Google Play Store Data Analysis

(Power BI)

Objective

Google Play Store is an emerging platform in which millions of applications are developed and released by developers. Users can install different categories of applications on their Android phones.

The primary objective of the Google Play Store data analysis project is to derive actionable insights and strategic recommendations by comprehensively analyzing key metrics and trends within the app ecosystem. This analysis aims to empower stakeholders, including app developers, marketers, and decision-makers, with data-driven perspectives for optimizing app performance, user engagement, and market positioning.

Steps Involved

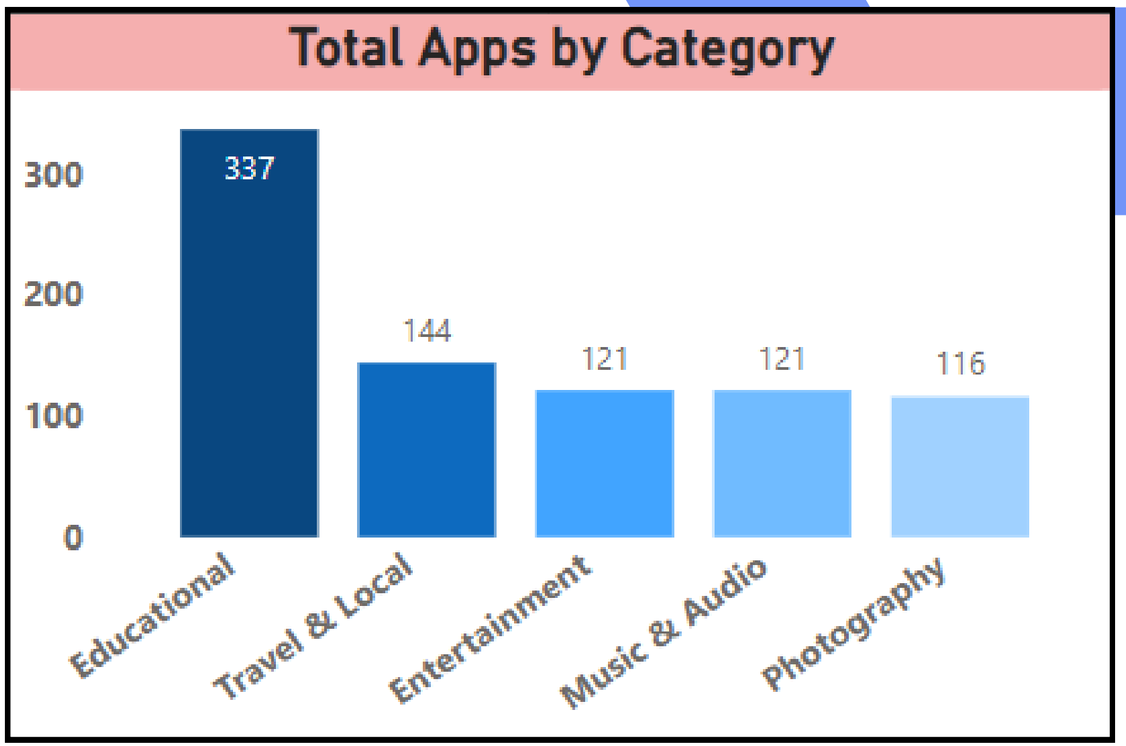
1. Data Collection
2. Data Cleaning and Processing
3. Data Analysis
4. Data Visualization
5. Creating Report
6. Retrieving Insights

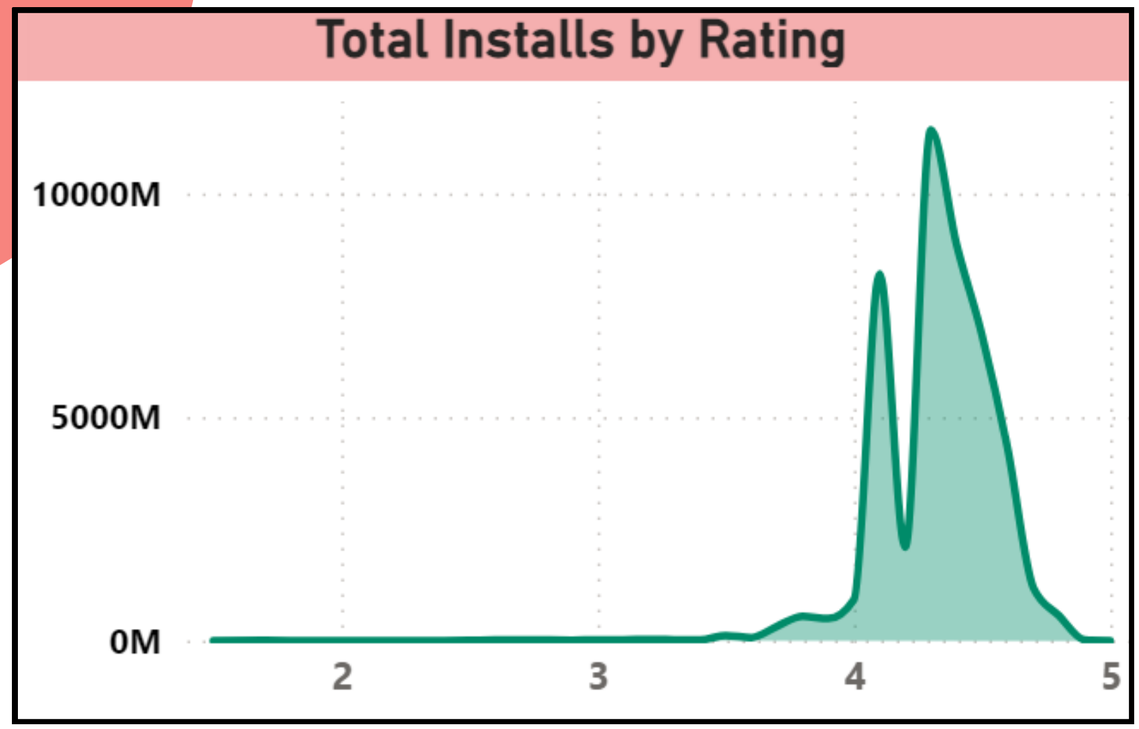
Charts used in the Report and the Key Insights

Category Insights:

Explore the distribution of total apps across different categories to identify popular and emerging app genres.

Insight: The category that has the maximum number of apps in the Google Play Store is Educational.

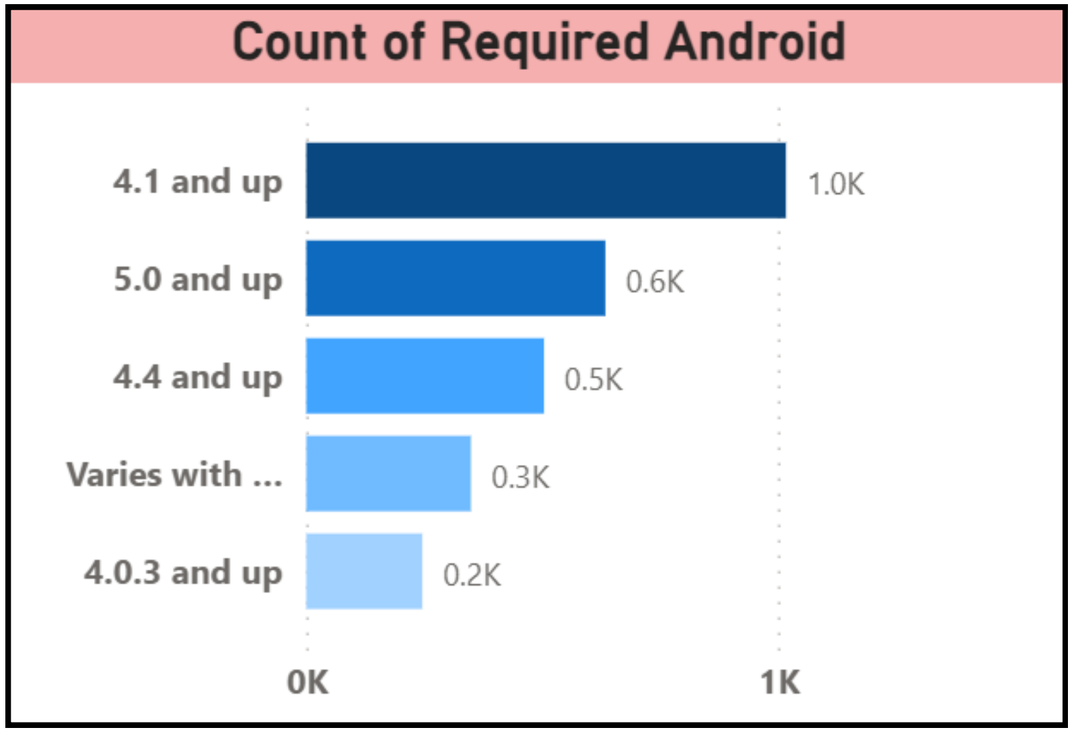




User Engagement:

Analyze total installs based on user ratings to understand the correlation between app ratings and user adoption.

Insight: The apps that are mostly installed by users have a rating of 3.5 to 5.



Android Version Compatibility:

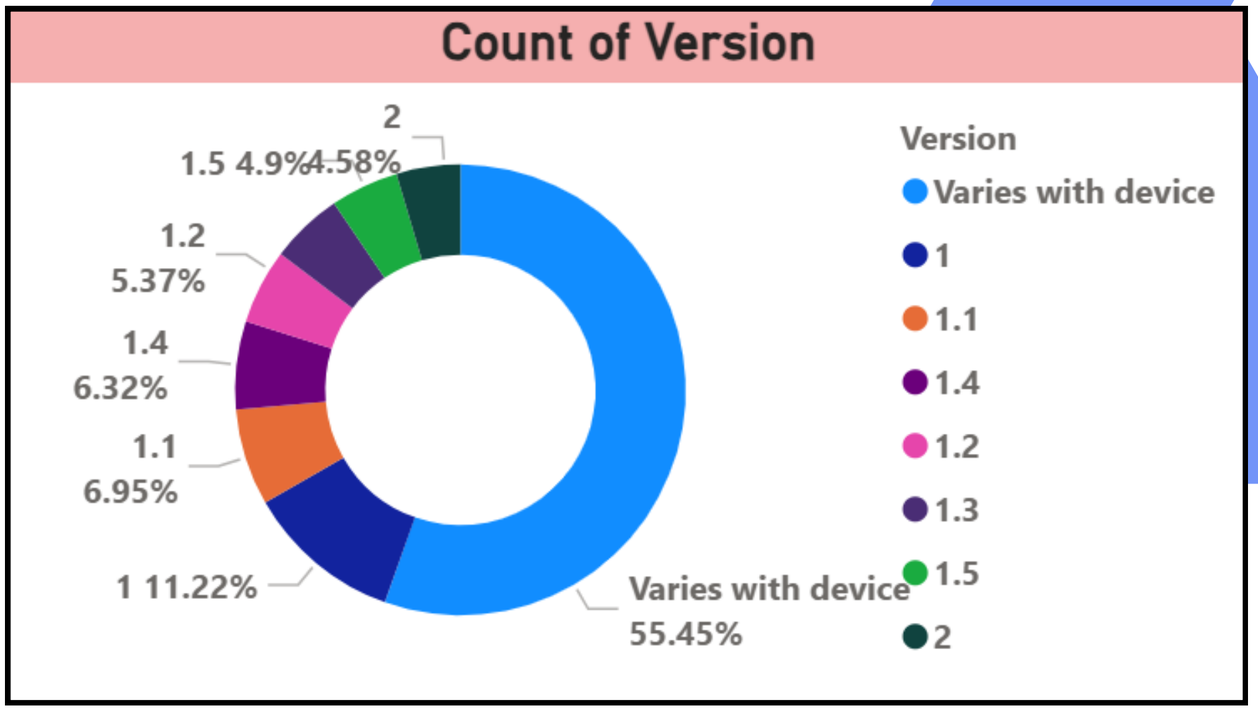
Investigate the count of required Android versions and version distribution to guide developers in optimizing app compatibility.

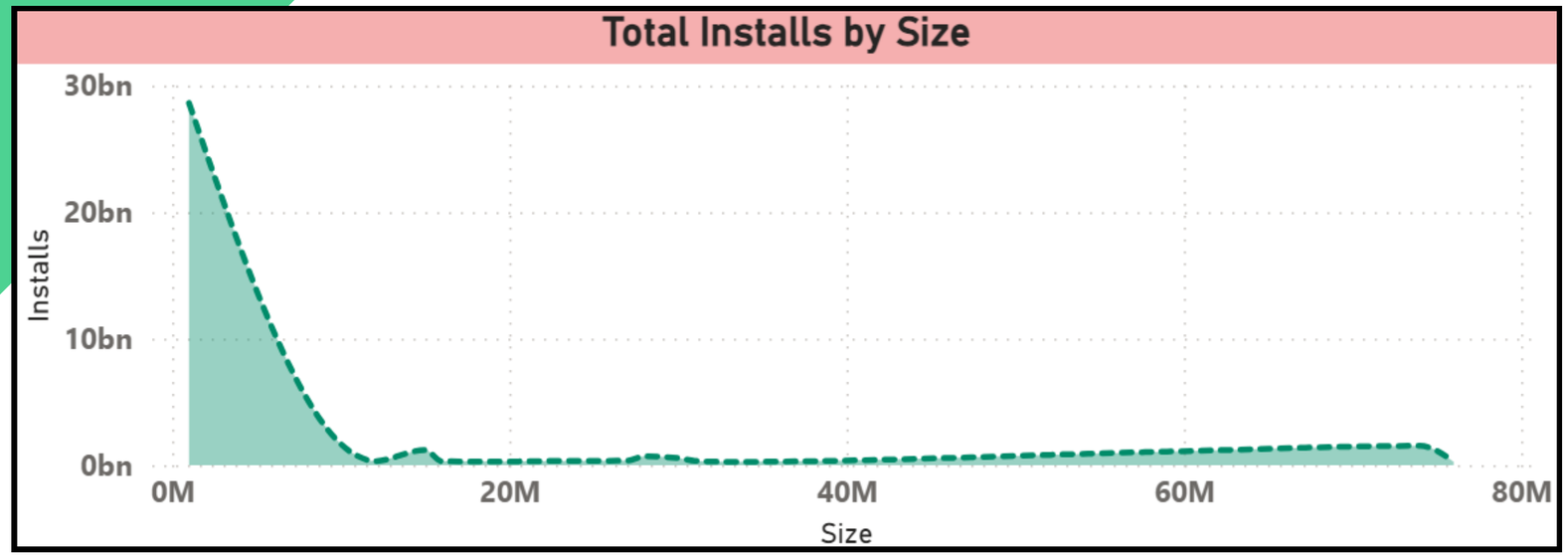
Insight: The required Android version that most apps require is 4.1 and up, which has a count of 1.0k

App Version Analysis:

Examine the count of app versions to gain insights into versioning patterns, update frequencies, and their impact on user engagement.

Insight: The version of the app that most apps have varies with the device, which has a percentage of 55.45%.





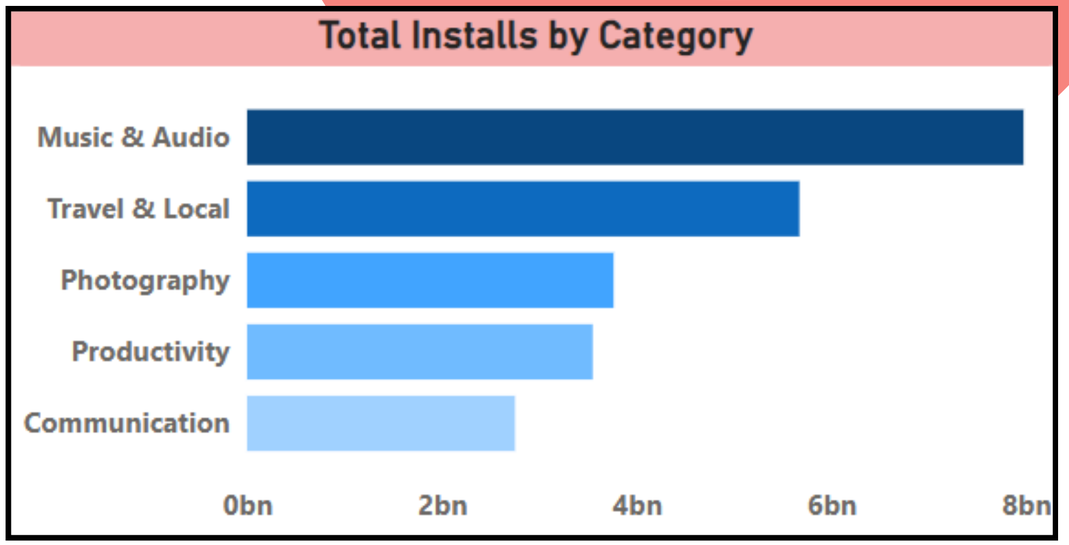
Size and Installations Relationship:

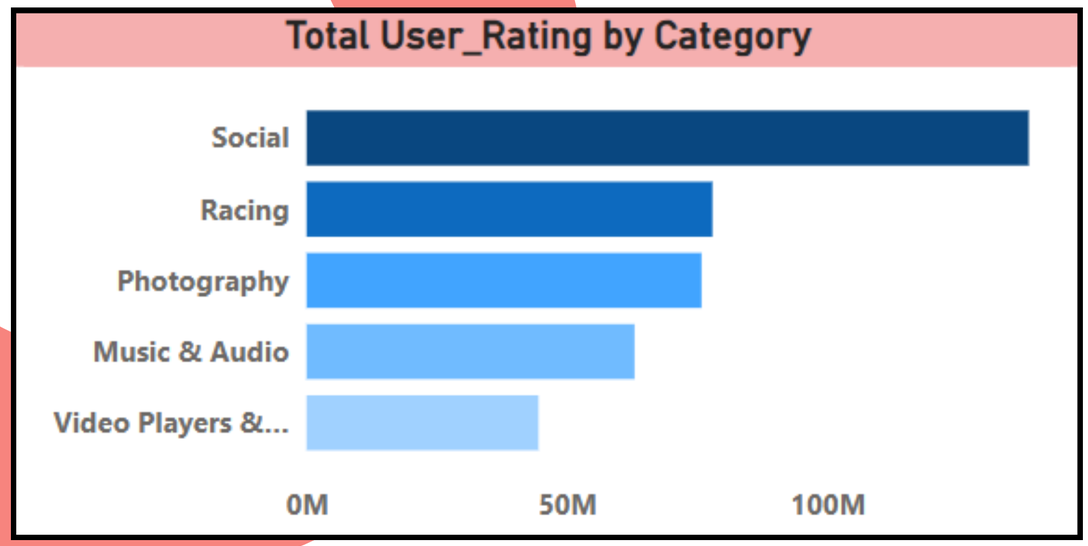
Evaluate the relationship between app size and total installs to provide recommendations for optimizing app size and enhancing user accessibility.

Insight: The apps having a size of 1 Mb have the maximum number of installs i.e., 29 Billion.

Category-Specific Installations:

Break down total installs by category to identify high-performing categories and uncover potential growth opportunities.
Insight: Music and Audio categories of apps have the maximum number of installs.





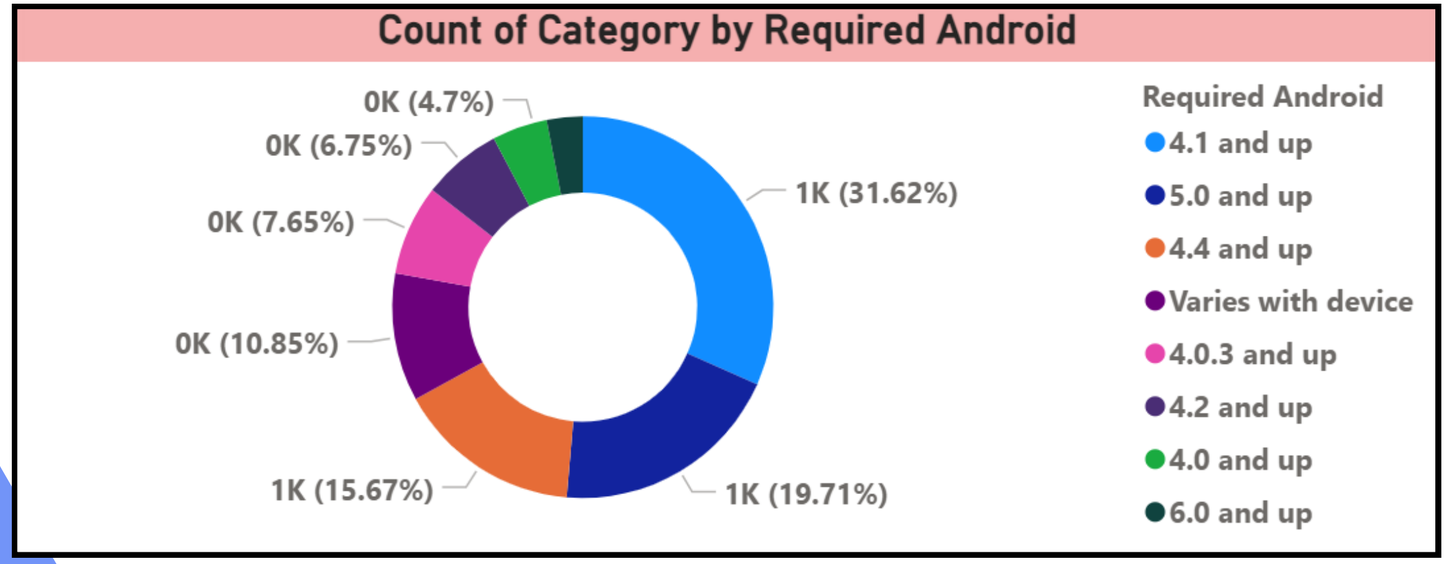
User Ratings by Category:

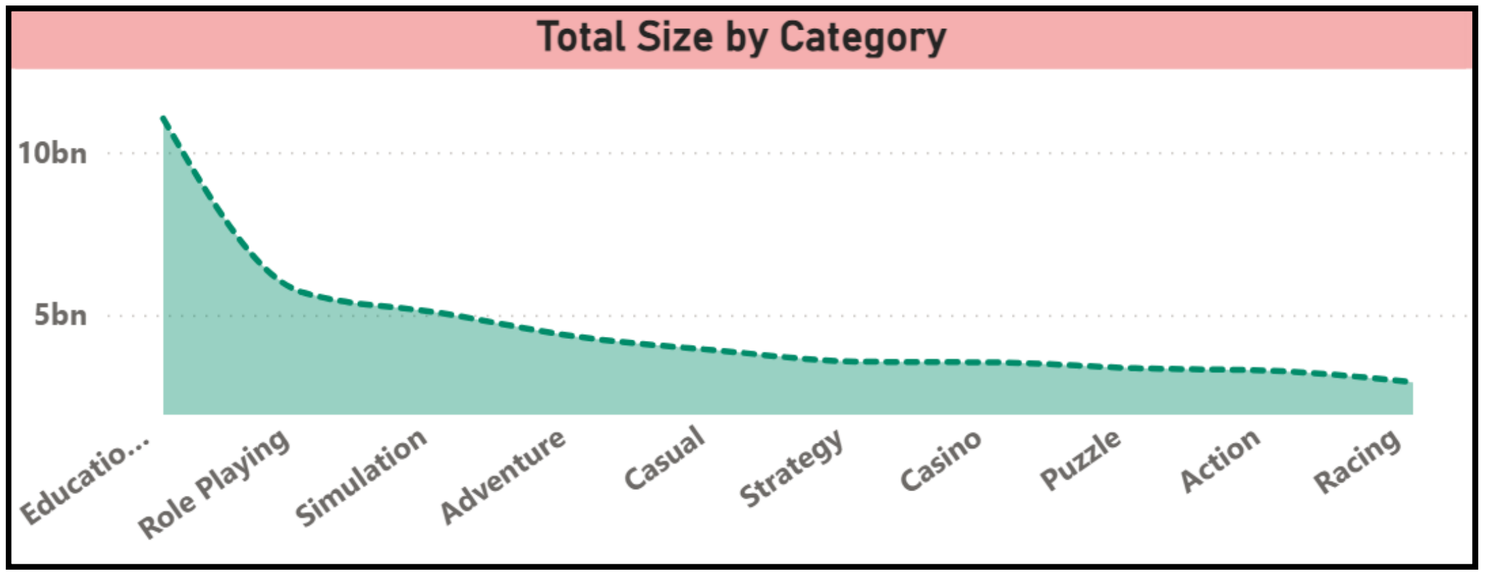
Explore total user ratings by category to understand user satisfaction levels and identify areas for improvement or innovation.
Insight: Social categories of apps have the maximum number of user ratings.

Android Compatibility by Category:

Assess the count of categories by required Android versions to guide developers in aligning app development with prevalent Android versions.

Insight: 1017 apps require the Android version of 4.1 and up.





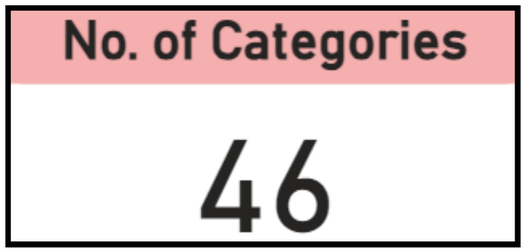
Size Variation across Categories:

Investigate total size by category to provide insights into size distributions and guide developers in optimizing app size within specific genres.

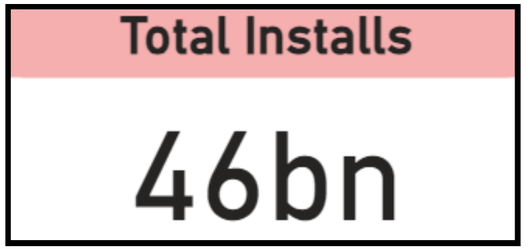
Insight: Educational category apps have the maximum app size i.e., 11 billion in total.

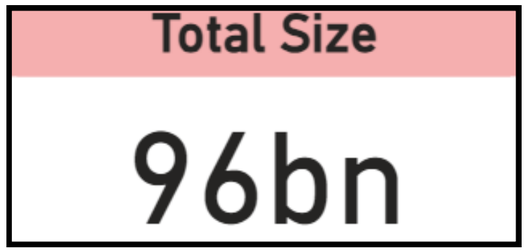
KPIs:

Number of Categories: This KPI counts the dataset's total number of distinct app categories.

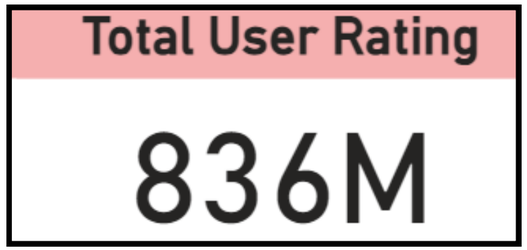


Total Installs: This KPI represents the cumulative number of times users have downloaded and installed all apps in the dataset.



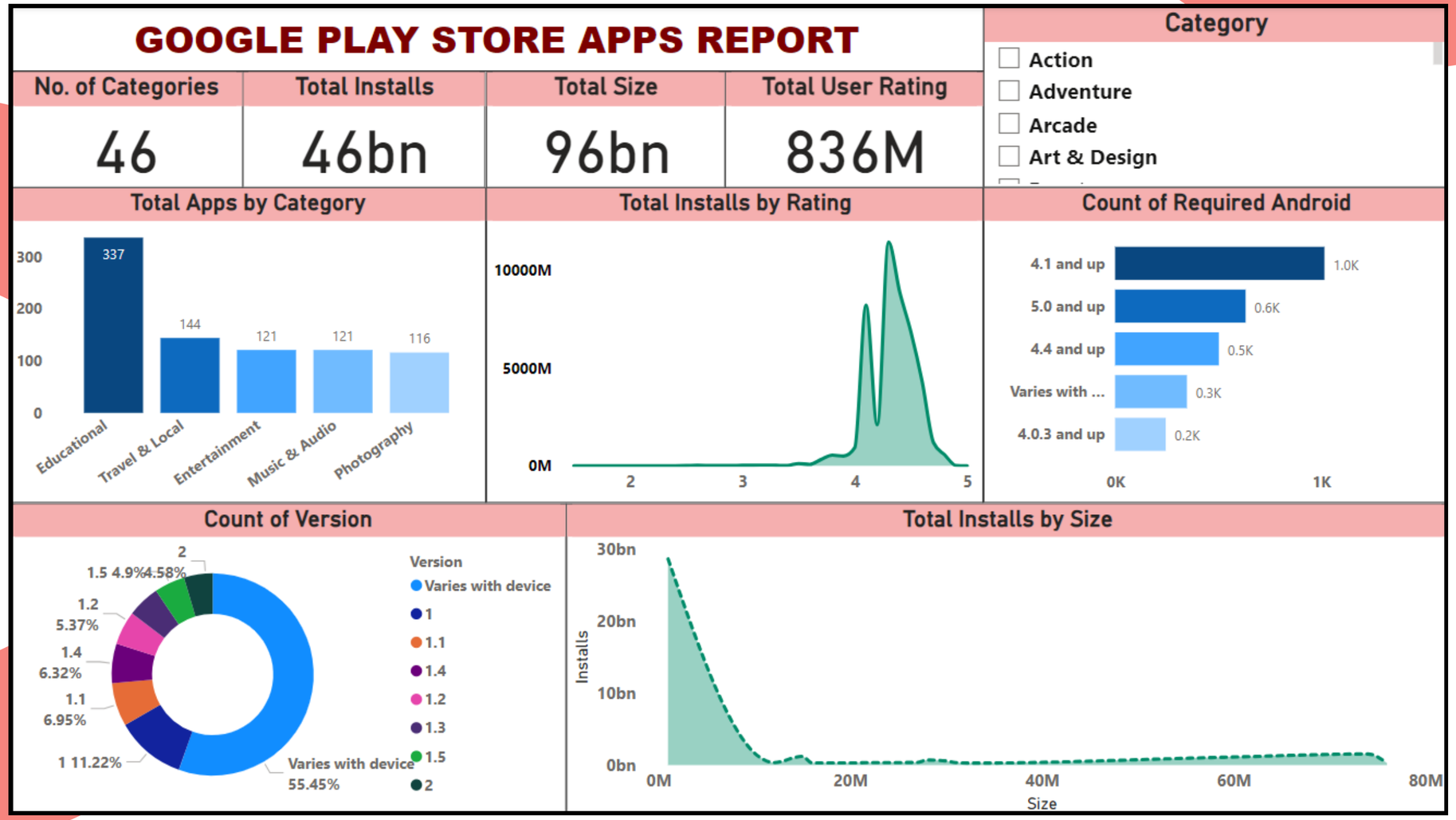


Total Size: This KPI quantifies the combined size of all apps in the dataset.



Total User Rating: This KPI is a measure of the overall satisfaction level of users with the apps.

Complete Power BI Report:



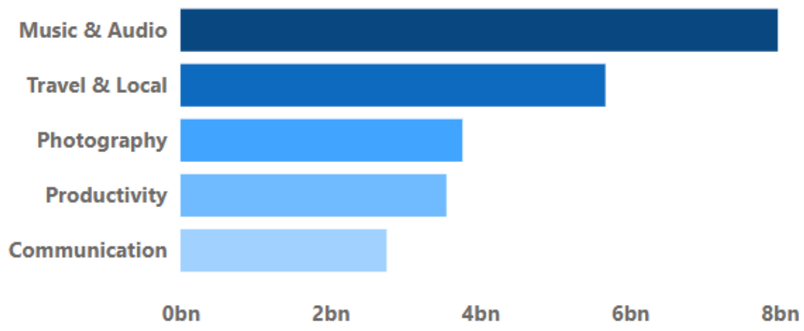
GOOGLE PLAY STORE APPS REPORT

No. of Categories	Total Installs	Total Size	Total User Rating
46	46bn	96bn	836M

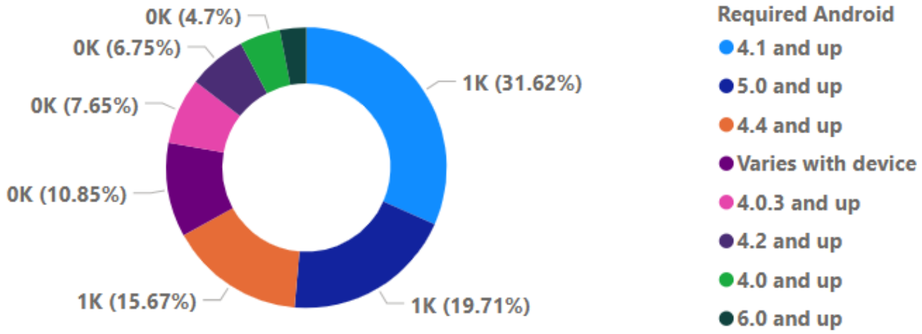
Category

- [ ] Action
- [ ] Adventure
- [ ] Arcade
- [ ] Art & Design

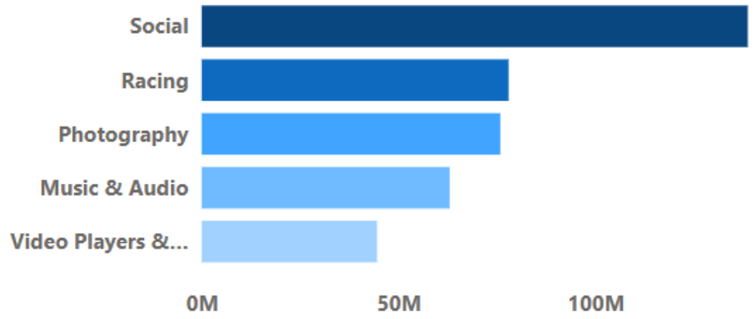
Total Installs by Category



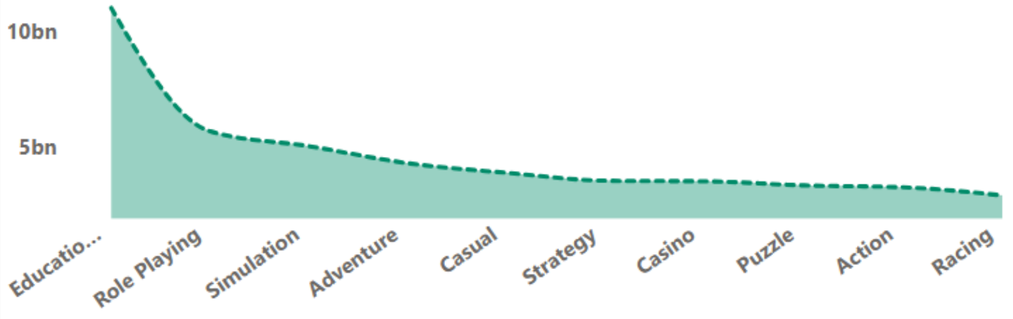
Count of Category by Required Android



Total User_Rating by Category



Total Size by Category



Project Learnings

1. Optimize apps for popular categories
2. Prioritize user rating enhancement
3. Enhance compatibility with the latest Android versions
4. Implement strategic versioning and update plans
5. Optimize app sizes for improved installations
6. Strategize promotional efforts for popular categories
7. Address compatibility gaps across categories
8. Innovate based on user satisfaction insights
9. Strategically manage app sizes by category

Conclusion

In conclusion, the Google Play Store data analysis project has offered valuable insights into the dynamics of the app ecosystem. From uncovering category-specific trends to understanding user behaviors and preferences, the analysis has provided a comprehensive view of the factors influencing app performance. The key learnings and recommendations presented in this report aim to guide developers, marketers, and stakeholders in optimizing their strategies, enhancing user experiences, and navigating the competitive landscape effectively. This project underscores the importance of data-driven decision-making in the ever-evolving world of mobile applications.

Thank You