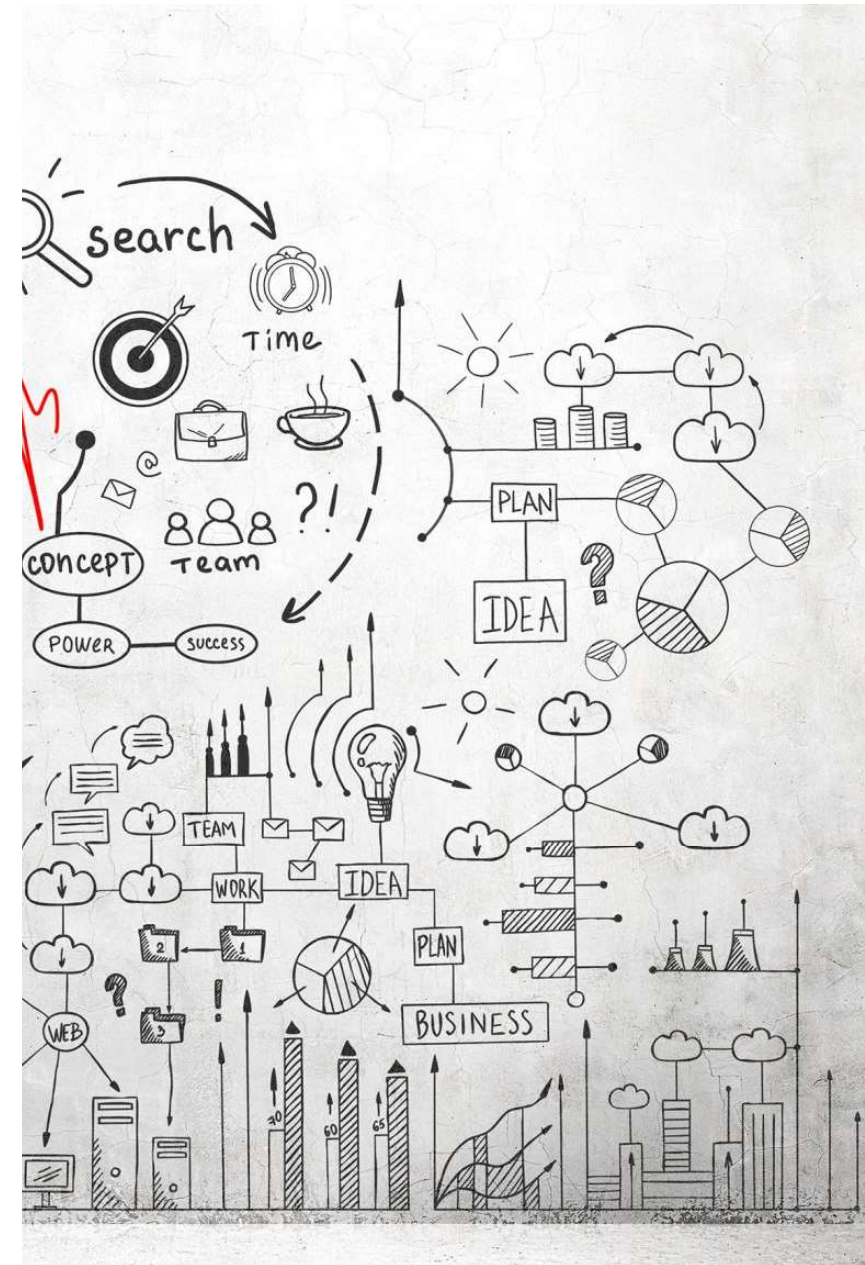




APPLE STORE

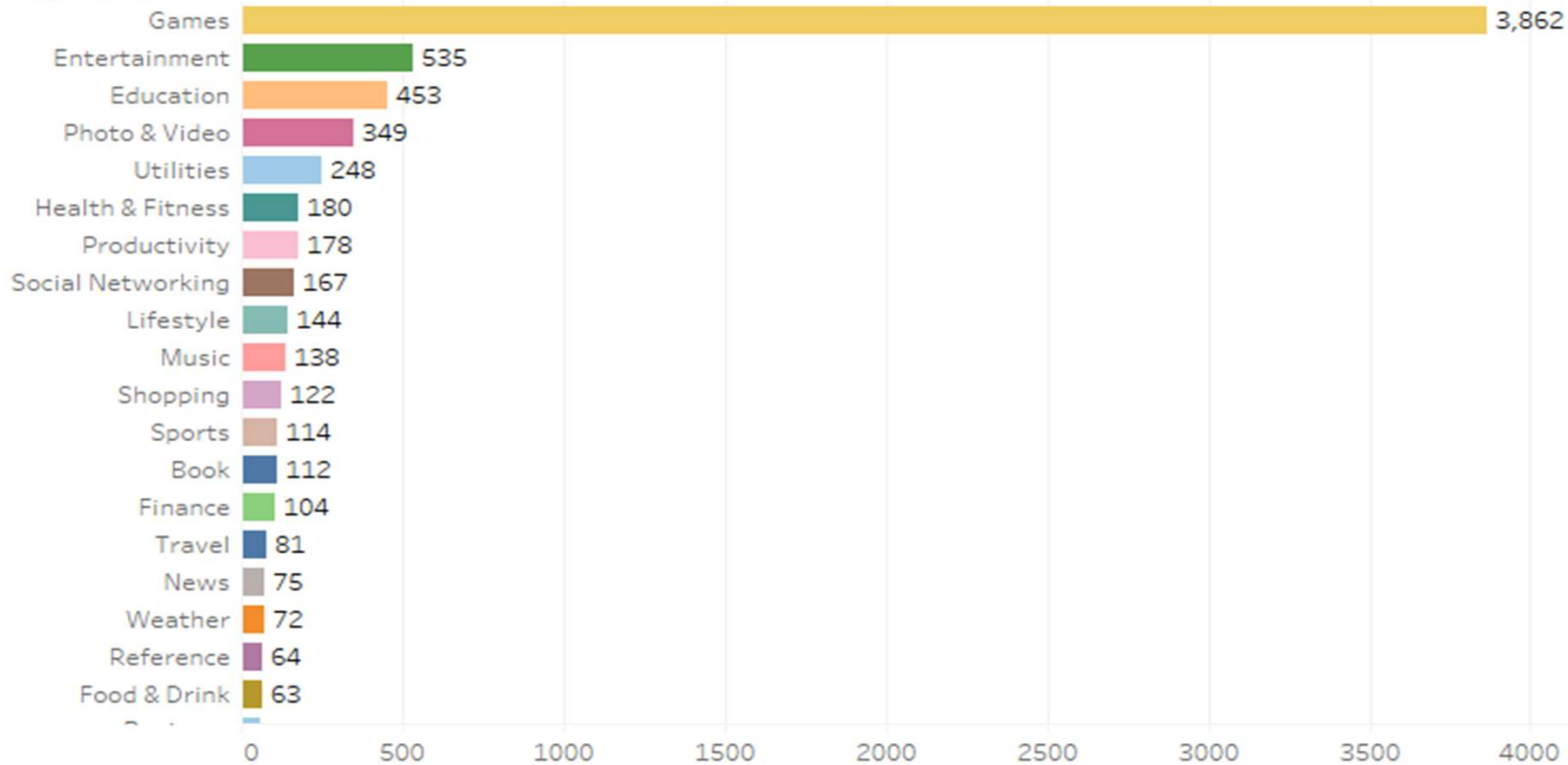
Visualizing of an interesting data set using Tableau that covers information about apps available on the Apple Store



The number of apps per genre

Apps per genre

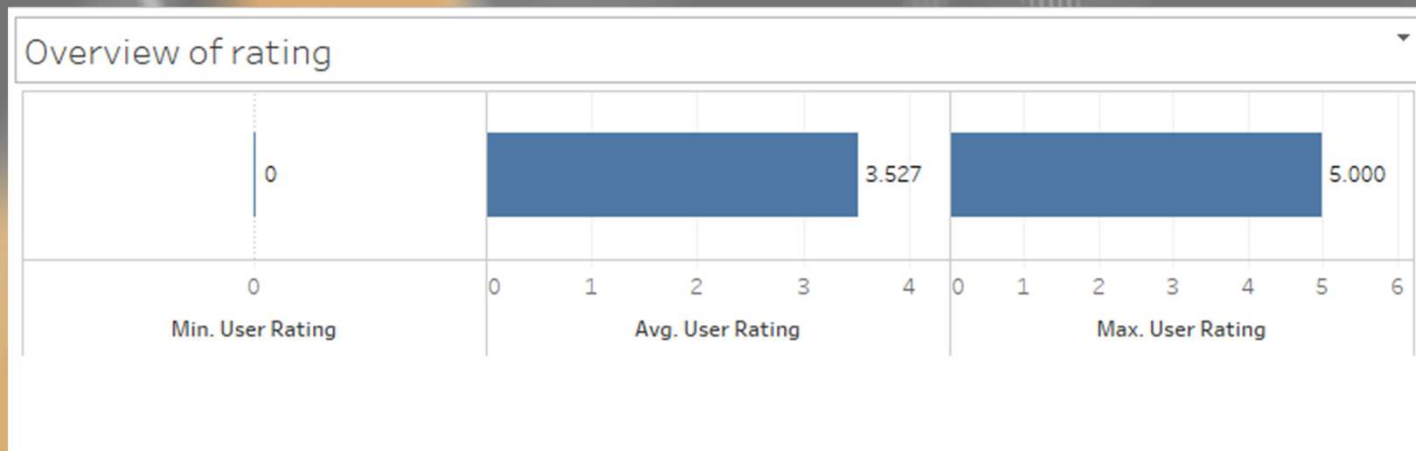
Prime Genre ▾



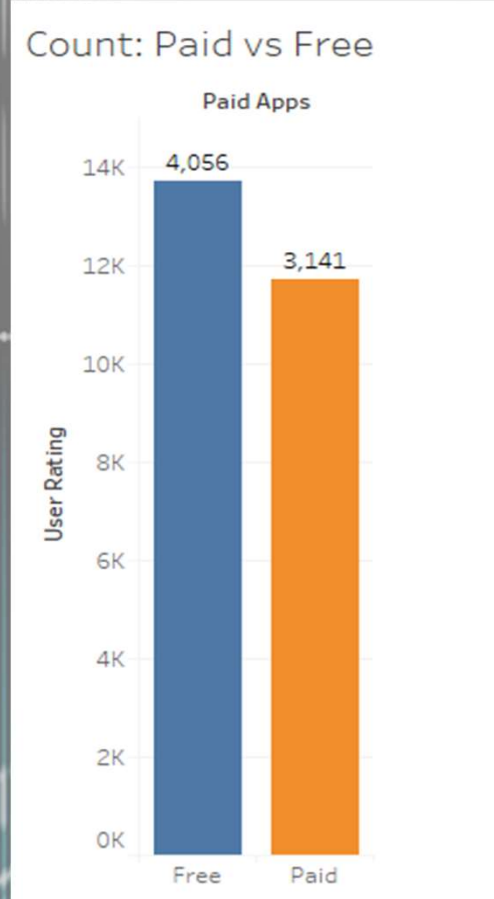
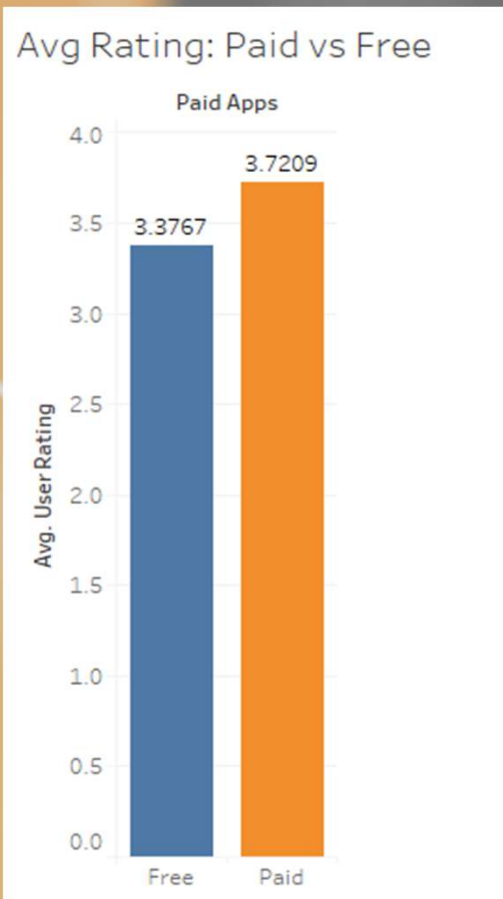
Count of Rating Count Tot ▾

& more ...

An overview of ratings

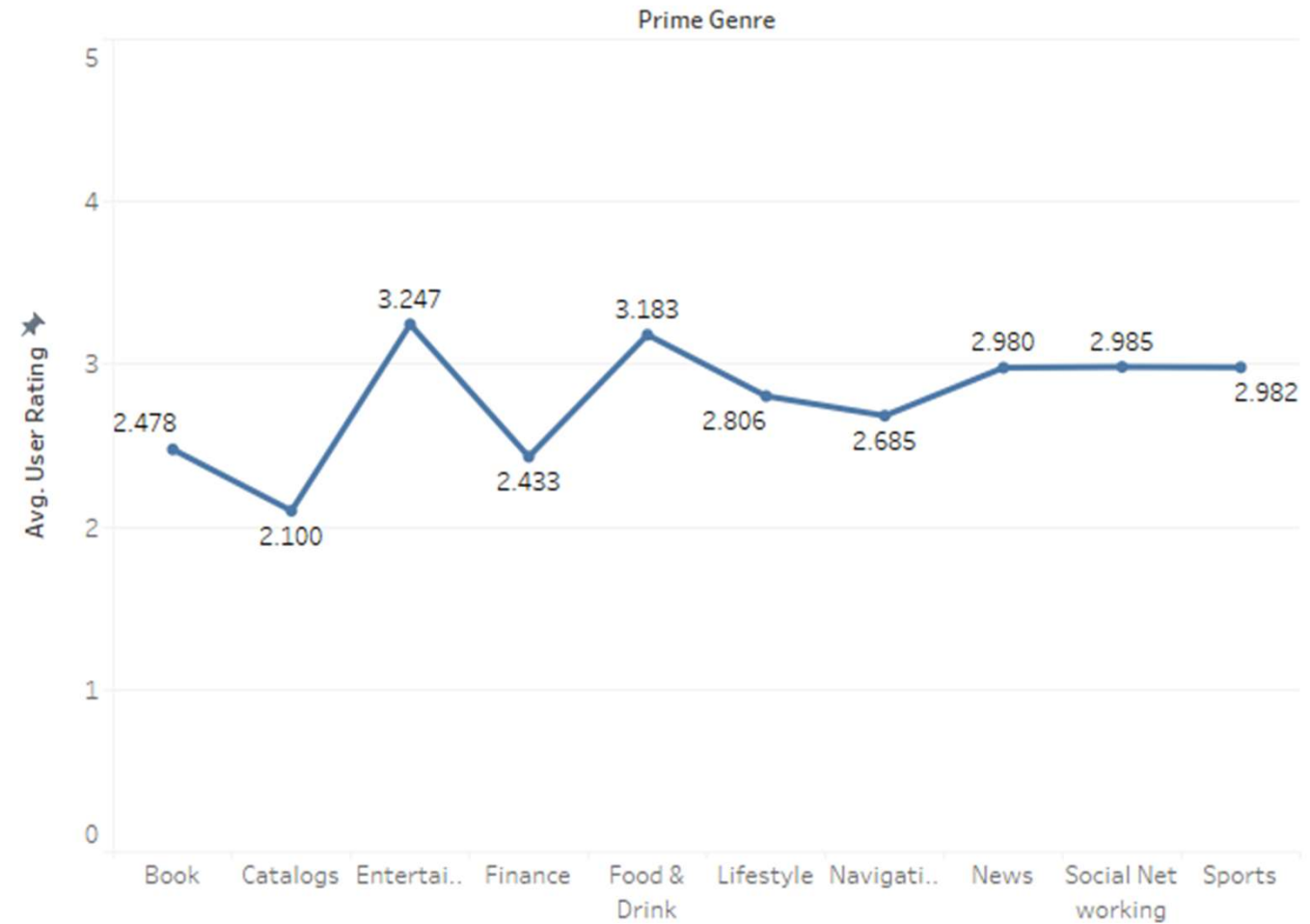


Paid apps VS Free apps



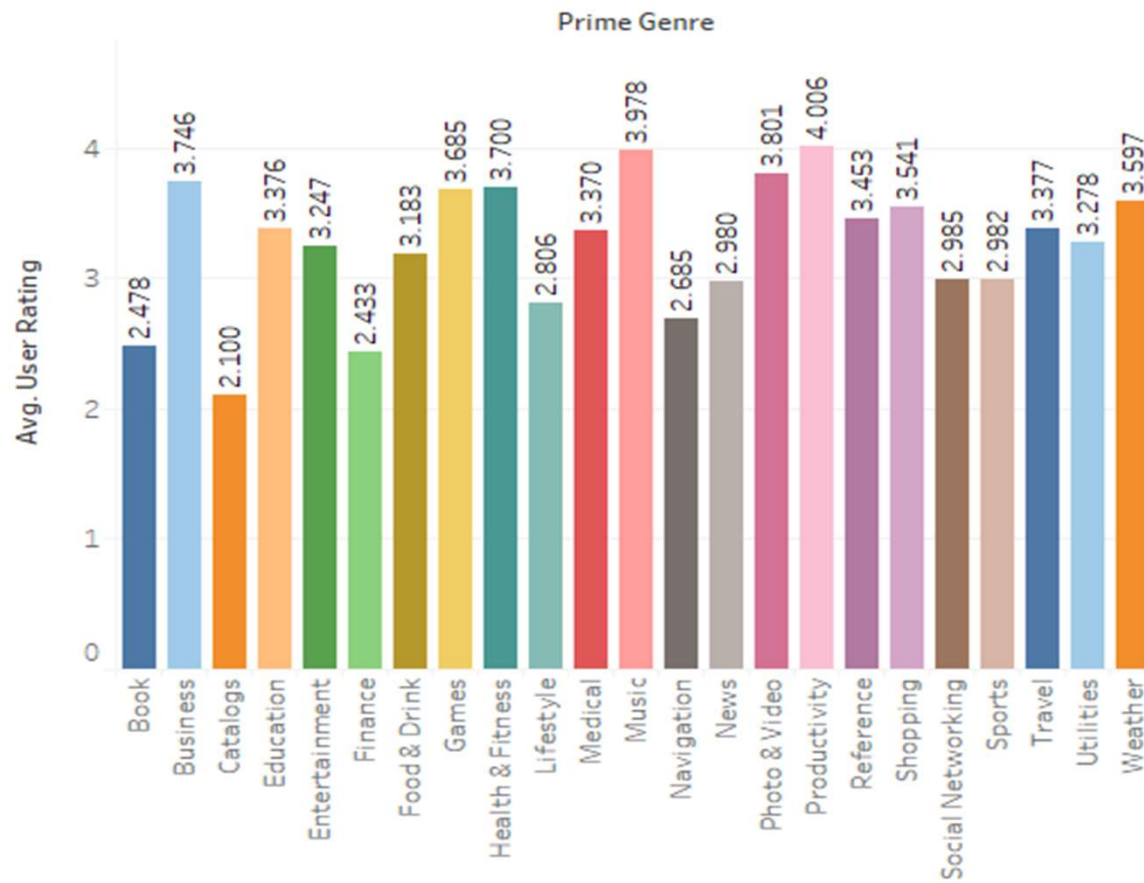
Genre with
lower ratings

Genre with low ratings bottom 10



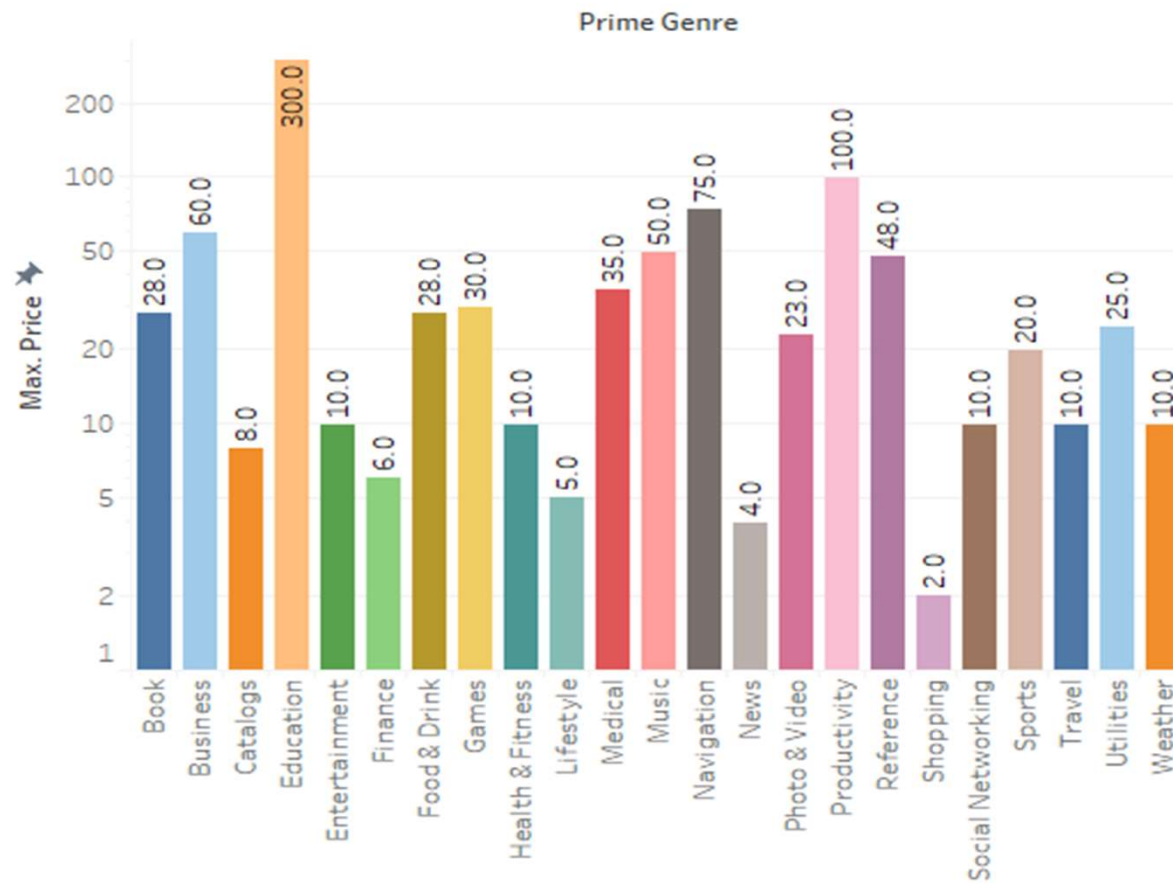
Average user per genre

Avg user rating



Max price in each genre

Max Price



Key outcomes of the analysis

- Paid apps have better ratings
- Finance and Catalogs apps have low ratings
- The most and least expensive app is in Education and Shopping genre
- A new app should aim for an average rating above 3.5
- Games genre have highest competition