

# Wireframe Document

## Google Play Store Analysis

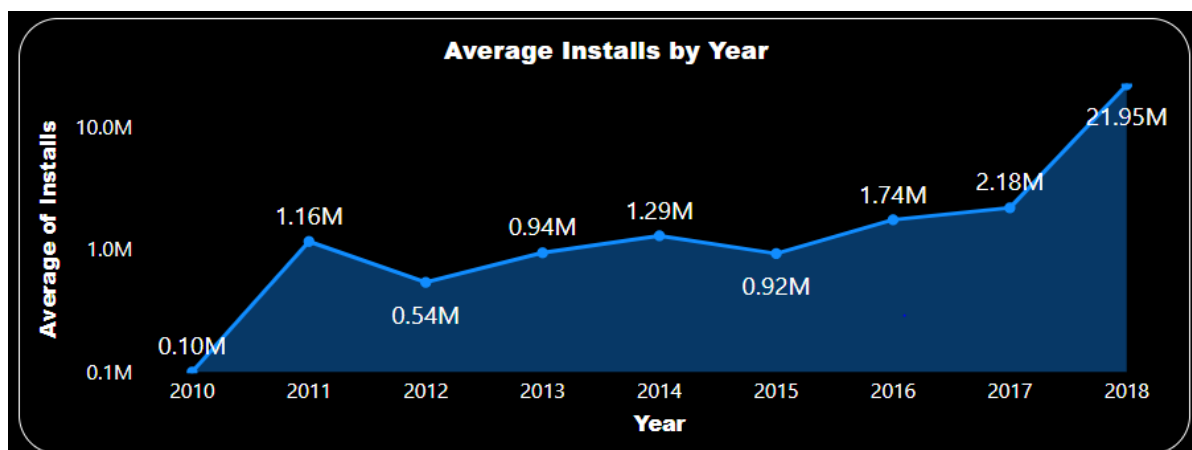
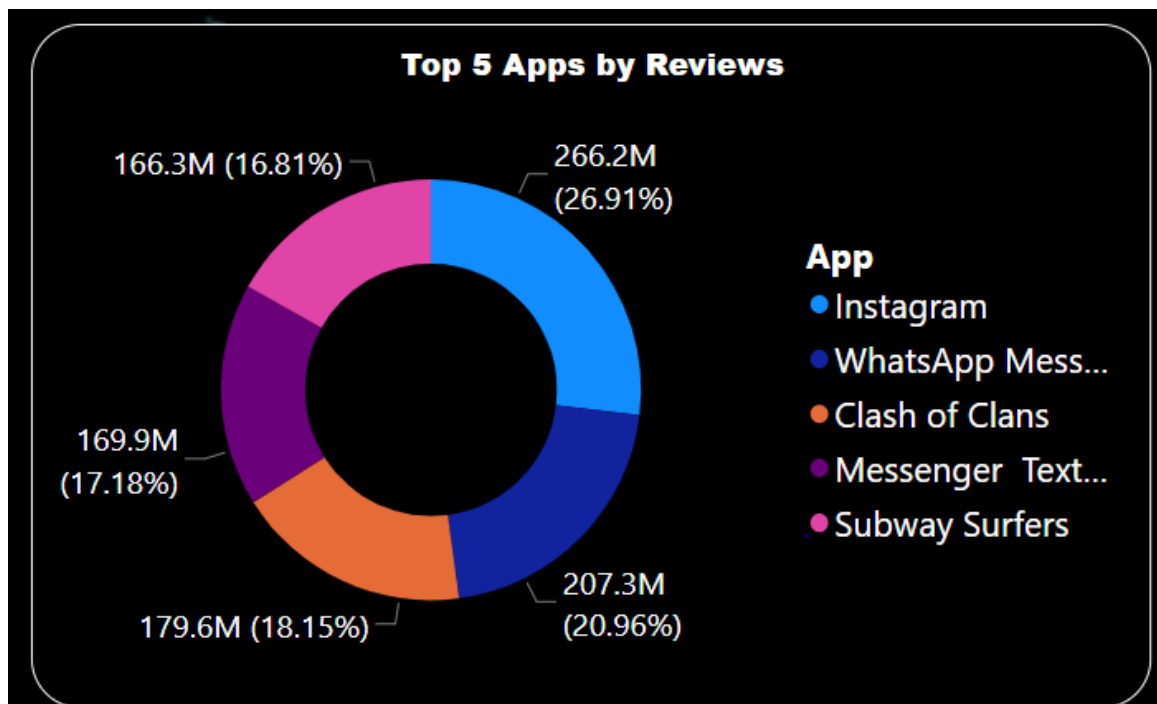


### Document Control

| Date       | Version | Description   | Author       |
|------------|---------|---|--------------|
| 06/08/2022 | 1.0     | Introduction,<br>Problem Statement                  | Anil S Adiga |
| 07/08/2022 | 1.1     | Dataset Information,<br>Architecture<br>Description | Anil S Adiga |
| 08/08/2022 | 1.2     | Final Revision                                      | Anil S Adiga |

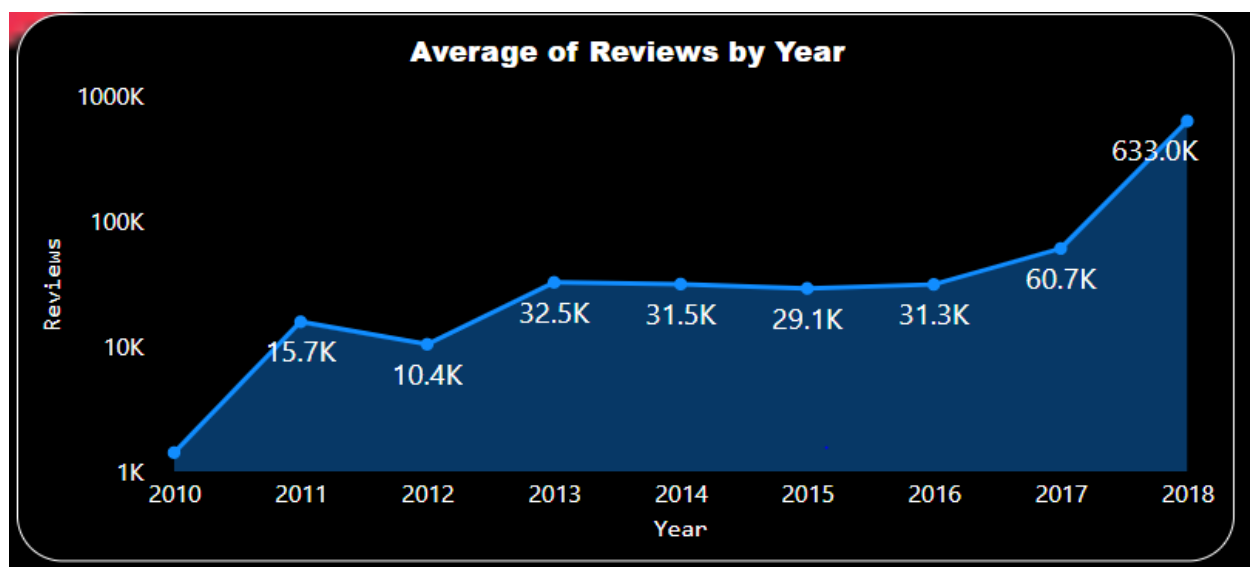
Performed the Analysis on Power BI desktop and created a Dashboard  
And published it on Power BI service.

1. Top 5 Apps based on reviews?



- 47.87% of Top 5 Apps come from only 2 Apps.
- The number of installs were at its peak in the year 2018 with 21.95 million installs which is 11 times the previous year

## 2. Which year had the highest reviews?



- Average Reviews were the highest in the year 2018 which is almost 10.5 times the previous year of 2017.

### 3. What apps in a particular category were most popular amongst all?

| Total Reviews by App          |                          |
|-------------------------------|--------------------------|
| Top 10 Apps(Overall)          | Percent of Total Reviews |
| Instagram                     | 47.28%                   |
| Facebook                      | 27.76%                   |
| Snapchat                      | 12.08%                   |
| Facebook Lite                 | 3.05%                    |
| Badoo Free Chat & Dating App  | 2.69%                    |
| Pinterest                     | 2.29%                    |
| Google                        | 1.72%                    |
| Tumblr                        | 1.57%                    |
| MeetMe Chat & Meet New People | 1.12%                    |
| LinkedIn                      | 0.44%                    |

- It seems the most popular social media apps among the top 10 apps had reviews of more than 75% of the total which are Instagram and Facebook.

| Total Reviews by App                      |                          |
|---|--------------------------|
| Top 10 Apps(Overall)                      | Percent of Total Reviews |
| WhatsApp Messenger                        | 33.10%                   |
| Messenger Text and Video Chat for Free    | 27.12%                   |
| Viber Messenger                           | 9.05%                    |
| UC Browser Fast Download Private & Secure | 8.48%                    |
| LINE Free Calls & Messages                | 5.17%                    |
| Skype free IM & video calls               | 5.02%                    |
| Google Chrome Fast & Secure               | 4.62%                    |
| imo free video calls and chat             | 3.06%                    |
| Gmail                                     | 2.20%                    |
| Hangouts                                  | 2.18%                    |

- It seems that 60% of top 10 apps based on reviews in the communication category had come from WhatsApp and Messenger.
- Hence it can be concluded that social media and communication apps were the most popular in the app store compared to other apps of different categories.

