Google Playstore
Data Analysis using Power BI

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Abstract of Analysis

The insights provided in this analysis can lead to effective decision making as they involve a better understanding of Information from user perspective as well as from the application perspective. From the User perspective it provides the relation between various factors which can tell what users engage with, who those users are, what brings them to an app and how much they liked it. From the application perspective it provides the information which can be used to develop their app into a technically dynamic one and keep their users loyal and happy.

Google Playstore is a digital distribution service operated and developed by Google. It serves as the official app store for certified devices running the Android operating system, and allows users to browse and download apps developed using the Android Software Development Kit (SDK) and published through Google. Google Play serves as a digital media store that offers music, books, movies, and TV shows. Content purchased on Google Play Movies & TV and Google Play Books can be accessed through a web browser and through the Android and iOS apps.

Summary of the Dataset

- Primary Source of the Data: Google Playstore

- Secondary Source of the Data: Kaggle

- The dataset contains 13 attributes - Apps, Category, Rating, Reviews, Size, Installs, Type, Price, Content rating, Genres, Last updated date, Current version, Android Version and 10842 rows.

- There are 9639 Apps in total with 120 Genres and 34 Categories.

- The total no: of Installations are 168 billions

- The above Bargraph represents the most installed apps among 168 billion installs. It is observed that Subway Surfers stands first with 6.0 billions installs and the rest with 4.0 billion installs.

- This insight can be used to concentrate on improving the features of apps like Subway surfers so that a higher margin of installations can be expected from that particular category.

Top 10 Installs by Category

- The above Columngraph represents the top 10 installed apps by category among 34 categories. It is observed that Game category stands first with 35 billion installs and top 10th is Video players with 6 billion installs.

- This can be used to focus on a wider range of categories where there is a scope to attract large no: of users.
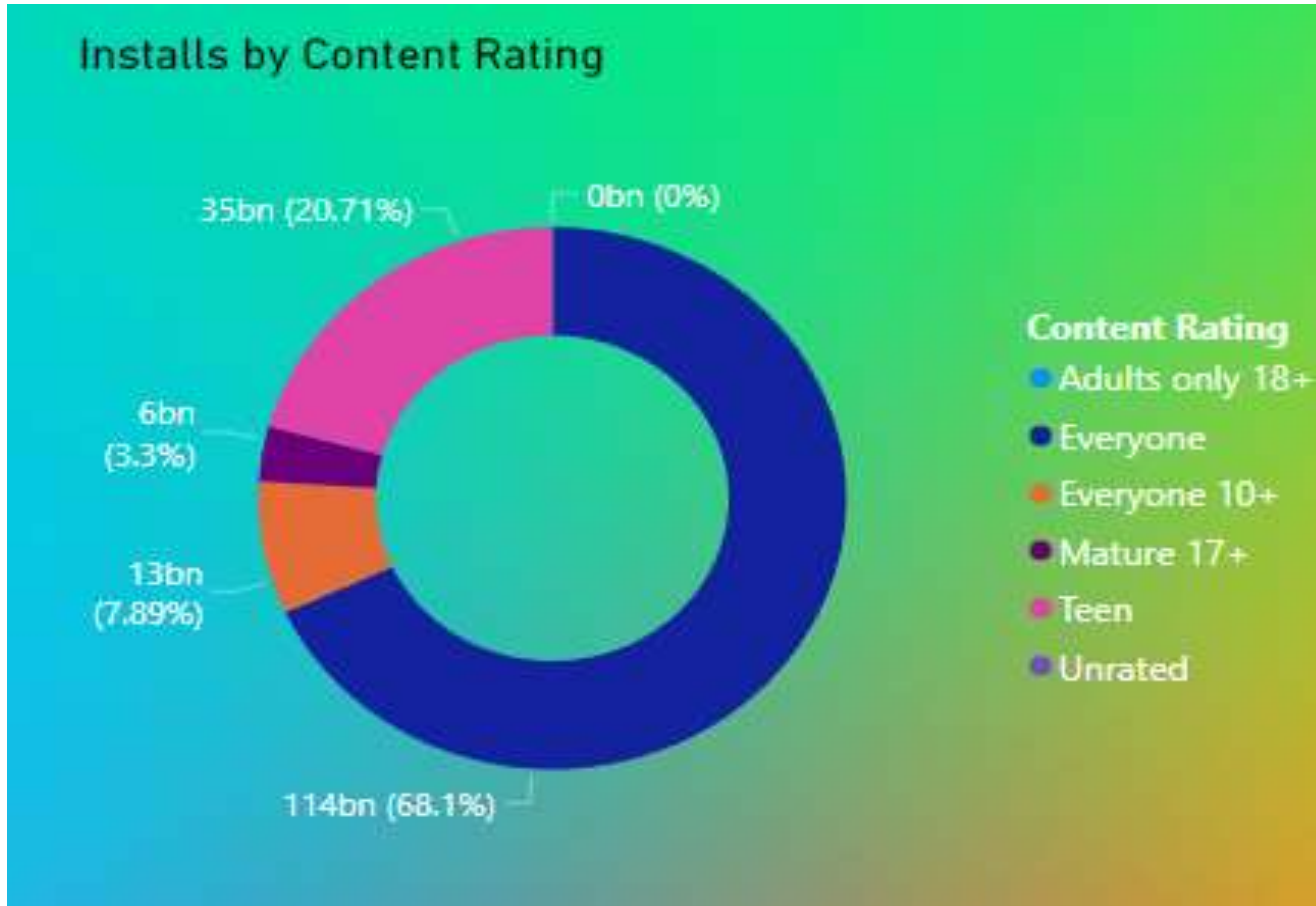
Installs based on Last update
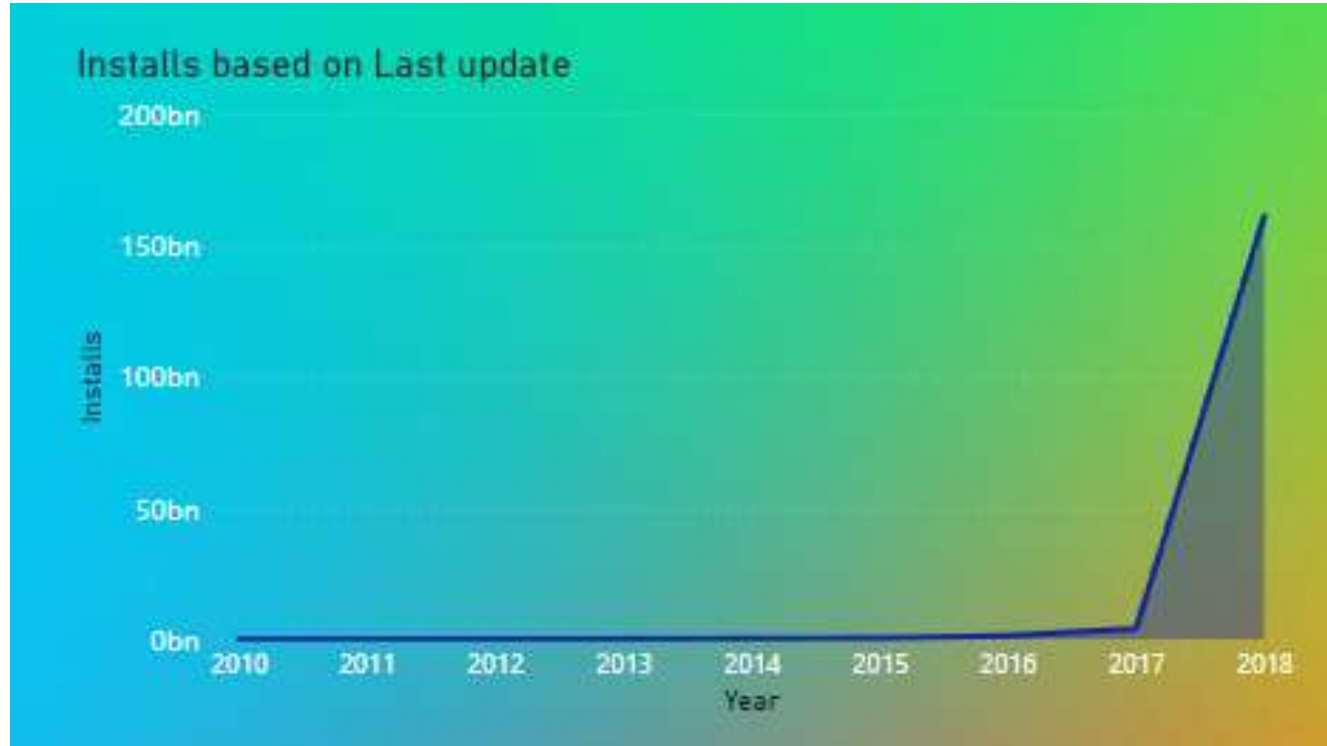
- The above Areagraph represents the magnitude of the apps installed based on the timing of last update from 2010 to 2018. It can be seen that apps which are updated on 2018 are installed most by 161 billion.

- This is yet another evidence that ever-changing technology is the key factor due to which audience prefer latest version of updates to their apps.

AVG Price by category
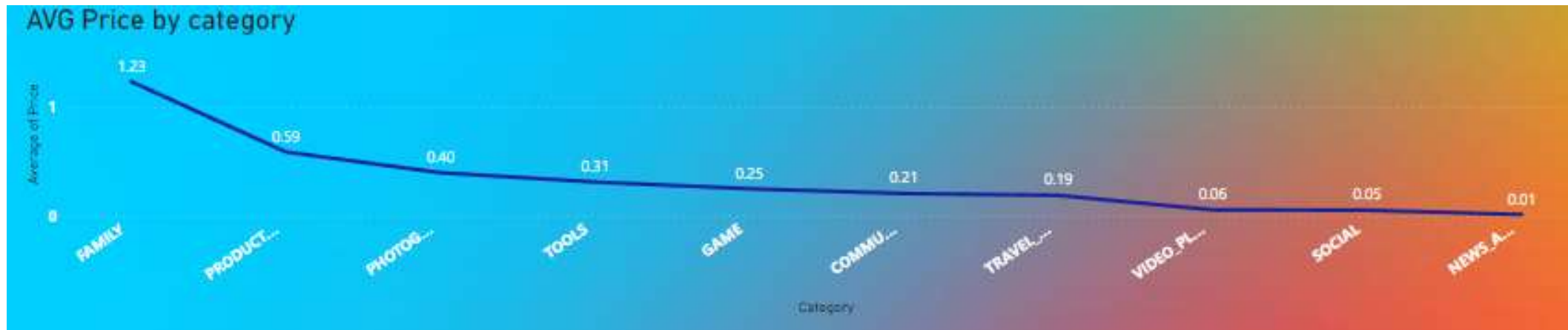
- The Apps in the Dataset are segregated into two types- Free and Paid. The above Linechart represents the average price of the paid apps installed based on the Category.

- Although there are a very few apps which are paid, the highest price among these apps is $2,000 which belongs to Family category.

- But when the average of these prices are calculated $0.01 turned out to be the least avg price which belongs to News and Magazines category.

Installs by Content Rating

35bn (20.71%) — 0bn (0%)

6bn (3.3%)

13bn (7.89%)

114bn (68.1%)

Content Rating
- Adults only 18+
- Everyone
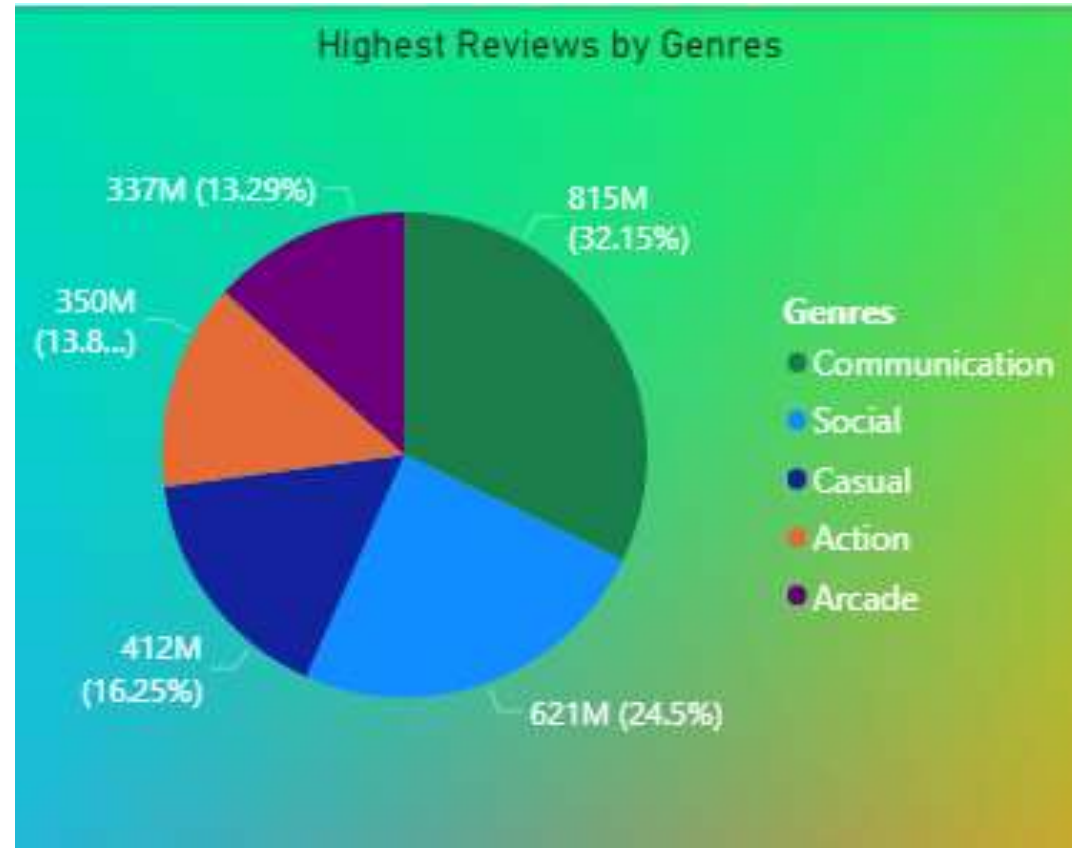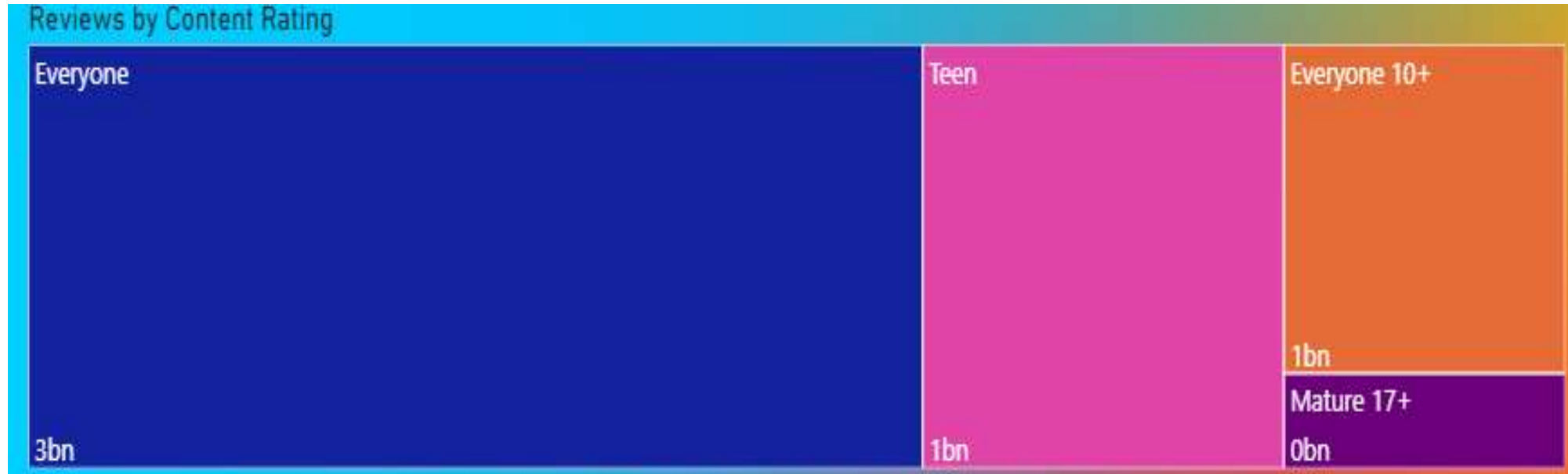- Everyone 10+
- Mature 17+
- Teen
- Unrated

- The Apps in the Dataset are classified into 7 content rating categories. The above Doughnut chart represents the no: of installs based on Content rating. It is derived that the 18+ Content Rating apps are the most installed apps with 114 billion installs.

- This insight can be used in promoting the content generally suitable for mature audiences that legally complies with the Playstore's policy.

Most popular apps based on their Reviews
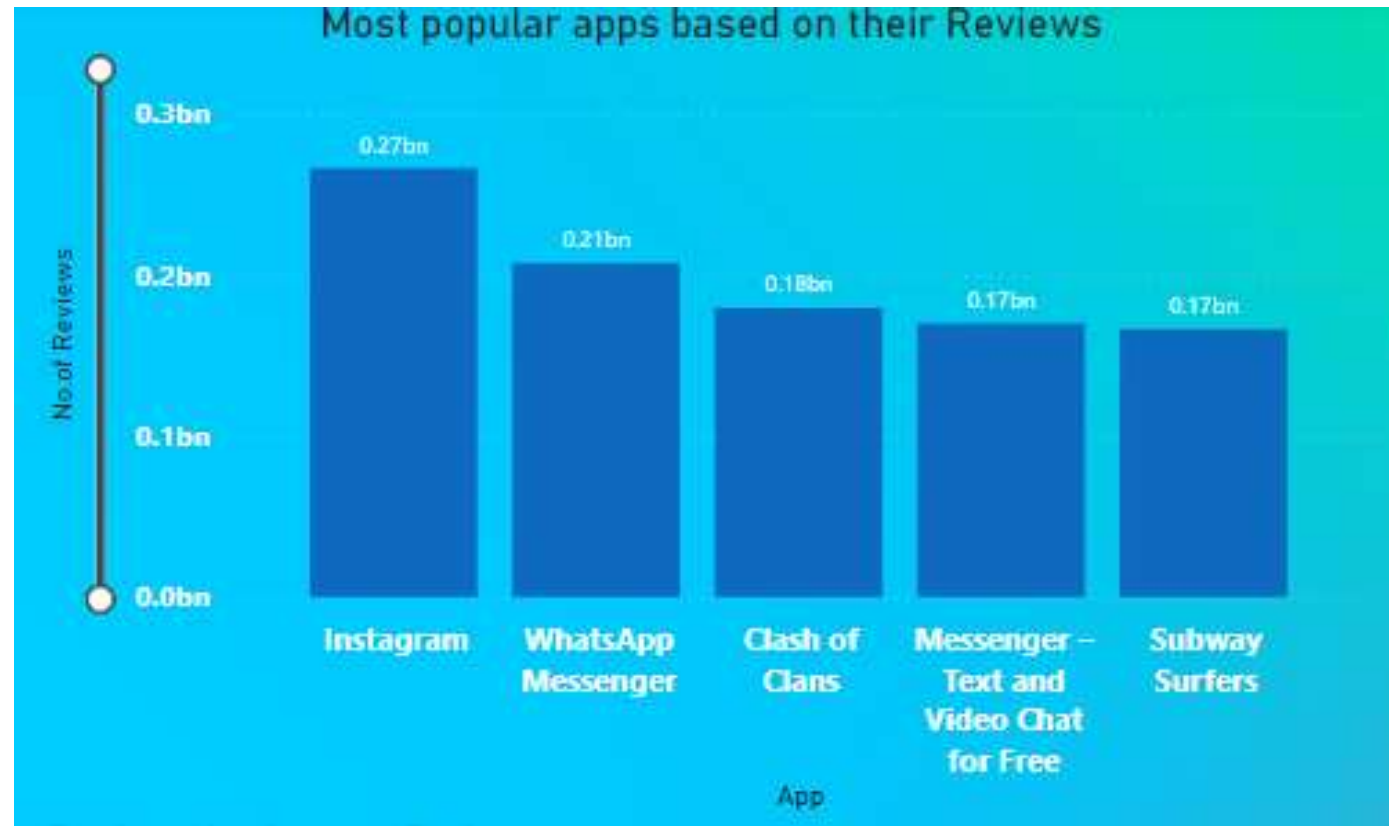
- The above Bargraph represents the impact of reviews on the installation of apps. It can be observed that Instagram ranks first with 0.27 billion reviews.

- This Insight can help the apps to increase their credibility based on reviews. When it comes to online ratings and reviews, even the customer benefits a lot. It provides customers an easier way to make comparison with other apps based on user experience.

Highest Reviews by Genres

337M (13.29%)
815M (32.15%)
350M (13.8...)
Genres
● Communication
● Social
● Casual
● Action
● Arcade
412M (16.25%)
621M (24.5%)

- The above Piechart demonstrates which genre of apps are reviewed the highest. Here it can be noticed that the Communication Genre apps are reviewed most by 815 million users.

- This Insight can be advantageous to the users as they can install the required apps from the Communication Genre based on personal recommendation by other customers.

Reviews by Content Rating

Everyone — 3bn
Teen — 1bn
Everyone 10+ — 1bn
Mature 17+ — 0bn

- The above Treemap represents the highest reviewed apps based on their Content rating. It can be seen that the apps belonging to "Everyone" category are the highest reviewed apps.

- This Insight can further be used to inform consumers, that there is less scope for potentially objectionable content that exists in Playstore.
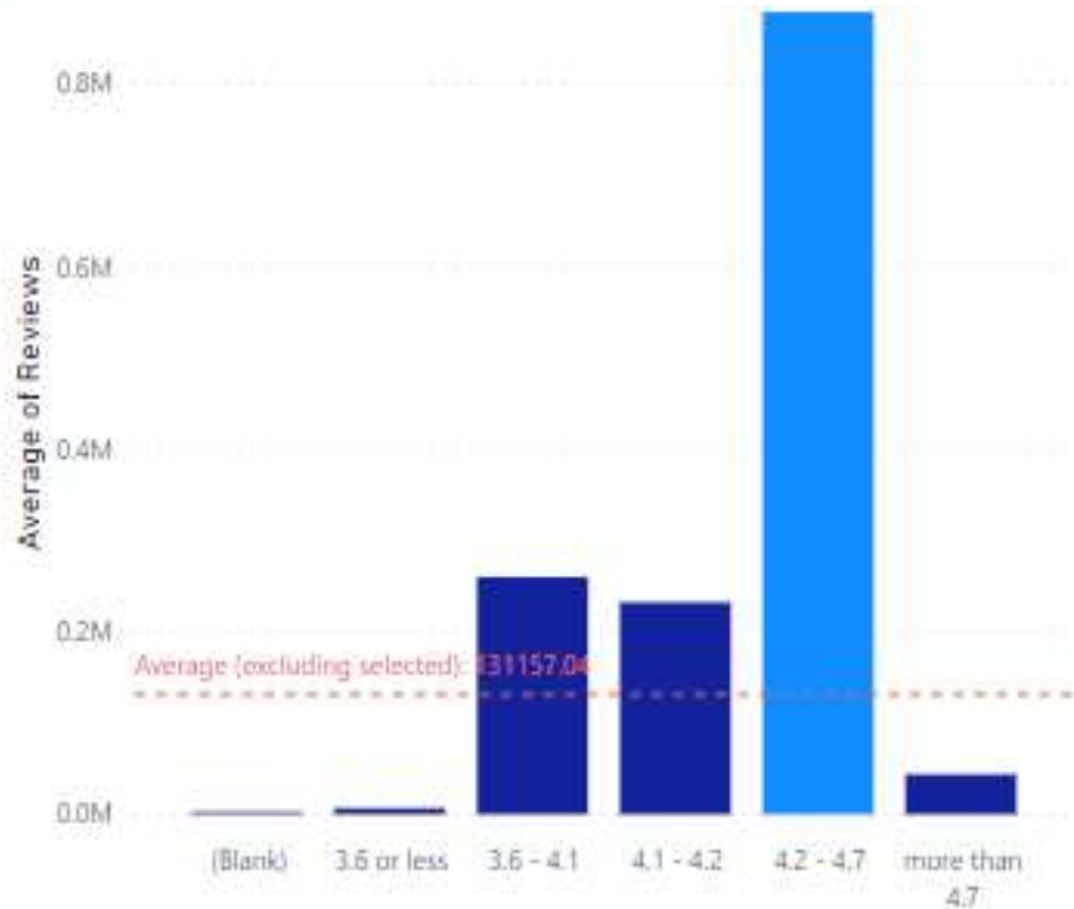
- This Bargraph is derived from the "Key Infleuncers" Visualization of PowerBI where it is representing the relationship between reviews and ratings of the apps.

- It is analyzed that for every 4.2-4.7 rating the average of reviews increases by 748.9 K.

Thank You