



Google Play Store Apps Rating Analysis





Explore the relationship between features and rating

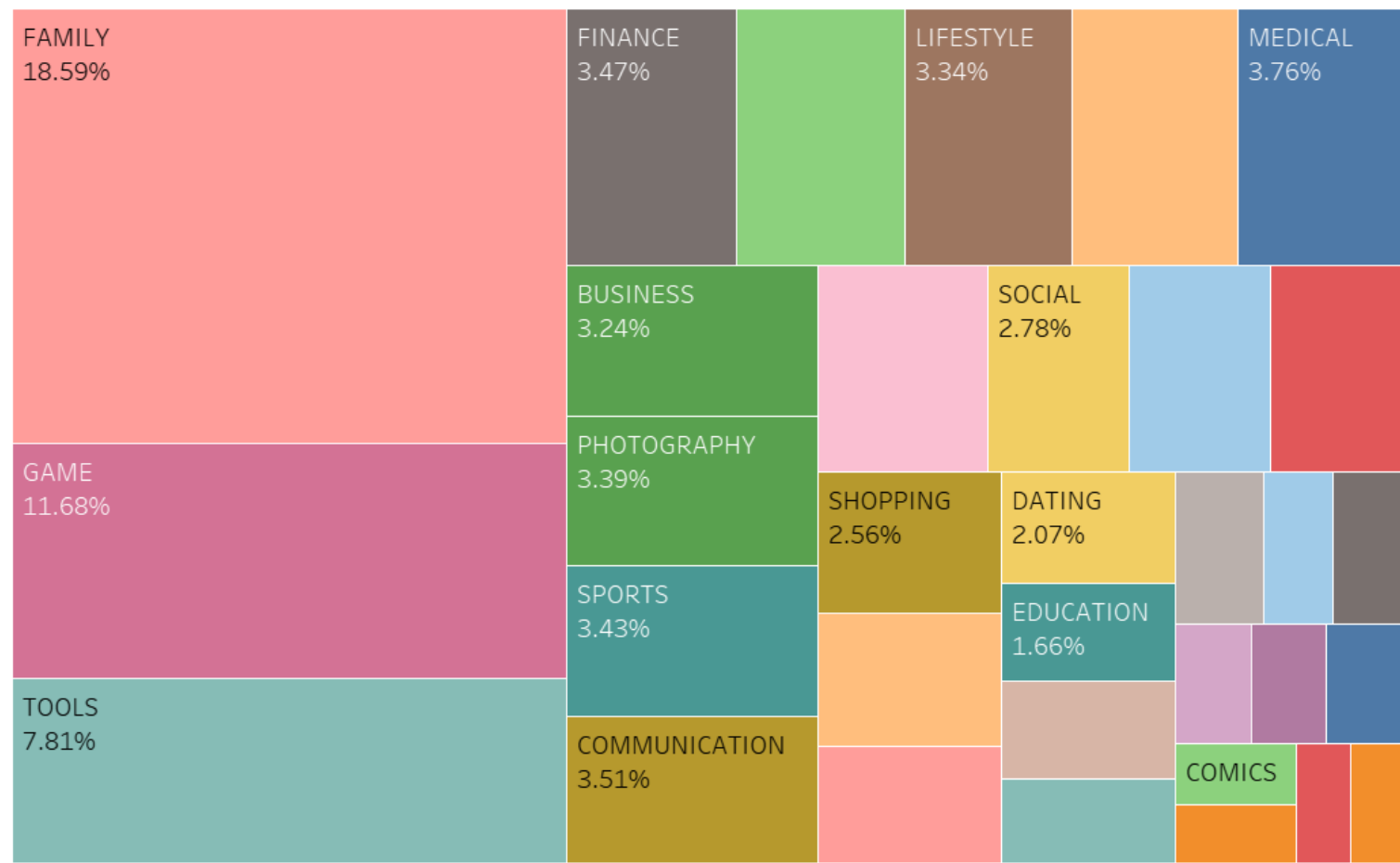
- Category
- Price
- Size





Market Breakdown

Total 33

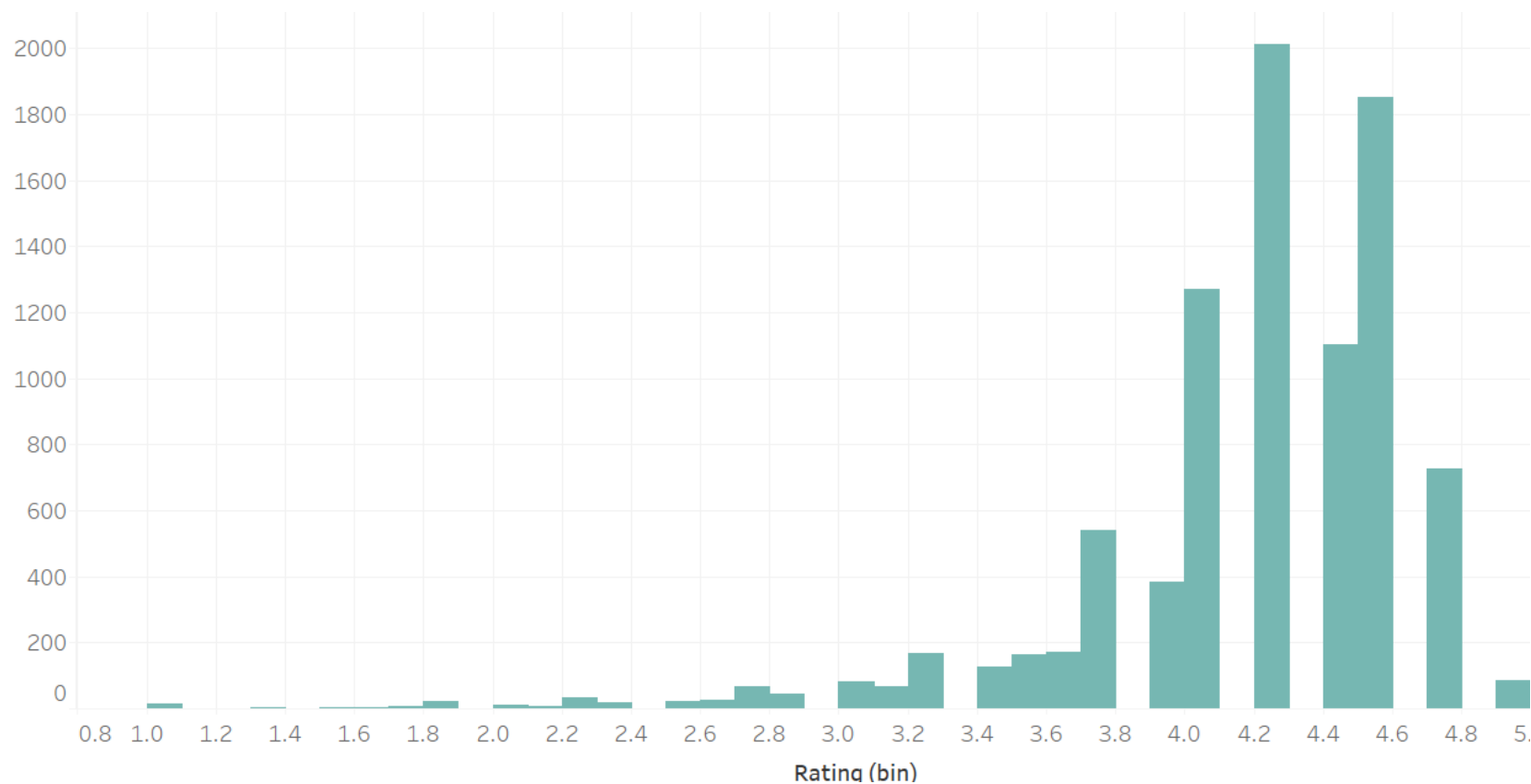


Top 10

Category	
FAMILY	18.59%
GAME	11.68%
TOOLS	7.81%
FINANCE	3.47%
PRODUCTIVITY	3.77%
LIFESTYLE	3.34%
PERSONALIZATION	3.35%
MEDICAL	3.76%
BUSINESS	3.24%
PHOTOGRAPHY	3.39%



Rating distribution of the whole market

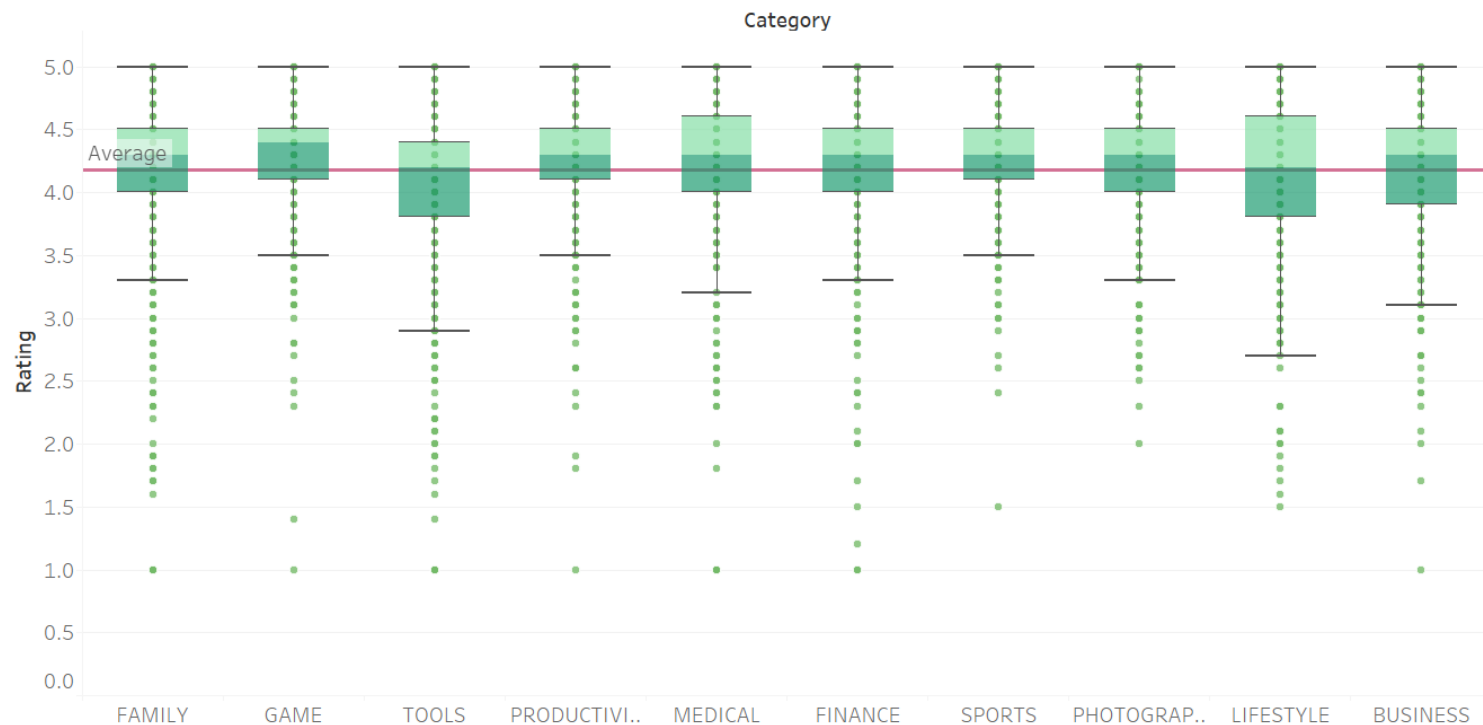


Most 3.7~4.8

Average 4.2

Rating Distribution of each category

- Green Shaded areas represent the rating range that 25%-75% of apps of each category get.
- The difference of rating range between category is little. (Category has little effect on rating.)





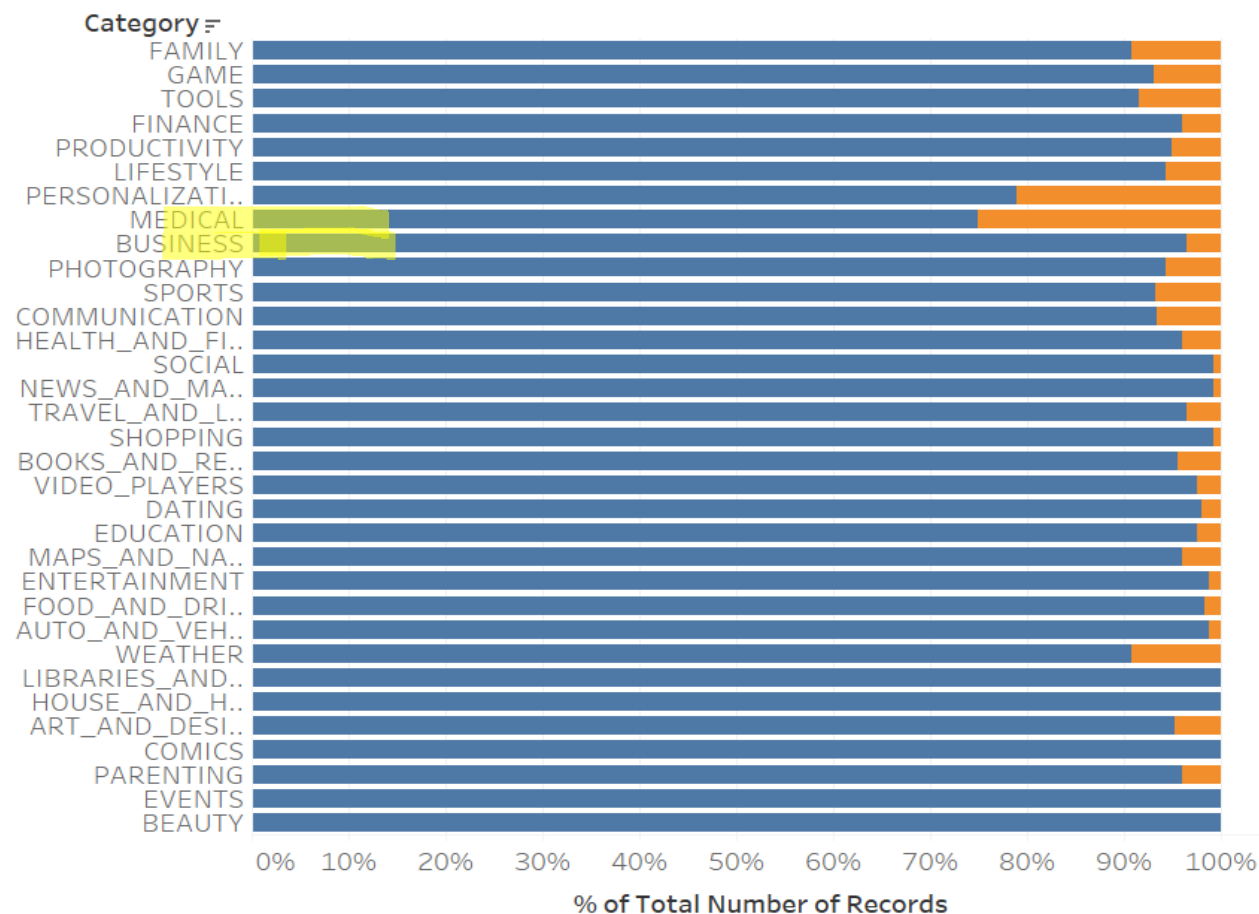
Price



Free apps and paid apps

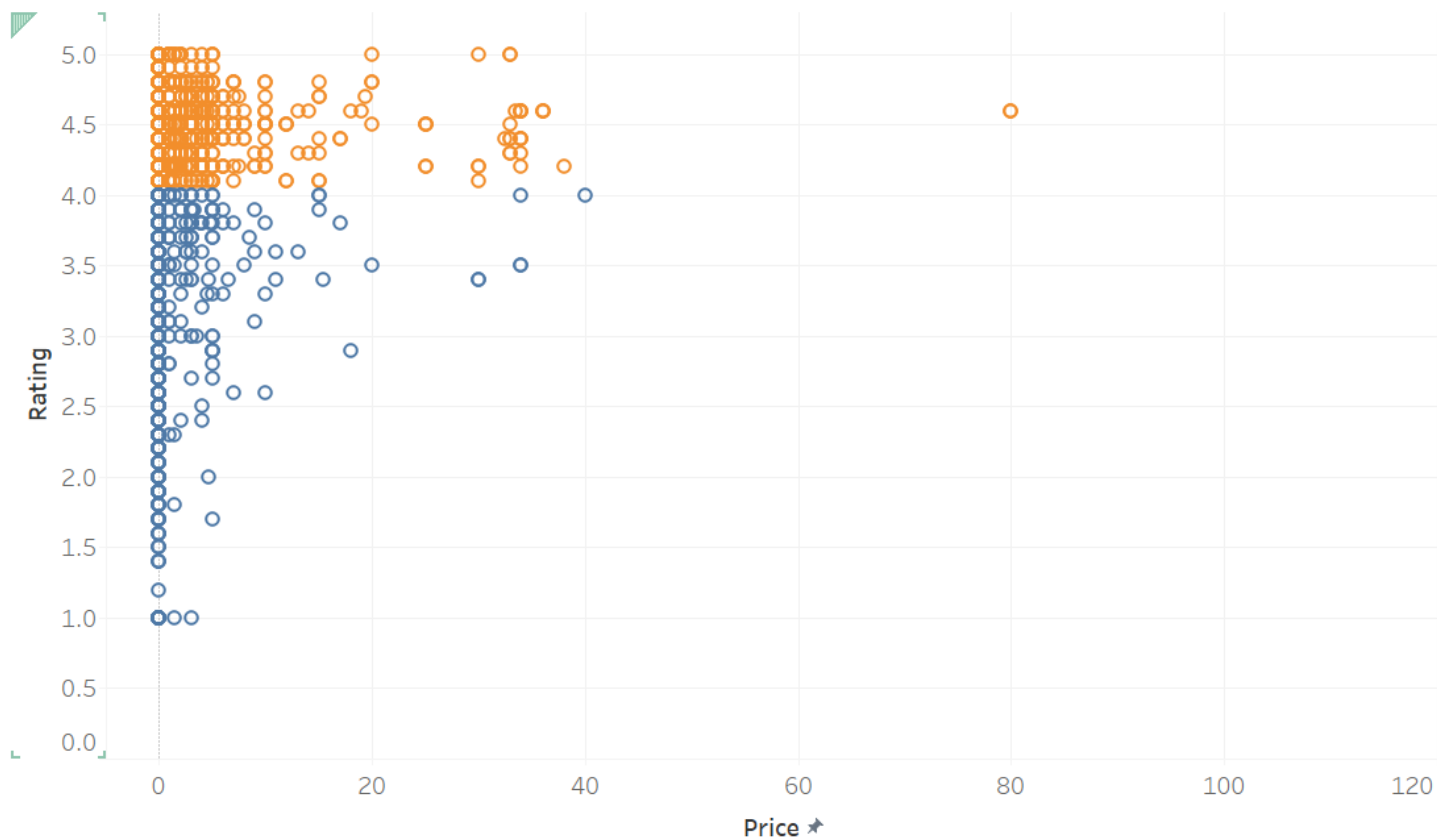
Free	93.11%
Paid	6.89%

The percent of paid apps are higher in Medical and Personalization.



(Blue: Free Orange: Paid)

Rating ~ price



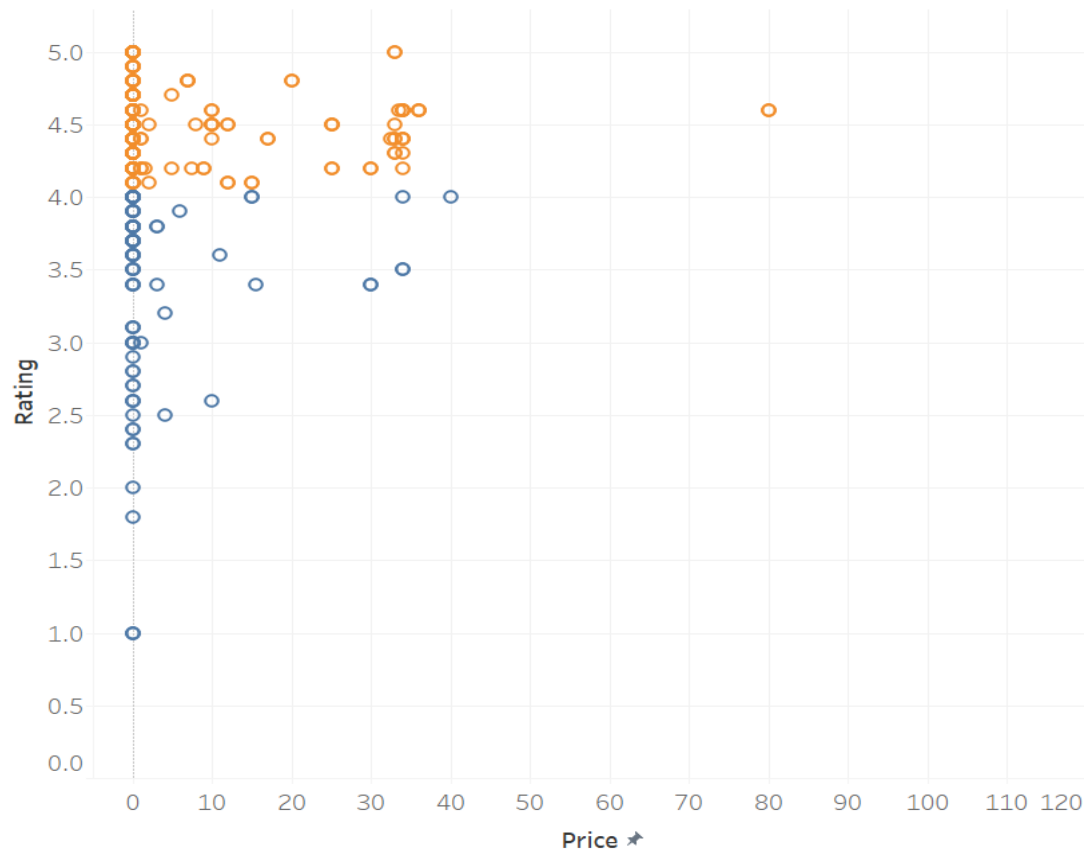
Cheap apps are likely to get high rating.

Most top graded apps are priced
0~\$35.



Rating ~ price* category

MEDICAL

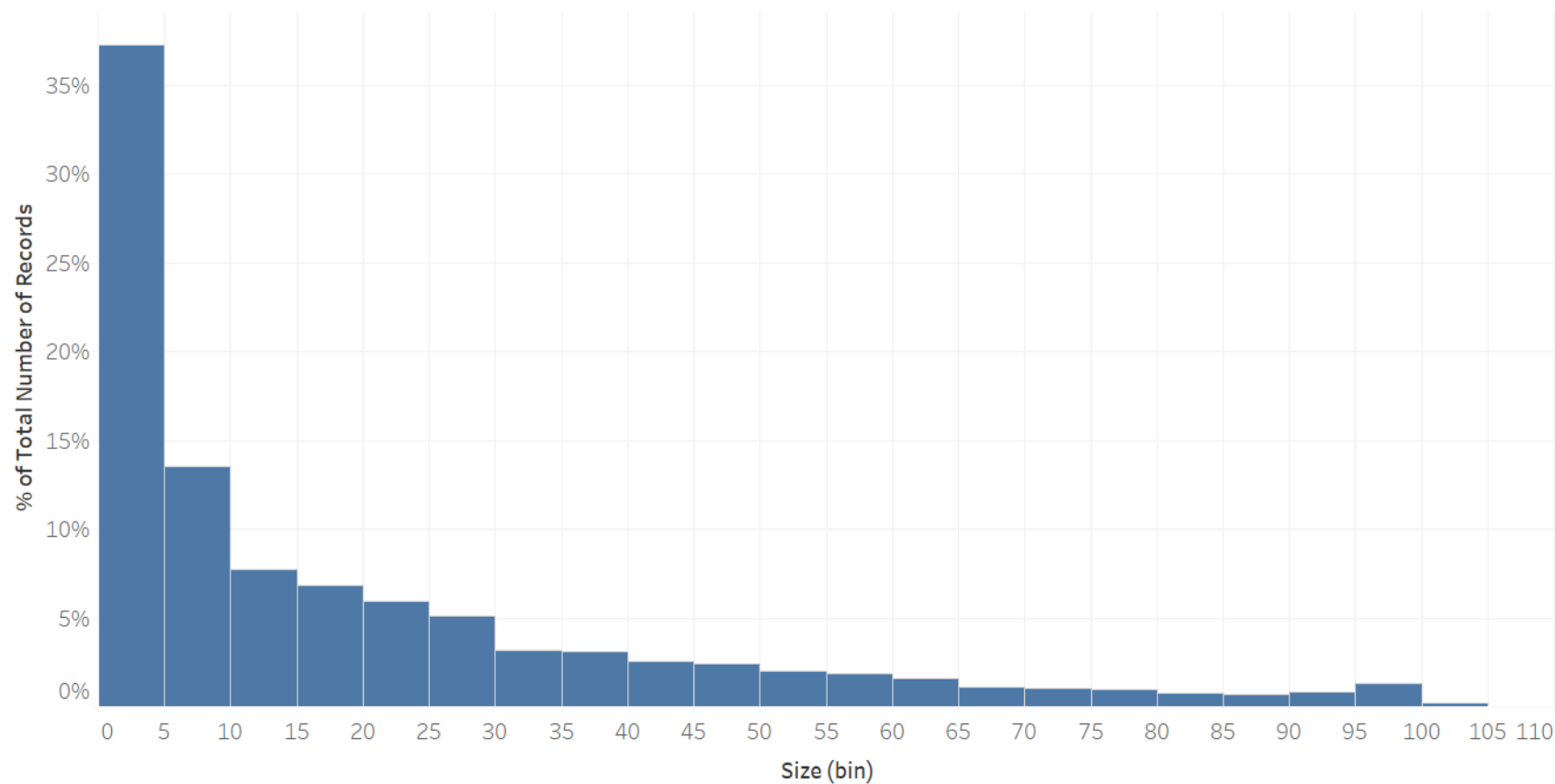


Medical apps are the most expensive. Top graded apps in other category sell at 0~\$20, while medical top apps sell at 0~\$40 and one even reach \$80.



Rating ~ size

The market

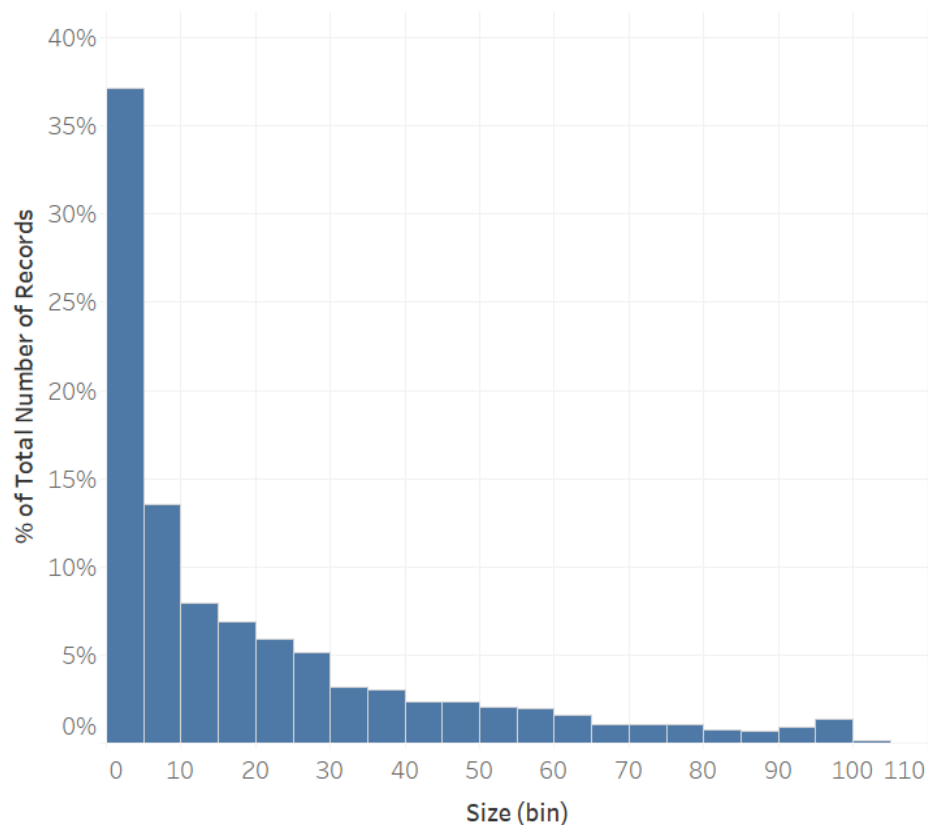


Light-weighted apps are likely to get high rating. People prefer slight apps.

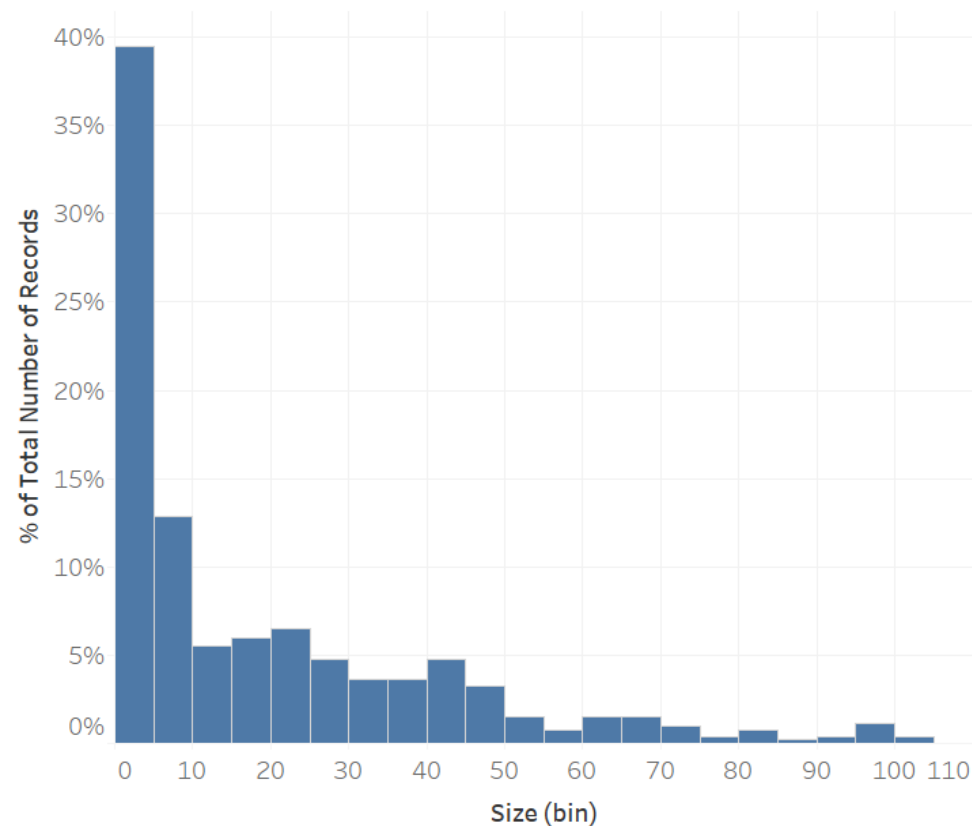


Rating \sim size* price

Free apps



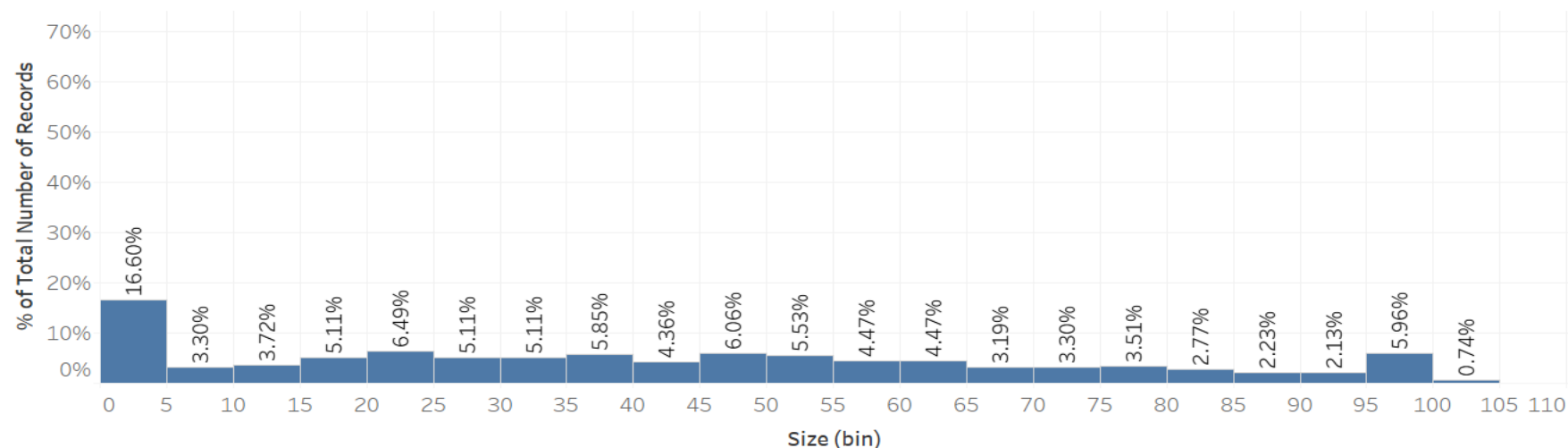
Paid apps



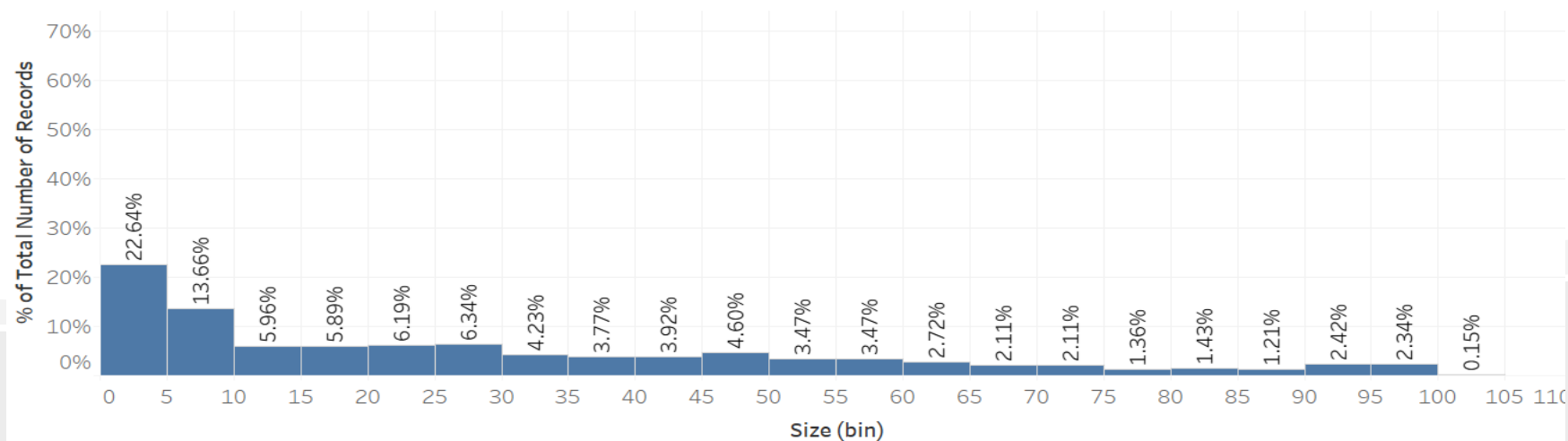
There is no difference between Free apps and Paid apps on size of top graded apps.

Rating ~ size*category

GAME



FAMILY



Top graded apps of Game and Family category can be sized bigger.



Conclusion



Conclusion

- Category ×

Category has little effect on rating.

- Price √

Optimal price range can be different across categories.

- Size √

Optimal size range can be different across categories.



Conclusion

- Generally , optimal price range for apps is 0~\$35 and Optimal size range for apps is 0~40M.
- Considering interaction effect among features, Medical apps can be priced higher . Family and Game apps can have larger size.



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