



Google Play

Presented By
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SQL PROJECT

Project Title

Analyzing App Performance on Google Play Store Using SQL

Project Description

Google wants to understand which types of apps perform best in the Play Store, in terms of user engagement, downloads, and ratings. As a data analyst, your job is to analyze the data and provide insights



Insights Needed

- Which app categories are most popular?
- What are the differences in performance between free and paid apps?
- Which countries rate apps highest or lowest?
- Which app types grow fastest in downloads?



DATASETS

I. apps

(app_id, app_name, category, release_date, price, rating)

Result Grid						
		Filter Rows:		Edit:		
	app_id	app_name	category	release_date	price	rating
▶	1	Google Maps	Navigation	2012-03-01	0.00	4.50
	2	Candy Crush	Games	2013-05-20	0.00	4.30
	3	Photo Editor Pro	Photography	2018-07-15	0.00	4.00
	4	Fitness Tracker +	Health	2020-01-10	2.99	3.90
	5	Language Learner	Education	2021-09-12	4.99	4.60
✱	NULL	NULL	NULL	NULL	NULL	NULL

2. downloads

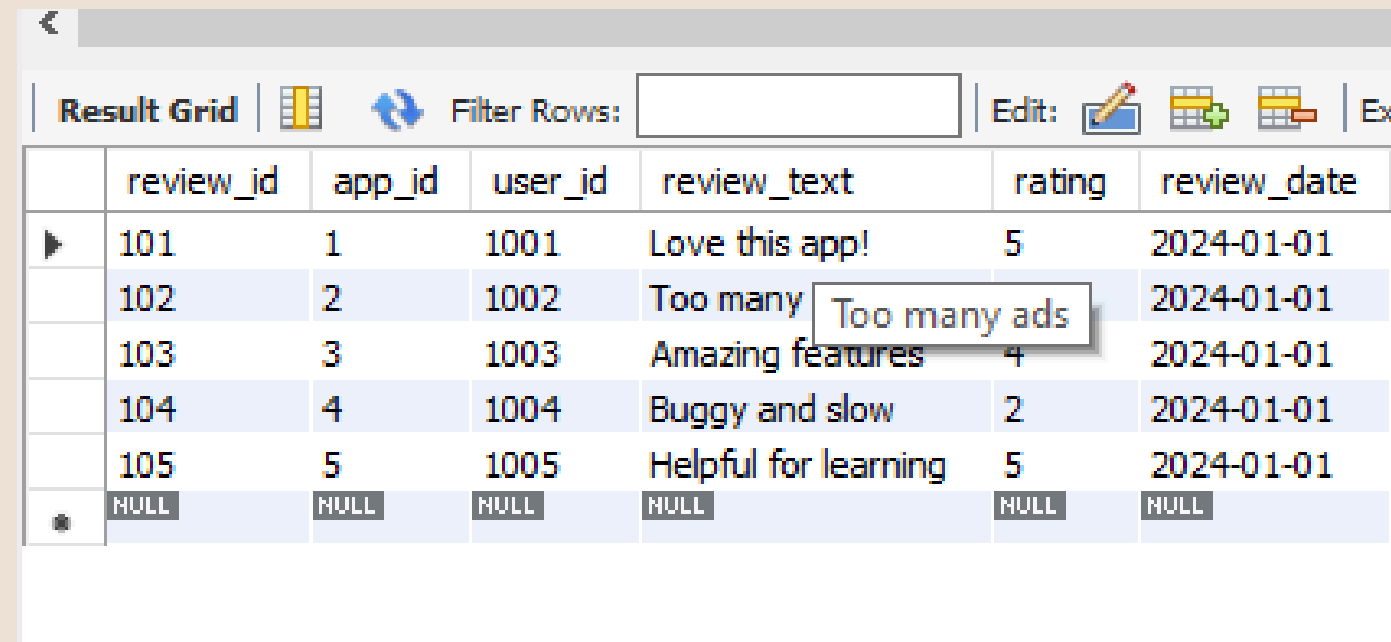
(download_id, app_id, download_date, downloads)

Result Grid				
		Filter Rows:		Edit:
	download_id	app_id	download_date	downloads
▶	1	1	2024-01-01	200000
	2	2	2024-01-01	500000
	3	3	2024-01-01	300000
	4	4	2024-01-01	70000
	5	5	2024-01-01	100000
✱	NULL	NULL	NULL	NULL

DATASETS

3. reviews

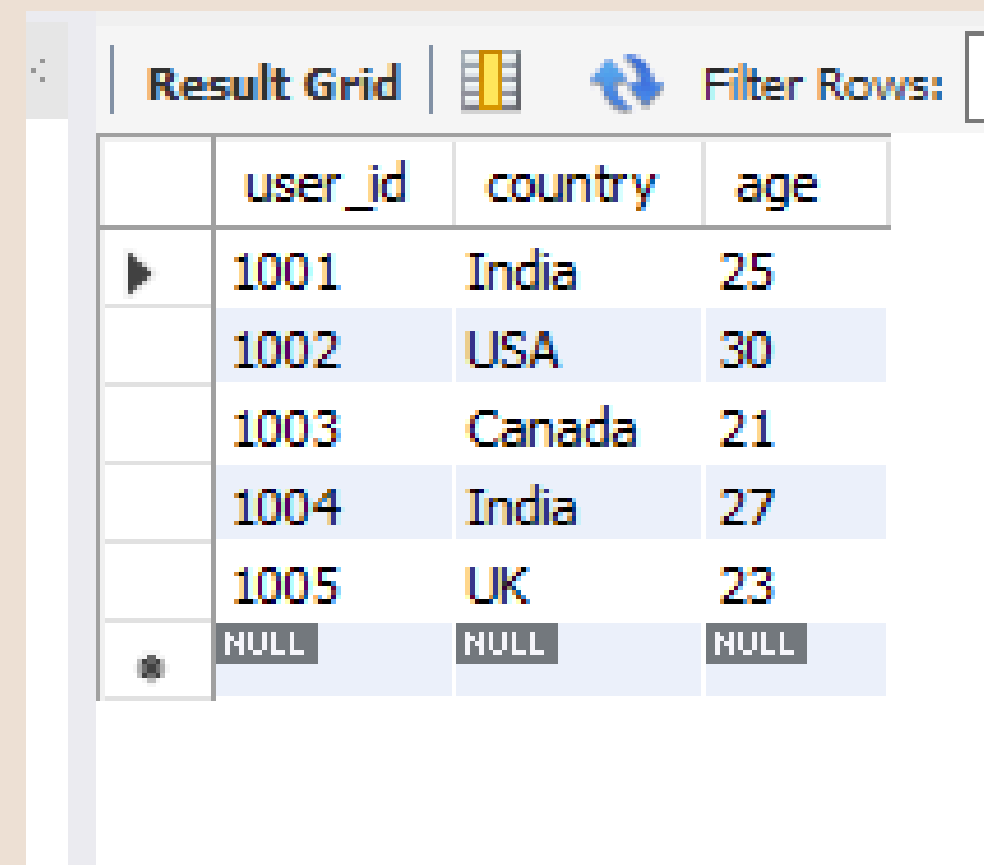
(review_id, app_id, user_id, review_text, rating, review_date)



	review_id	app_id	user_id	review_text	rating	review_date
▶	101	1	1001	Love this app!	5	2024-01-01
	102	2	1002	Too many Too many ads		2024-01-01
	103	3	1003	Amazing features	4	2024-01-01
	104	4	1004	Buggy and slow	2	2024-01-01
	105	5	1005	Helpful for learning	5	2024-01-01
•	NULL	NULL	NULL	NULL	NULL	NULL

4. users

(user_id, country, age)



	user_id	country	age
▶	1001	India	25
	1002	USA	30
	1003	Canada	21
	1004	India	27
	1005	UK	23
•	NULL	NULL	NULL

Questions

1. Top 3 most downloaded apps
2. Average rating by category
3. Which country gives the lowest average app rating
4. Rating comparison between free and paid apps
5. Most common words in 5-star reviews
6. Average downloads by category
7. Total downloads of all paid apps





1.Top 3 most downloaded apps

```
select a.app_id,a.app_name,a.category, dense_rank() over (order by downloads ) from apps a
join downloads d on a.app_id=d.app_id
group by a.app_id,a.app_name,a.category ,downloads
order by downloads limit 3;
```

Output


Result Grid






Filter Rows:

Export:



Wrap Cell Content:



	app_id	app_name	category	dense_rank() over (order by downloads)
▶	4	Fitness Tracker +	Health	1
	5	Language Learner	Education	2
	1	Google Maps	Navigation	3



3. Which country gives the lowest average app rating

```
select country,review_text,avg(rating) from users u
join reviews r on u.user_id=r.user_id
group by country,review_text,rating order by rating limit 1;
```

Output

Result Grid			
Filter Rows:			
	country	review_text	avg(rating)
▶	India	Buggy and slow	2.0000



2. Average rating by category

```
select a.category, avg(r.rating) from apps a
join reviews r on a.app_id=r.app_id group by a.category ;
```

Output

Result Grid			Filter Rows:
	category	avg(r.rating)	
▶	Navigation	5.0000	
	Games	3.0000	
	Photography	4.0000	
	Health	2.0000	
	Education	5.0000	



4. Rating comparison between free and paid apps

```
select avg(rating), pricing_type from apps a join pricing_model p on a.app_id=p.app_id group by pricing_type;
```

Output

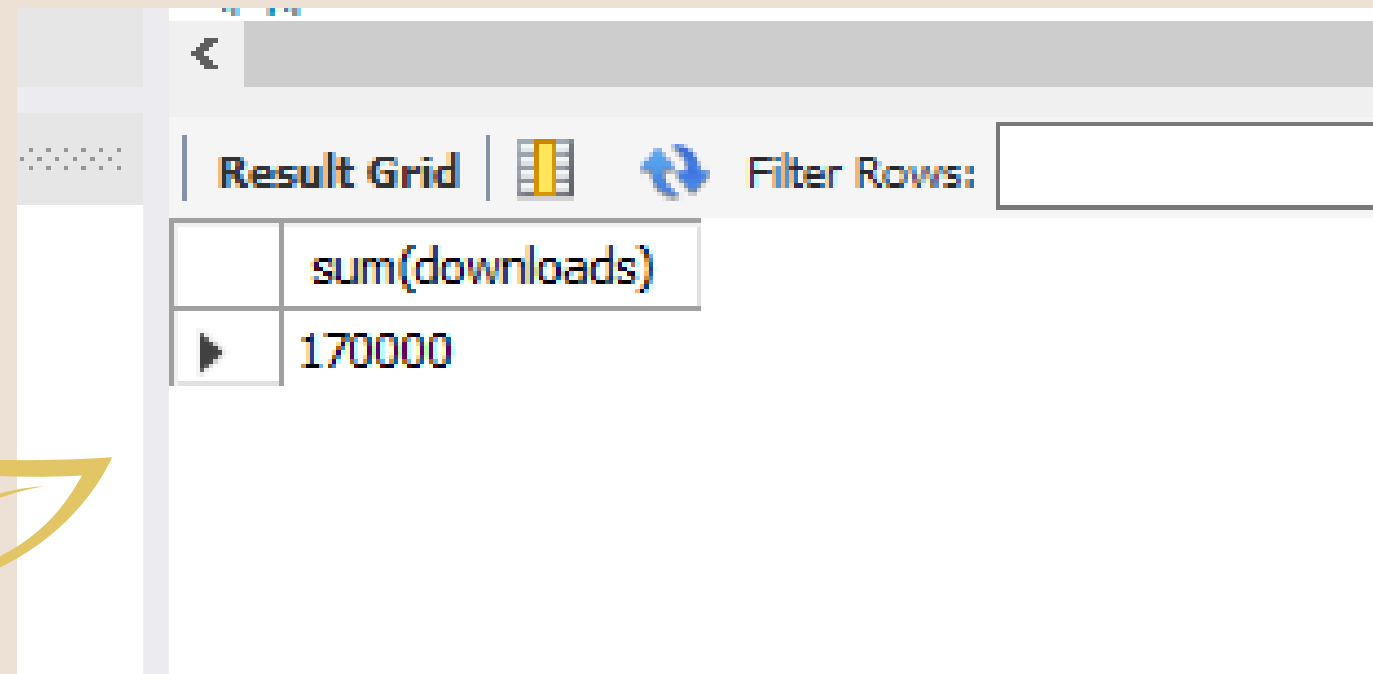
Result Grid			Filter Rows:	
	avg(rating)	pricing_type		
▶	4.266667	Free		
	4.250000	Paid		



7. Total downloads of all paid apps

```
select sum(downloads) from downloads d join pricing_model p on d.app_id=p.app_id where pricing_type = "Paid";
```

Output



The screenshot shows a database interface with a 'Result Grid' tab. The grid contains a single row with the column name 'sum(downloads)' and the value '170000'. Above the grid, there are icons for a table, a refresh button, and a 'Filter Rows' input field.

	sum(downloads)
▶	170000



Overall Takeaways

- Free vs. Paid: Paid apps generally have better quality (based on ratings), but free apps dominate in downloads.
- Category Trends: Some categories like Education and Games are both popular and highly rated — great space for new app ideas.
- Regional Insights: Country-wise analysis can inform localized marketing or feature rollout plans.



Thank you
for your Attention!



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