**Apple App Data Analysis**

The analysis is based on the collection of data from the apple app store to understand the performance of various applications. The insights are as follows:

* There are three Chinese applications in top 5 apps by bytes size. The 4th and 5th positions are secured by Jade and Rome apps respectively.
* The Total price range for Top 5 apps ranging from USD 299.99 being the priciest and USD 59.99 being the cheapest. There is a significant difference between the priciest and cheapest among the top 5. The top 2 could be games by learning based used age group 4+.
* The Games genre has 72% market share while entertainment genre is the second preferred followed by Education, Photo & Video and Utilities.
* The age group 4 spends approximately USD 7,878.33 towards applications. Followed by teenagers between 9 – 12 years of age and 17+ age group. Parental controls need to be established to monitor the child’s usage of applications as the usage of applications can be a boon or bane.
* The top 5 apps by current version ratings is clearly Infinity Blade which belongs the gaming genre. There are three games in total among the top 5 which explains the market share capitalization by the genre.
* The google based applications support the most number of languages as the facilities are used worldwide.
* The bottom top applications support zero languages as they are dominated by the Chinese gaming apps, may be because of the restrictions nationally and globally.
* The smallest byte group have the best average ratings