

Google Playstore Trend analysis

Trends and challenges

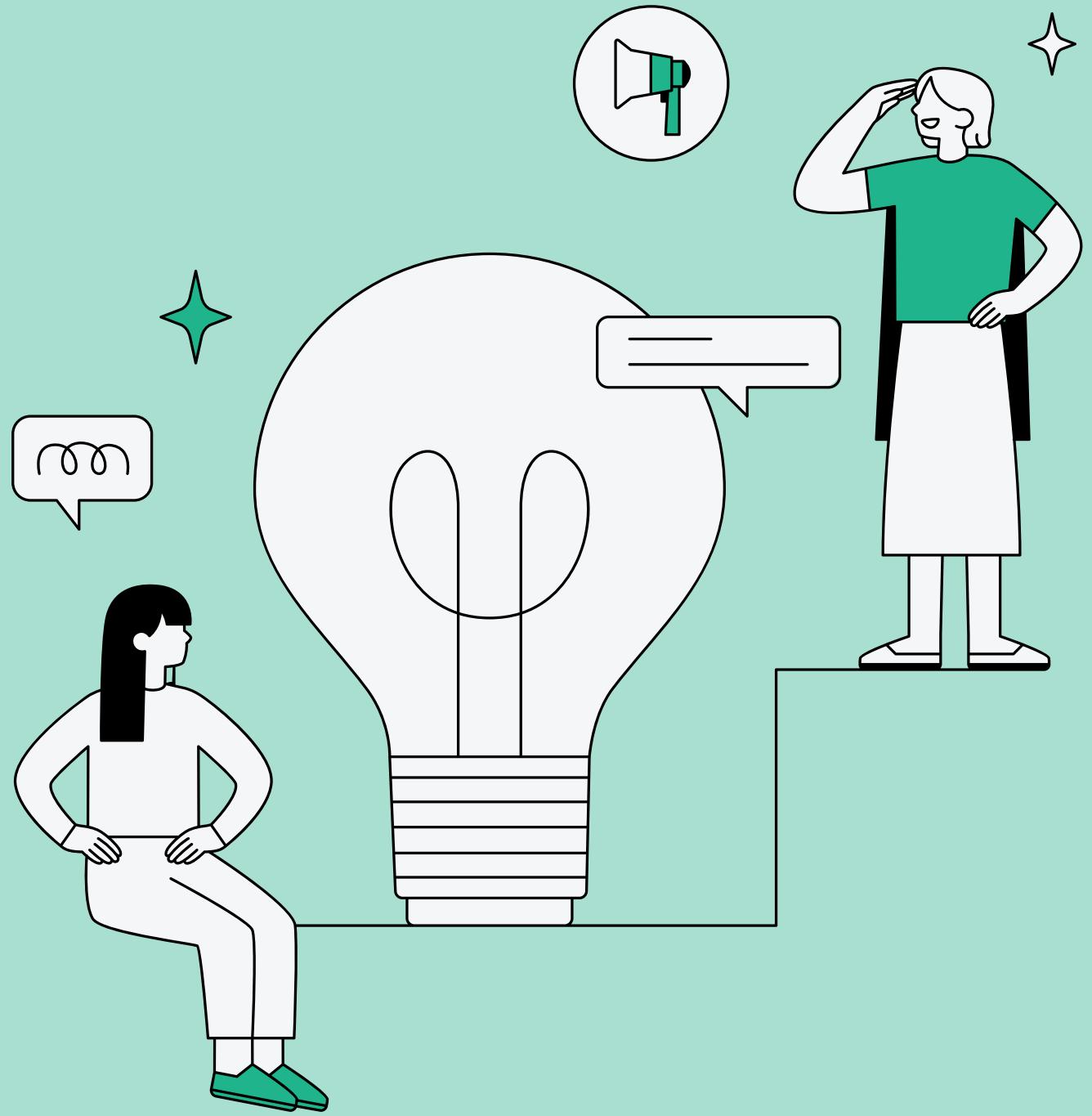
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Introduction

In the ever-evolving landscape of Application Development, understanding app trends is paramount. This analysis delves into the dynamic world of app development and user preferences. By looking at installation data, categories, application size, and ratings we aim to unveil patterns and insights that define the current trends in the Google Play Store. Let's embark on a journey unlocking valuable insights for developers, marketers, and enthusiasts alike.



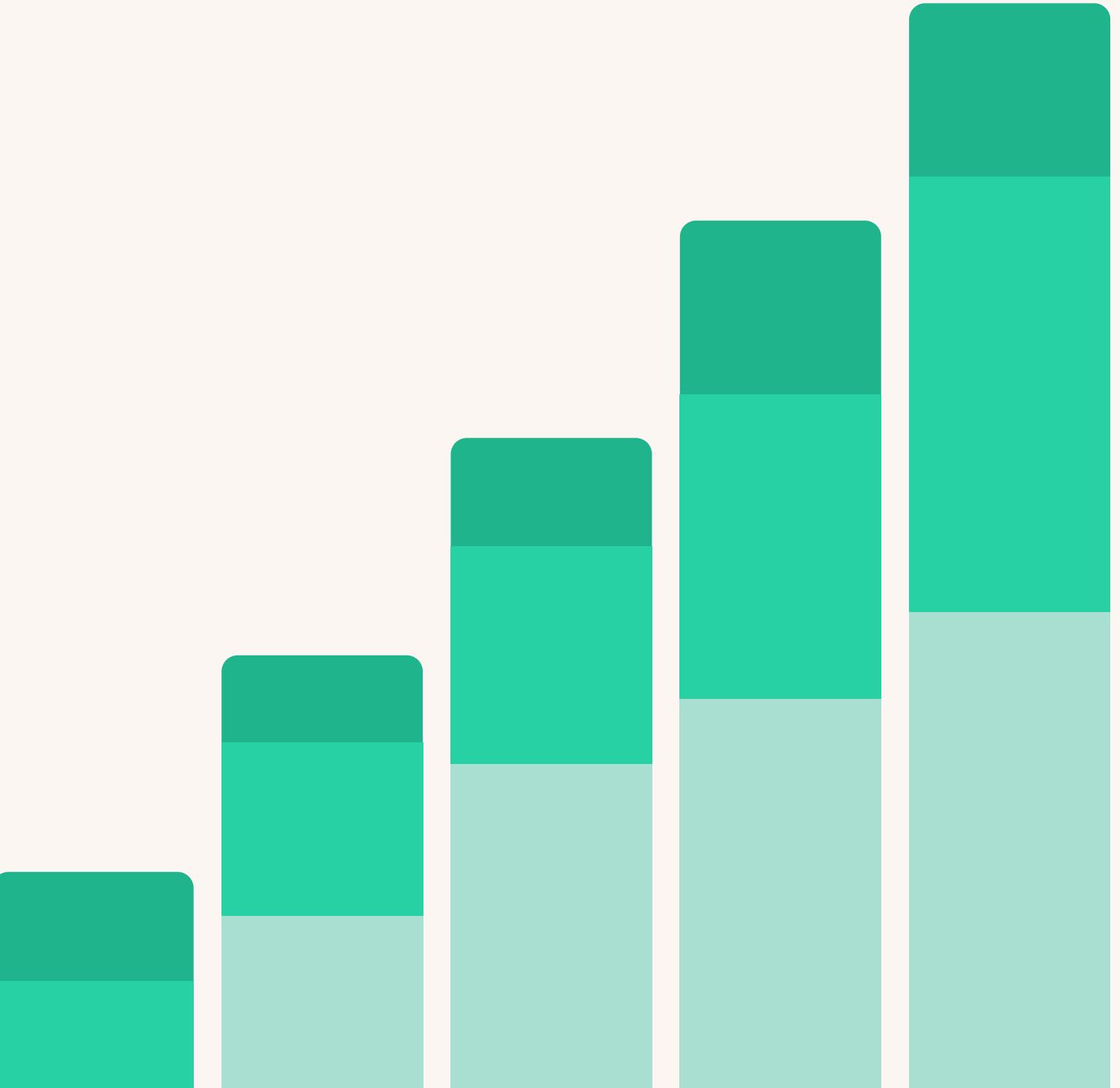
Objective

Our primary objective is to conduct a thorough exploration of the Google Play Store app landscape, unraveling patterns and trends. By meticulously analyzing installation data and dissecting category dynamics, we aim to provide nuanced insights. These insights will serve as a strategic compass, guiding decision-makers in refining app development strategies, optimizing marketing approaches, and ultimately fostering enriched user experiences within the dynamic realm of the Google Play Store.



Methodology

This analysis employs a waterfall approach. We begin by collecting and categorizing app data, emphasizing installation metrics and user reviews. Utilizing statistical tools, we discern patterns and correlations. Additionally, a deep dive into category dynamics adds context. The synthesis of these methodologies ensures a comprehensive understanding of the current trends in the Google Play Store, providing a robust foundation for strategic insights.



Workflow

01.

Data collection:

Collecting the precise dataset for source for efficient analysis

02.

Transform and Load:

Transform the data in the required format by cleaning and loading it for further analysis.

03.

Analysis

Perform various analyses of the data and discuss the trends of apps in the Google Play Store.



Overview of previous trends



As of the trends studied earlier in the Google Play Store, several key themes emerge. Firstly, there's a notable surge in the popularity of utility apps, especially those related to productivity, health, and wellness. With the increasing emphasis on digital well-being, apps offering features like meditation, fitness tracking, and time management are gaining traction.

The app market also reflected the rising interest in sustainable living, with eco-friendly and sustainable lifestyle apps gaining attention.

Overall, as we dive into the current trends we will underscore a dynamic landscape with a blend of utility and user well-being with a heightened focus on .entertainment,

Data Cleaning

In the context of analyzing trends in the Google Play Store apps, meticulous data cleaning is crucial for guaranteeing the precision and dependability of insights. This procedure encompasses the elimination of redundant entries, rectifying absent or irregular values, and standardizing data formats. Throughout the data cleansing phase, we have streamlined our dataset by excluding attributes, including Minimum Androids, Developer ID, Developer email, Developer website, Privacy Policy, and Scrapped time. This enhances the efficiency and simplicity of our analysis, ensuring that we focus on the most particular information for a more effective and insightful examination.



Representation of Original Data

	App Name	App Id	Category	Rating	Rating Count	Installs	Free	Price	Currency	Size	...	Developer Website	Developer Email	Re
0	Gakondo	com.ishakwe.gakondo	Adventure	0.0	0.0	15	True	0.0	USD	10M	...	https://beniyizibyose.tk/#/	jean21101999@gmail.com	
1	Ampere Battery Info	com.webserveis.batteryinfo	Tools	4.4	64.0	7662	True	0.0	USD	2.9M	...	https://webserveis.netlify.app/	webserveis@gmail.com	
2	Vibook	com.doantiepvien.crm	Productivity	0.0	0.0	58	True	0.0	USD	3.7M	...		NaN	vnacrewit@gmail.com
3	Smart City Trichy Public Service Vehicles 17UC...	cst.stJoseph.ug17ucs548	Communication	5.0	5.0	19	True	0.0	USD	1.8M	...	http://www.climatesmarttech.com/	climatesmarttech2@gmail.com	
4	GROW.me	com.horodyski.grower	Tools	0.0	0.0	478	True	0.0	USD	6.2M	...	http://www.horodyski.com.pl	rmilekhorodyski@gmail.com	

Released	Last Updated	Content Rating	Privacy Policy	Ad Supported	In App Purchases	Editors Choice	Scraped Time
Feb 26, 2020	Feb 26, 2020	Everyone	https://beniyizibyoze.tk/projects/	False	False	False	2021-06-15 20:19:35
May 21, 2020	May 06, 2021	Everyone	https://dev4phones.wordpress.com/licencia-de-uso/	True	False	False	2021-06-15 20:19:35
Aug 9, 2019	Aug 19, 2019	Everyone	https://www.vietnamairlines.com/vn/en/terms-and-conditions	False	False	False	2021-06-15 20:19:35

Representation of Clean data

	App Name	App Id	Category	Rating	Rating Count	Installs	Free	Price	Currency	Size(MB)	Released	Last Updated	Content Rating	Ad Supported	In App Purchases	Editors Choice
0	Gakondo	com.ishakwe.gakondo	Adventure	0.0	0	15	True	0.0	USD	10.0	Feb 26, 2020	Feb 26, 2020	Everyone	False	False	False
1	Ampere Battery Info	com.webserveis.batteryinfo	Tools	4.4	64	7662	True	0.0	USD	2.9	May 21, 2020	May 06, 2021	Everyone	True	False	False
2	Vibook	com.doantiepvien.crm	Productivity	0.0	0	58	True	0.0	USD	3.7	Aug 9, 2019	Aug 19, 2019	Everyone	False	False	False
3	Smart City Trichy Public Service Vehicles 17UC...	cst.stJoseph.ug17ucs548	Communication	5.0	5	19	True	0.0	USD	1.8	Sep 10, 2018	Oct 13, 2018	Everyone	True	False	False
4	GROW.me	com.horodyski.grower	Tools	0.0	0	478	True	0.0	USD	6.2	Feb 21, 2020	Nov 12, 2018	Everyone	False	False	False
5	IMOCCI	com.imocci	Social	0.0	0	89	True	0.0	USD	46.0	Dec 24, 2018	Dec 20, 2019	Teen	False	True	False

2241856 rows × 16 columns

Analysis 1: Number of installs on play store by category

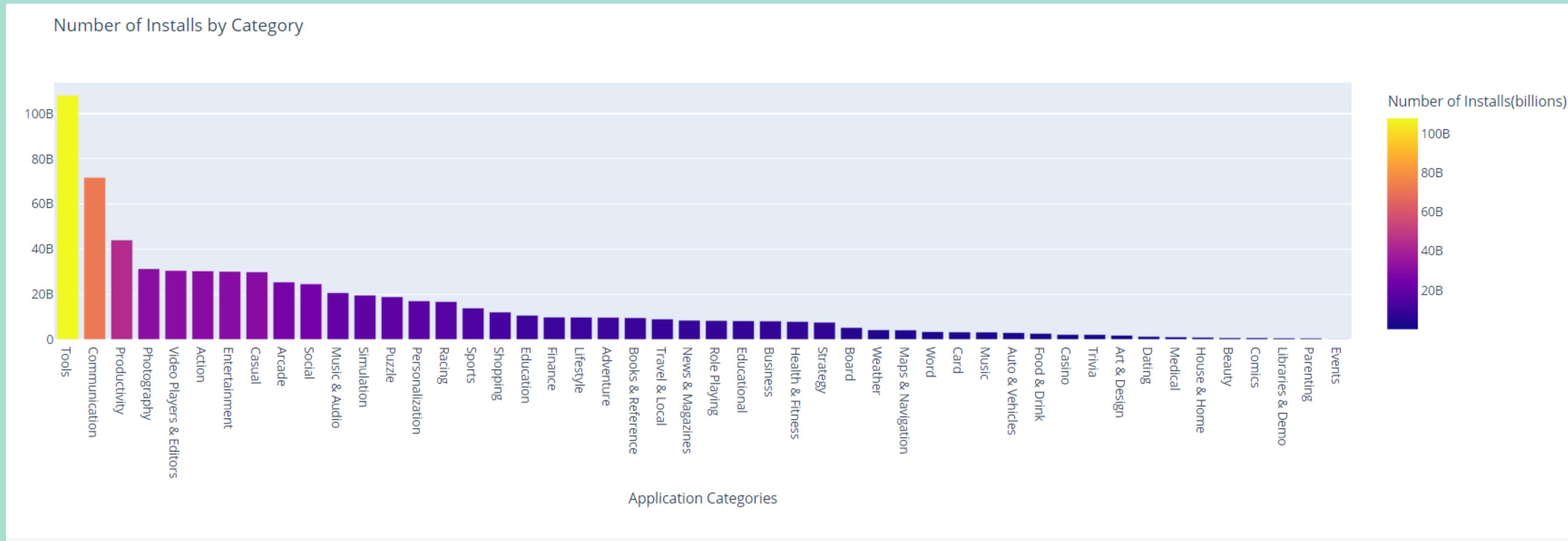
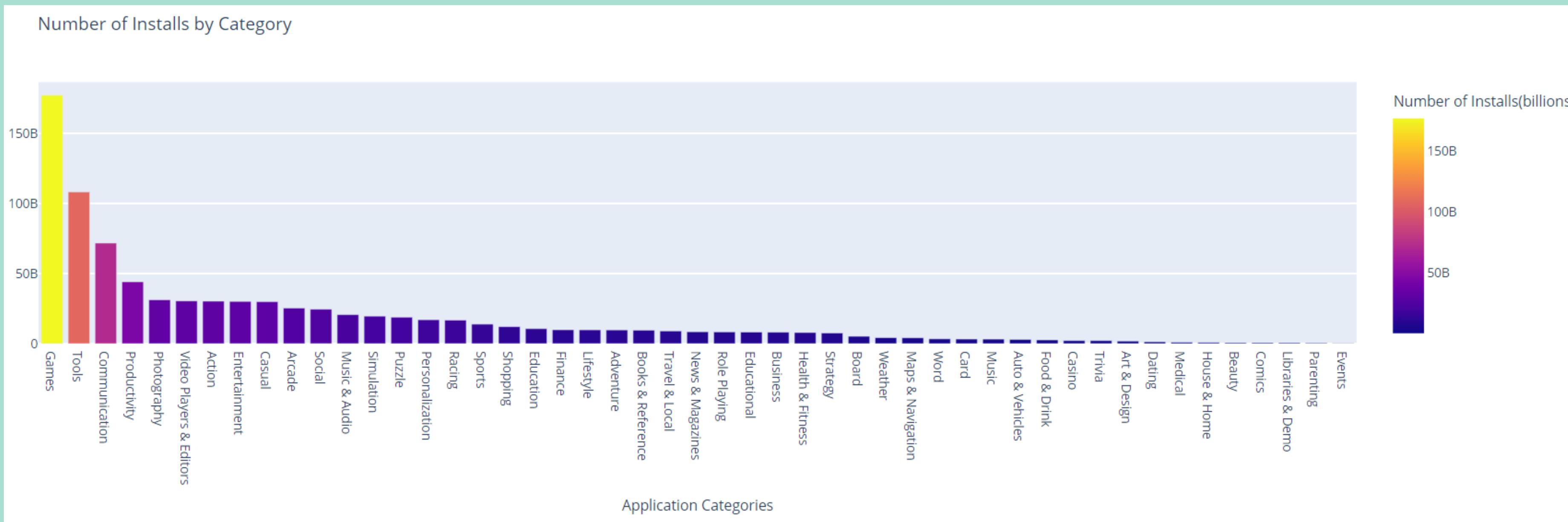


Fig: Number of install by category

The bar graph illustrates a steep decline in app installs across categories on the Google Play Store, with 'Tools' leading at over 100 billion installs and a marked drop-off to niche categories like 'Comics' and 'Events' with the fewest.

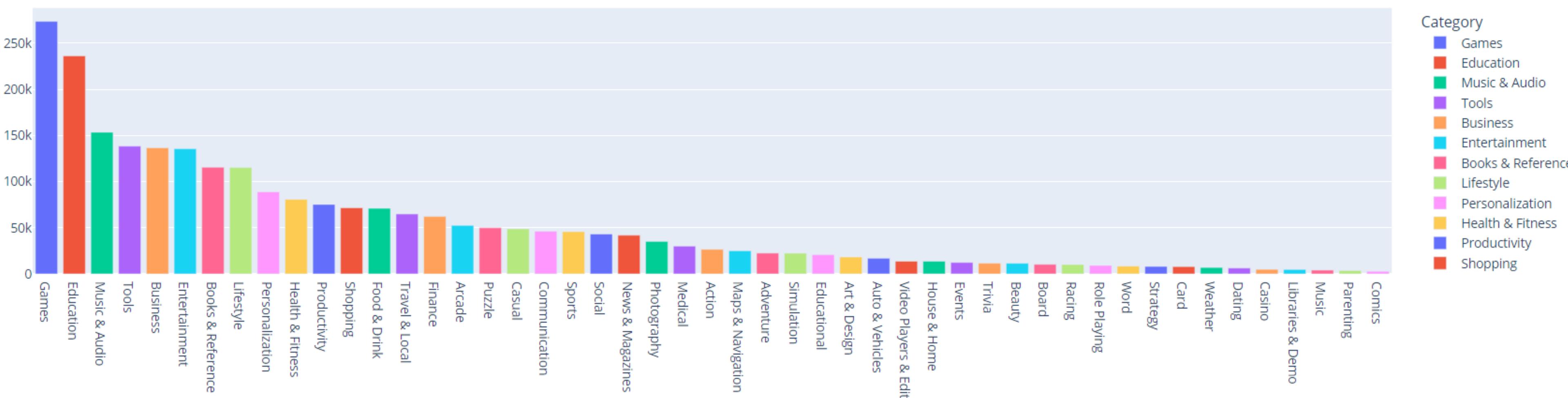
Analysis 1(continued)



Upon grouping all categories of games we reach out to conclude that Games surpass tools in terms of installations performed by users in Google Playstore.

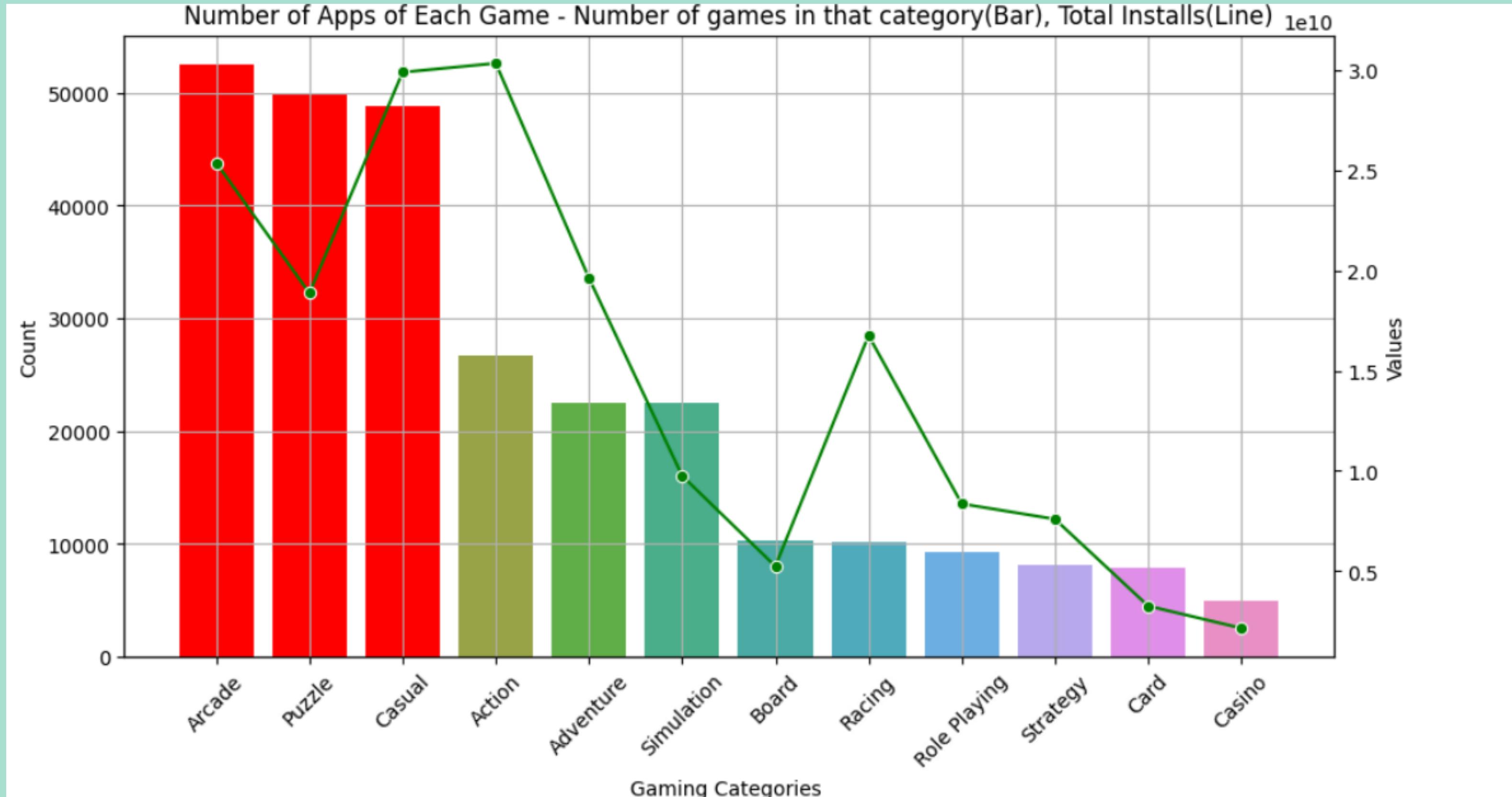
Analysis 2: "App Distribution Across Categories in the Digital Marketplace"

Number of apps in every category



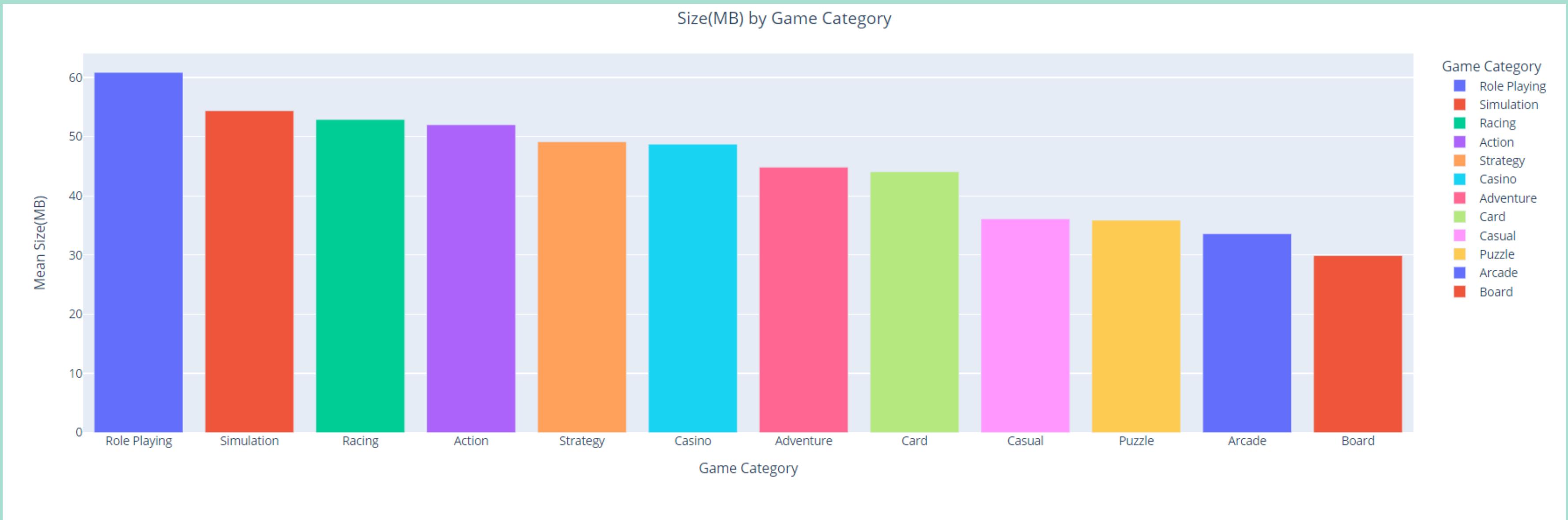
The 'Games' category has the highest count, with over 250,000 apps, indicating it is the most populated category. We will dive deep into the games category going forward.

Analysis 3 "Gaming Category Popularity and Installations"



The bar graph represents the count of apps in various gaming categories, and number of games in that category with 'Arcade' having the highest count, followed closely by 'Puzzle' and 'Casual'.

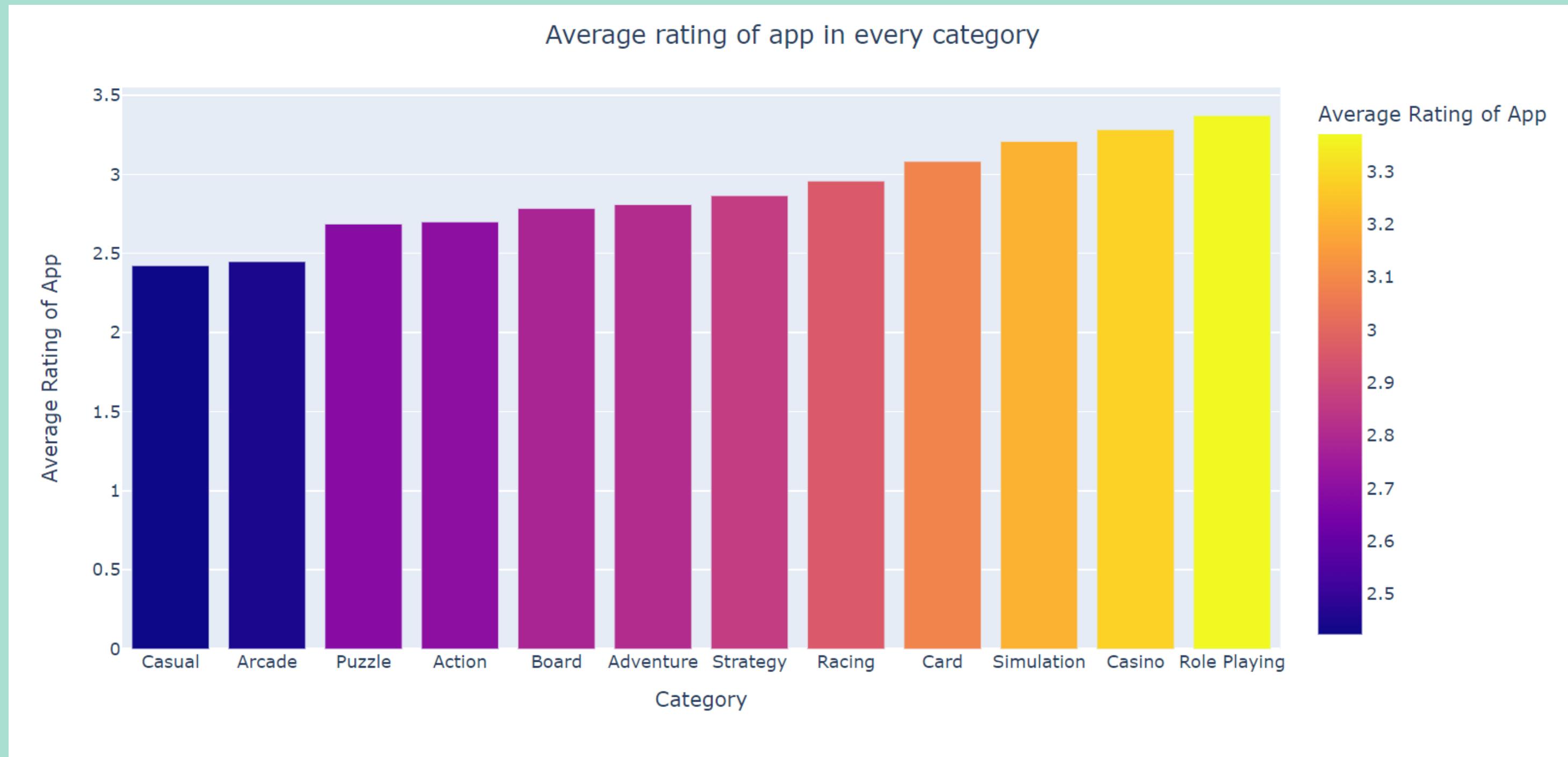
Analysis 4: Average Game Size(MB) by Category in Google Playstore"



'Role Playing' games have the largest average size, slightly over 50MB, indicating these types of games likely have more detailed graphics and complex gameplay features.

'Simulation' and 'Racing' games also show large sizes, which can be attributed to the high-quality graphics and mechanics often required in these genres.

Analysis 5: Average Rating by Category

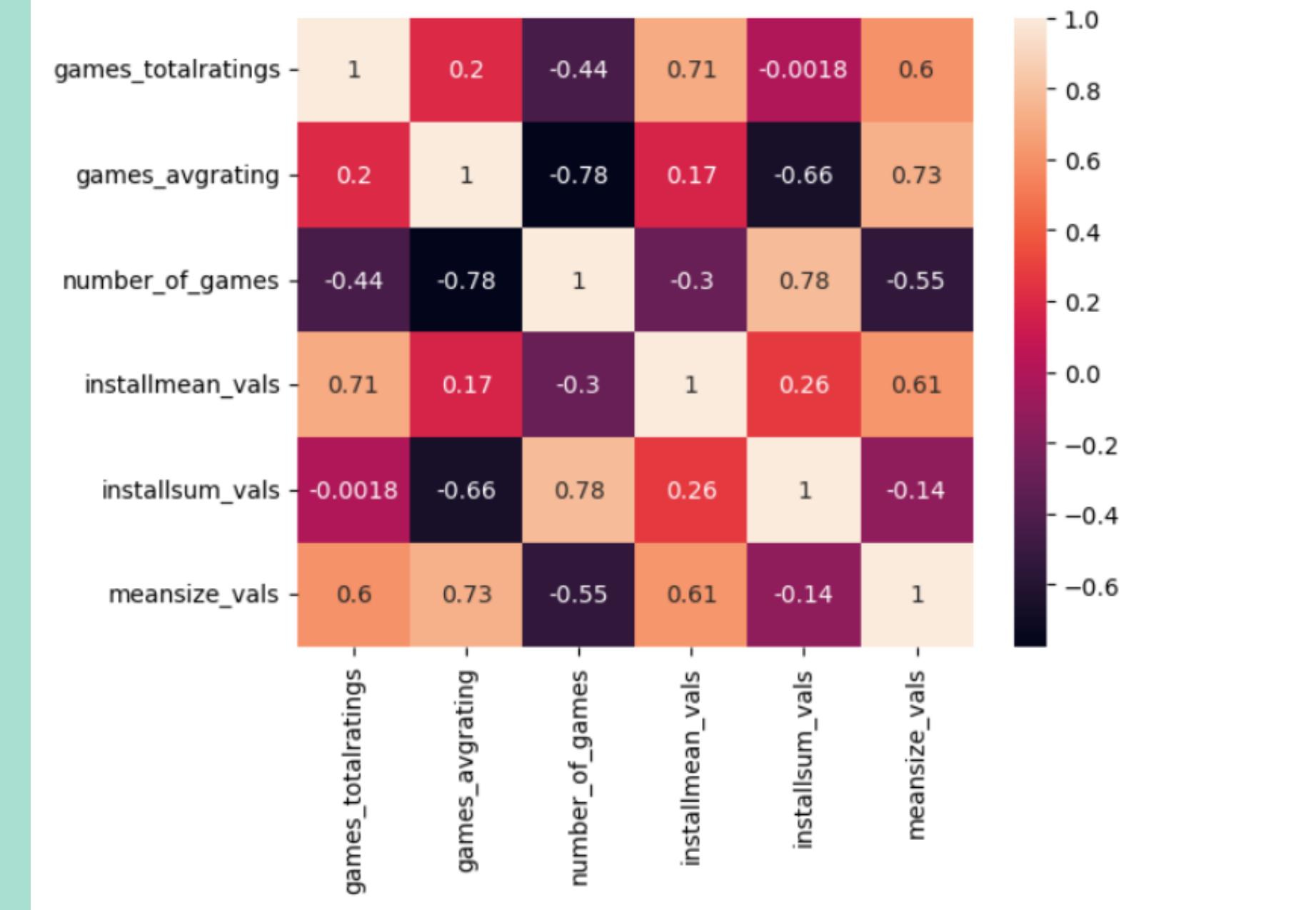


'Role Playing' games have the highest average ratings across all game categories

.'Simulation' and 'Casino' games also have high ratings.

This can be attributed to the more real-life connections that the games deal with.

Analysis 6: “Correlation Matrix of Game Attributes in the App Marketplace ”



The sum of installs has a strong positive correlation (0.78) with the number of games, which could mean that categories with more games get more installs overall.

The average installation size shows a strong positive correlation (0.73) with the mean size of games, implying that categories with larger-sized games also tend to have higher installation sizes on average.

Comparison

Aspect	Current Trends	Previous Trends
General Vibe	Leisure and Knowledge	Utility Application
Popular Categories	Games, Education, Entertainment	Tools
App quatifiers	Increase in number, Decrease in sizes	Less in number, High in size
Observation	Rise in number of minimal and leisure time application	Minimal application but utility based

Observations

- Games, Music & Audio, Tools and Education constitute the majority of the marketplace.
- Arcade, Puzzle and Casual games have the highest number of installation while being the smallest in size
- Simulation and Casino games have the least number of apps in the market place while being the highest rated.
- Action games while being moderate in number, have the highest number of installs
- The avg rating of apps is low with higher number of apps



Conclusion

- The analysis of Google Play Store app current app trends reveals that the most installed categories predominantly include games, education, and entertainment.
- Stakeholders in application development corporations may consider the following factors:
- Games, Music & Audio, Tools and Education constitute the majority of the marketplace.
- Developers should consider developing smaller leisure related application to achieve higher number of installs which will result in higher ad revenue.
- For in-app based revenue, developers should consider developing Casino games.
- Ideal situation is for developers to develop a higher number of small arcade or casino games for a rise in revenue.



Thank
You

