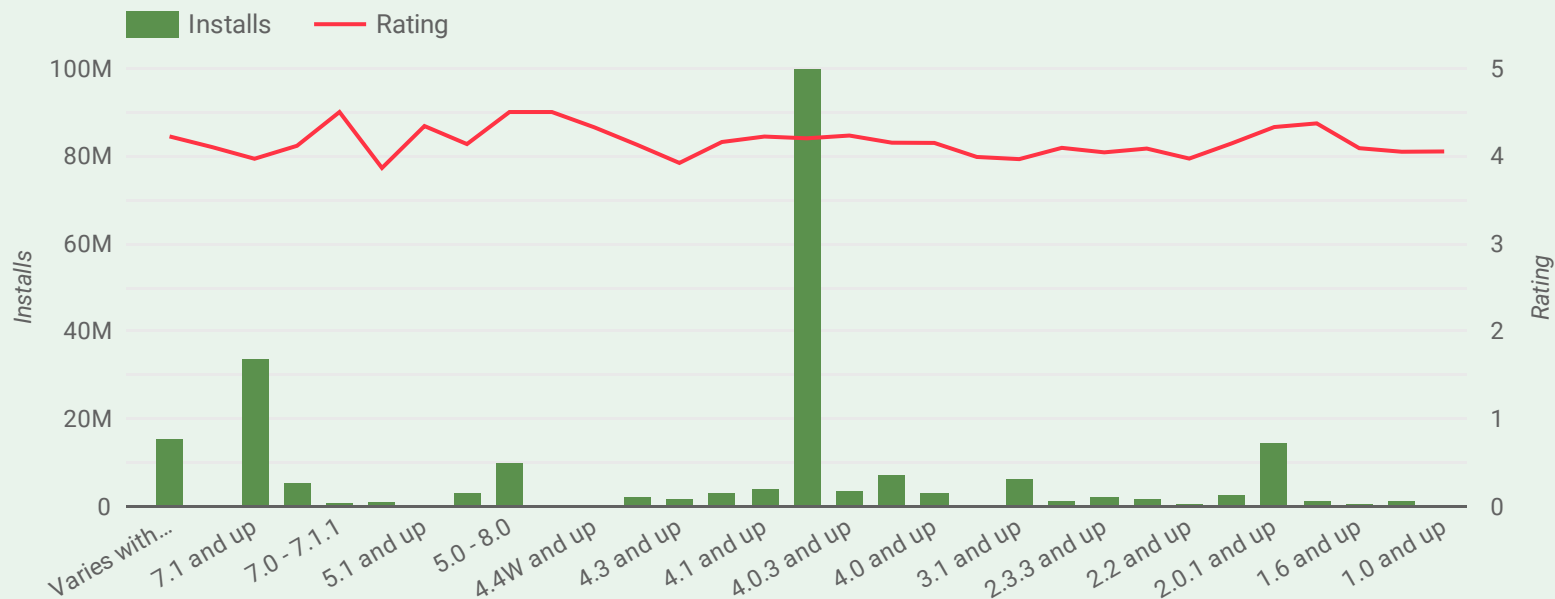


Sub-genres can also affect your app's popularity!
Build some brain games!

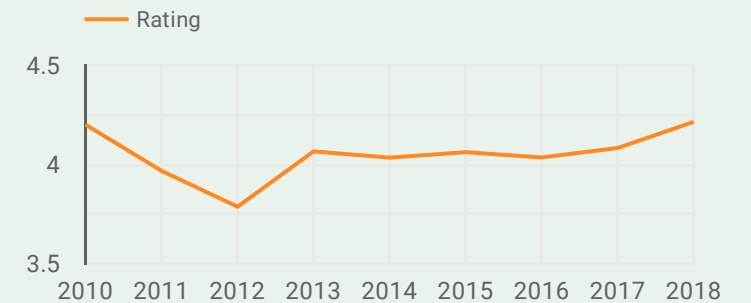
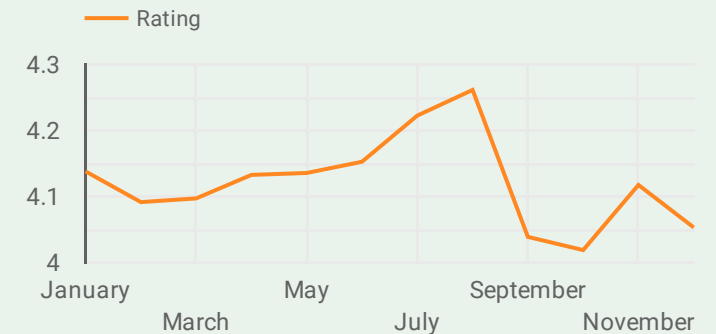
Step 3: Size, version and updates



The highest rating apps have smaller size!



Android 4.0.3 seems to be in favor, but the overall ratings are not affected by the versions.



Seems like you do not need constant update to get good rating, just the quality of the app. But do not forfeit the new version for too long!



Google Play
Store

**Thank you for
your attention!**