**Introduction:**

This project is based on analyzing the pricing patters within the Google Play Store and how the price interacts with different categories and ratings.

**Data:**

This data is the cleaned Google Play Store data from the previous reports, however this analysis required some additional formatting and cleaning. To make a meaningful analysis we removed outliers and rounded the numbers to ensure we had a dollar amount to refer to.

**Method:**

The first analysis was based on finding the total amount of apps per price, each of the amounts were rounded to the closest place value of one. Previously we removed any outliers that were greater than 10. We also removed any ‘Free’ applications in this instance.

A graph of a bar graph

Description automatically generated

Second Analysis was discovering the average price by category which could provide more insight to user-story 2 provided before this. We grouped the price columns by category and visualized it as a bar graph.

A graph of blue bars

Description automatically generated with medium confidence

The third analysis was comparing the total number of free apps and paid apps, this was done by grouping the ‘Paid or Column’ and providing a bar chart visualization.

A graph of a bar graph

Description automatically generated with medium confidence

**Analysis:**

My analysis finds that there are more apps that free or less than $2 than there are all other groupings combined. This is mostly due to the high number of Free applications seen in graphic 3. We can also see that the average price by category shows a a disparity between several apps and the rest. The majority of apps have an average price of above $4.00 however there are several categories that challenge that assumption.

**Conclusion:**

In conclusion, there are many more apps that are free or less than $4.00 than there are greater than $4.00. Free apps are the most popular among app developers. We also see that paid apps are popular several different categories and is not isolated to 1 or 2 different categories.