

APPSTORE DASHBOARD

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AGENDA

Introduction

Overview

Trends and Insights of Appstore Dashboard

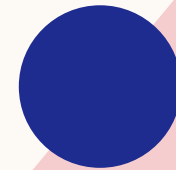
Market Analysis

User Engagement and Retention

Ratings

Dashboard Using Tableau

Recommendations



INTRODUCTION

The AppStore Dashboard provides valuable insights into the performance of apps on the AppStore.

It offers a comprehensive overview of key metrics and trends.

The dashboard is a powerful tool for app developers and marketers to monitor and optimize their apps' performance

OVERVIEW



The AppStore is a digital distribution platform for mobile apps



It is owned and operated by Apple Inc.

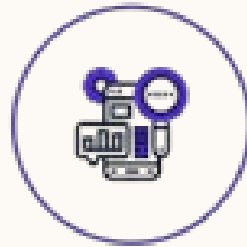


The AppStore is available on iOS devices such as iPhones and iPads

TRENDS AND INSIGHTS FROM THE APPSTORE DASHBOARD



The AppStore Dashboard reveals valuable trends and insights about app usage and consumer behavior.



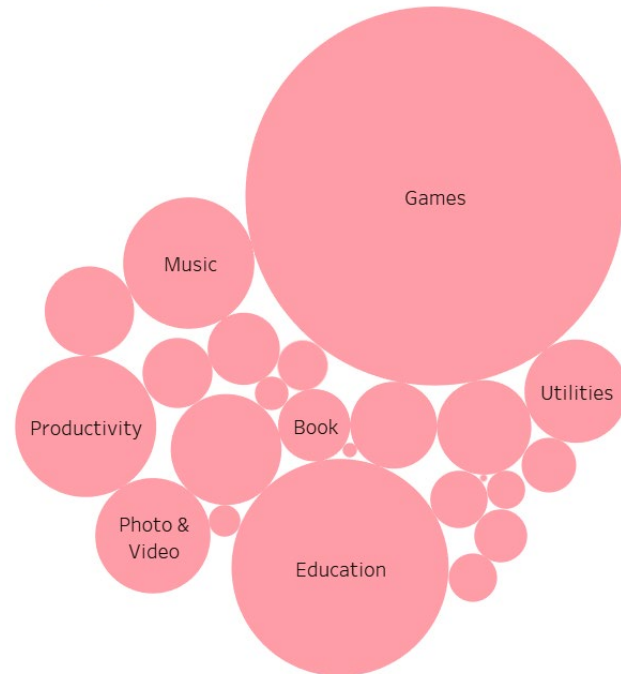
It helps identify popular app categories and emerging trends.



Insights from the dashboard can inform app development, marketing, and business strategies.

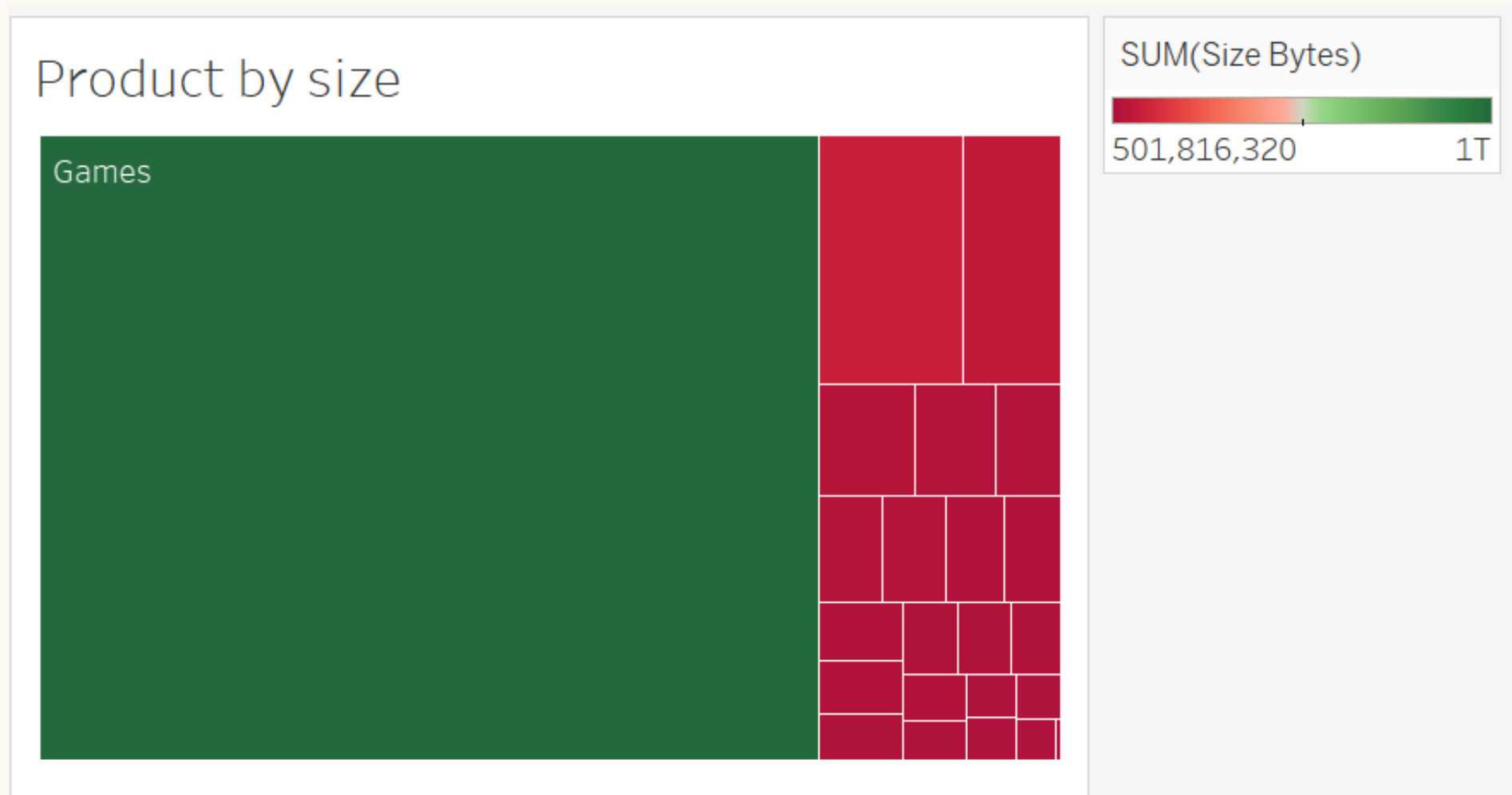
MARKET ANALYSIS OF THE APPSTORE

Price by product



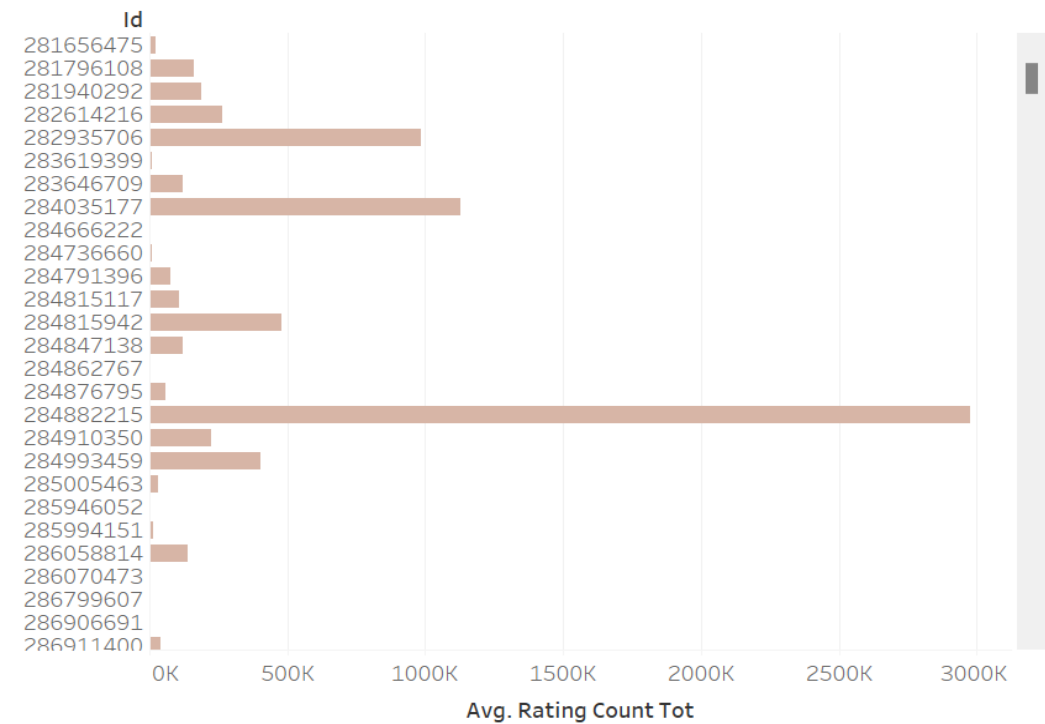
USER ENGAGEMENT AND RETENTION

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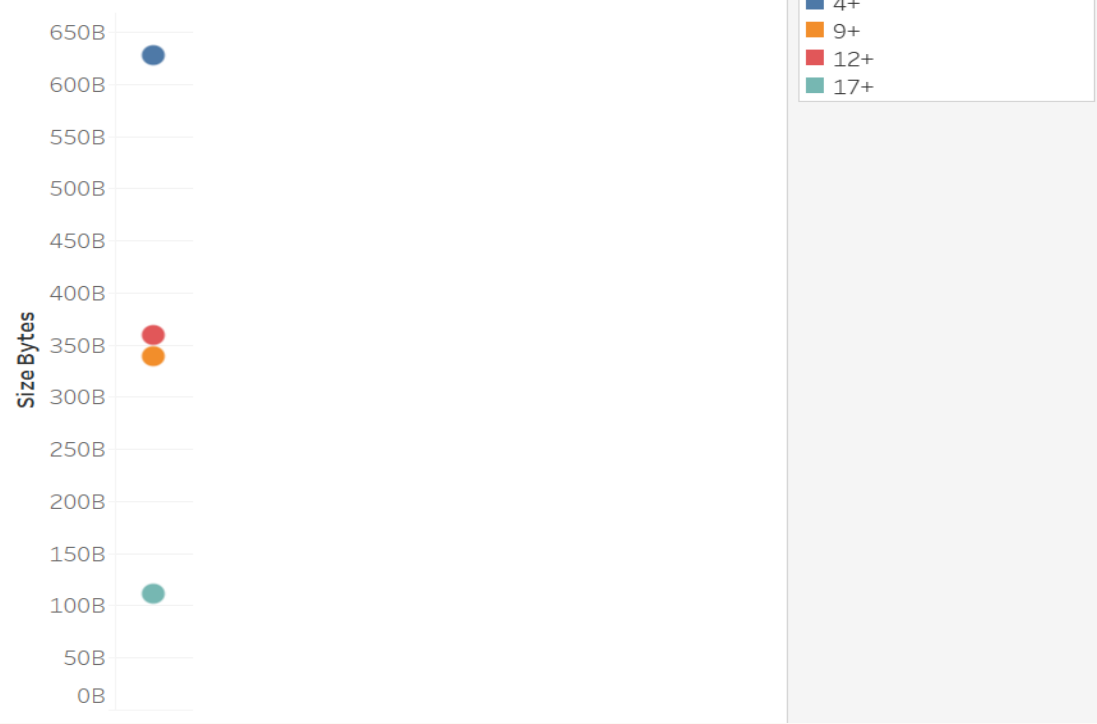


RATINGS

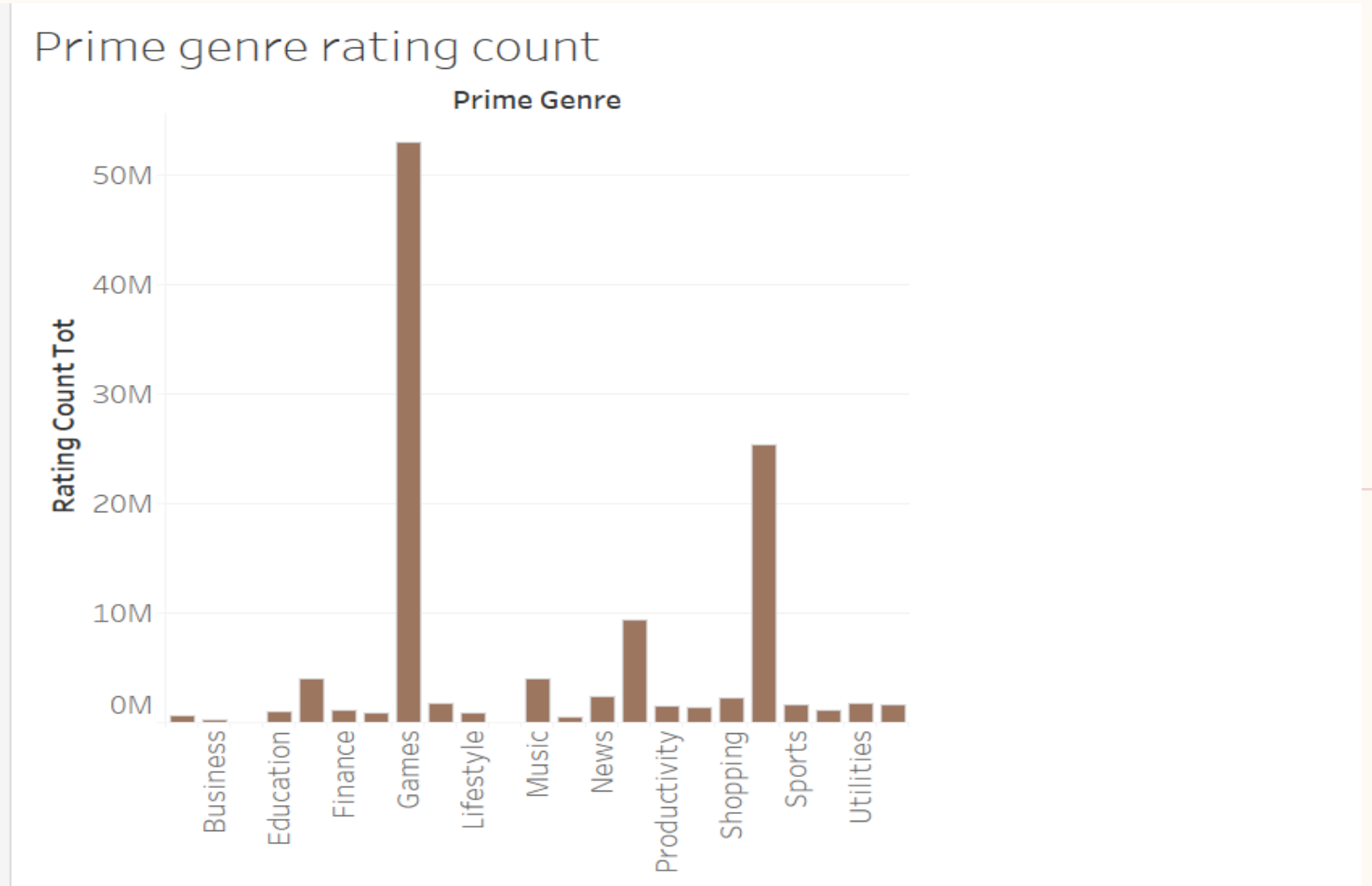
Rating IDs



Rating count



PRIME GENRE RATING COUNT



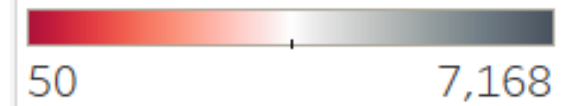
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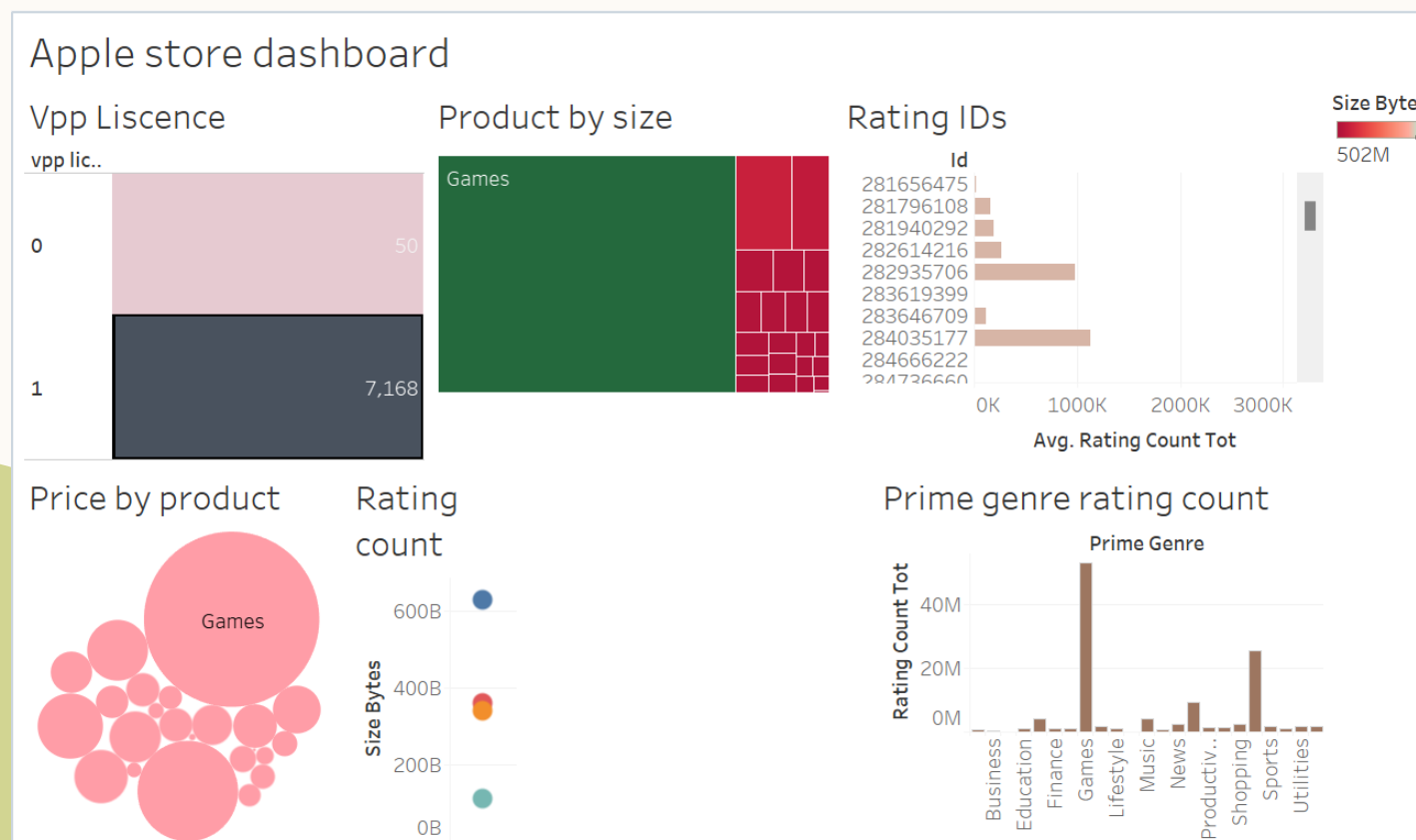
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APPSTORE DASHBOARD USING TABLEAU



RECOMMENDATIONS

The AppStore Dashboard is an invaluable tool for app developers and marketers

Regular monitoring and analysis of the dashboard can drive app success and profitability



Recommendations based on dashboard insights can improve app performance and user engagement



Take Action And
Optimize Yourself

THANK YOU!!!