



Google Play Store Apps Rating Analysis





Explore the relationship between features and rating

- Category
- Price
- Size

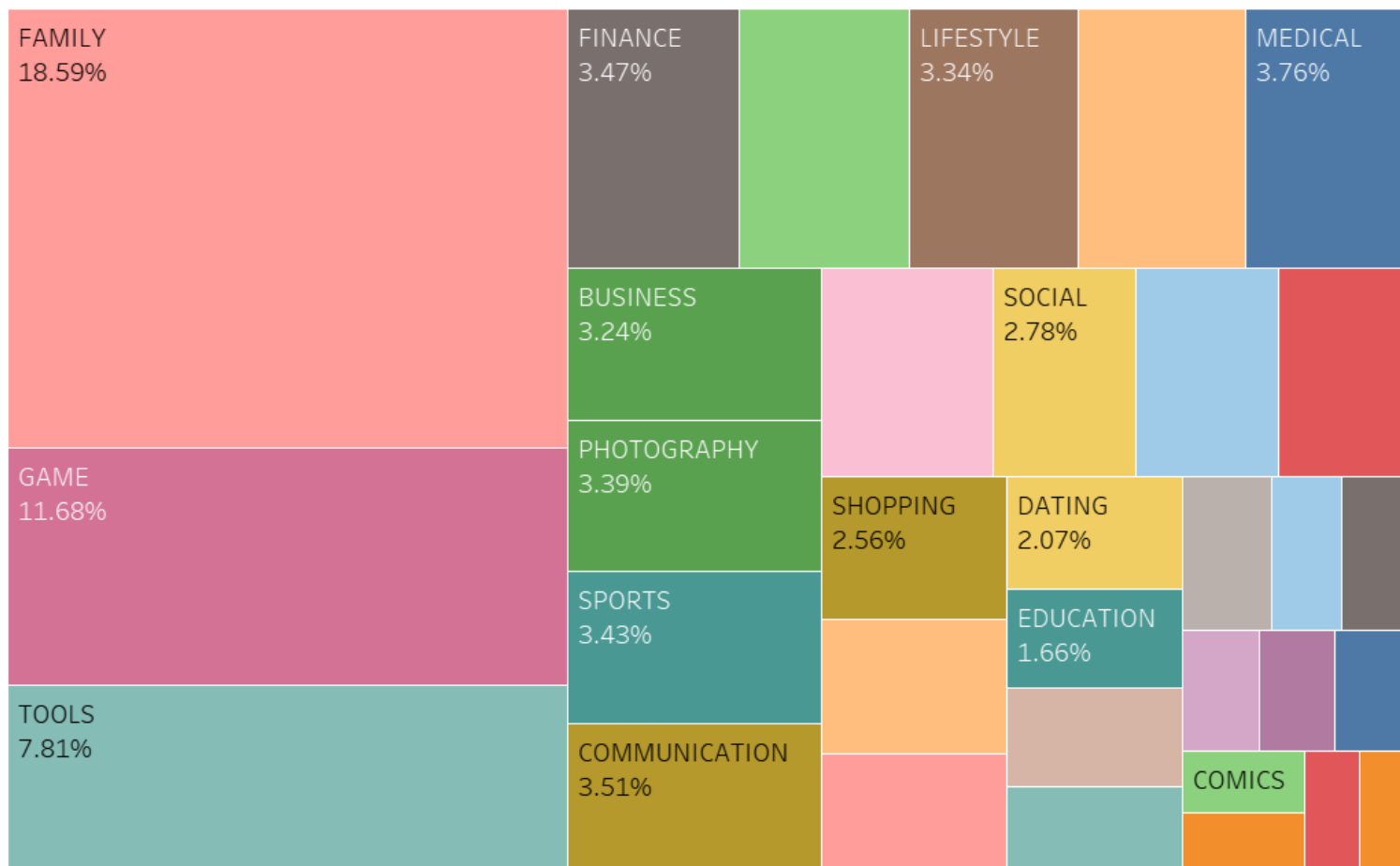


Category



Market Breakdown

Total 33

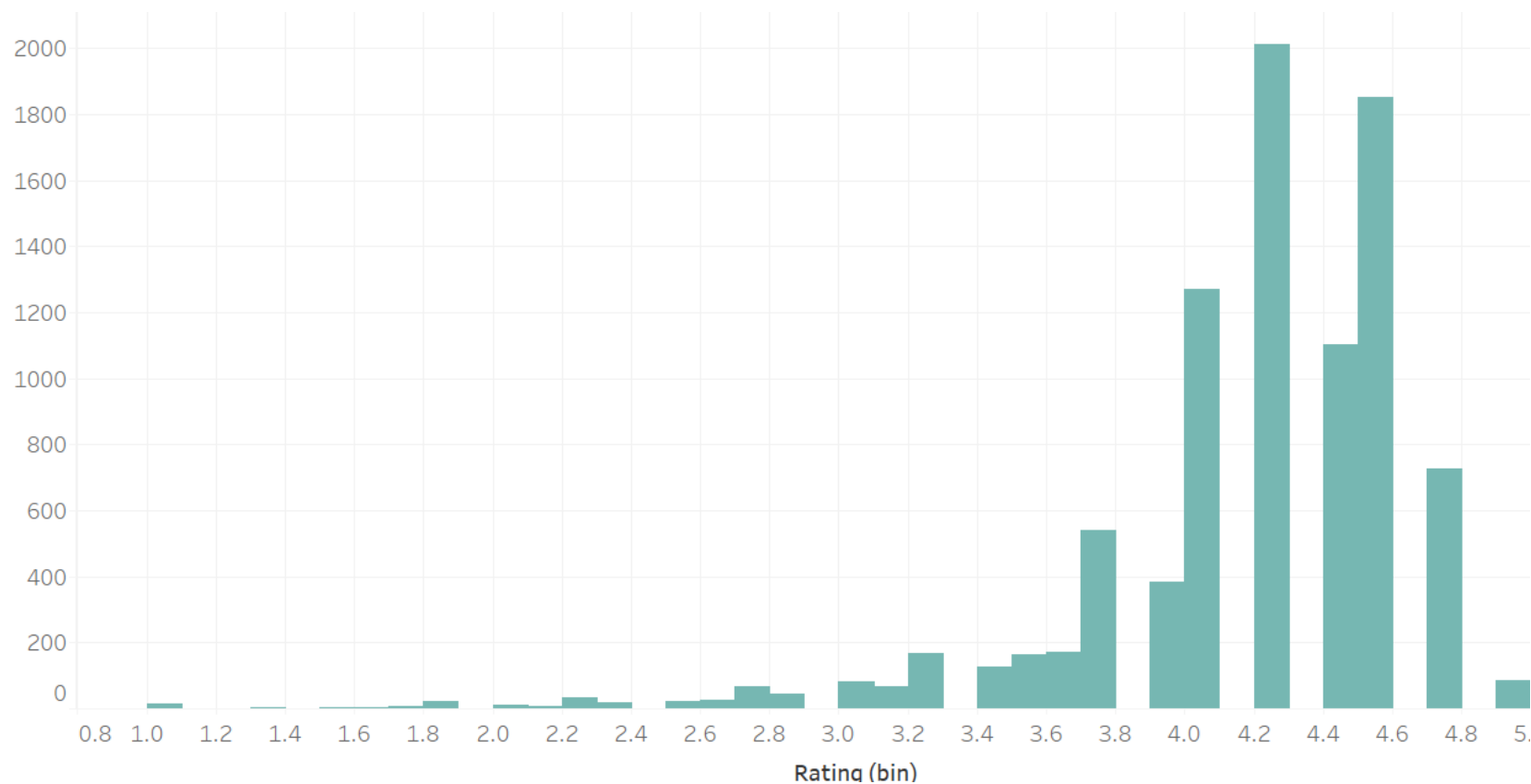


Top 10

| 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

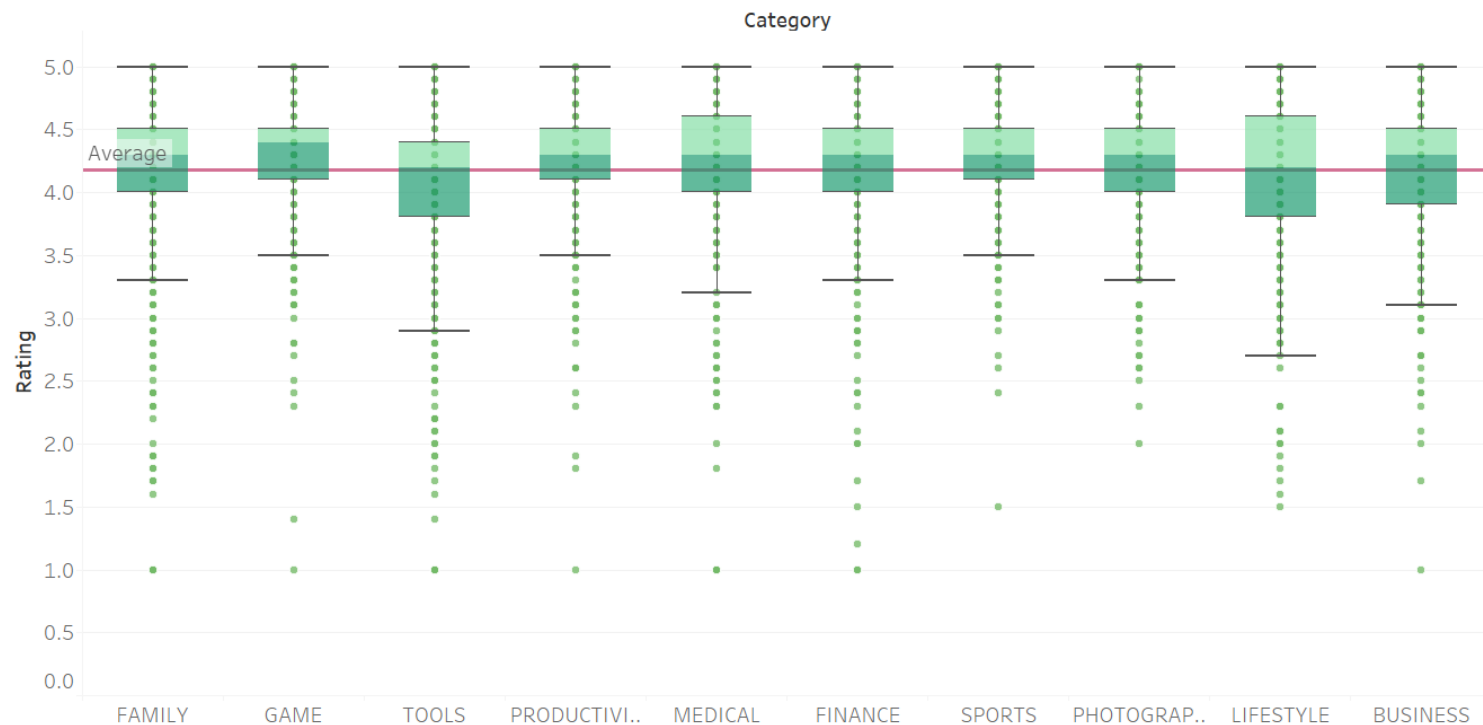


Most 3.7~4.8

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.)





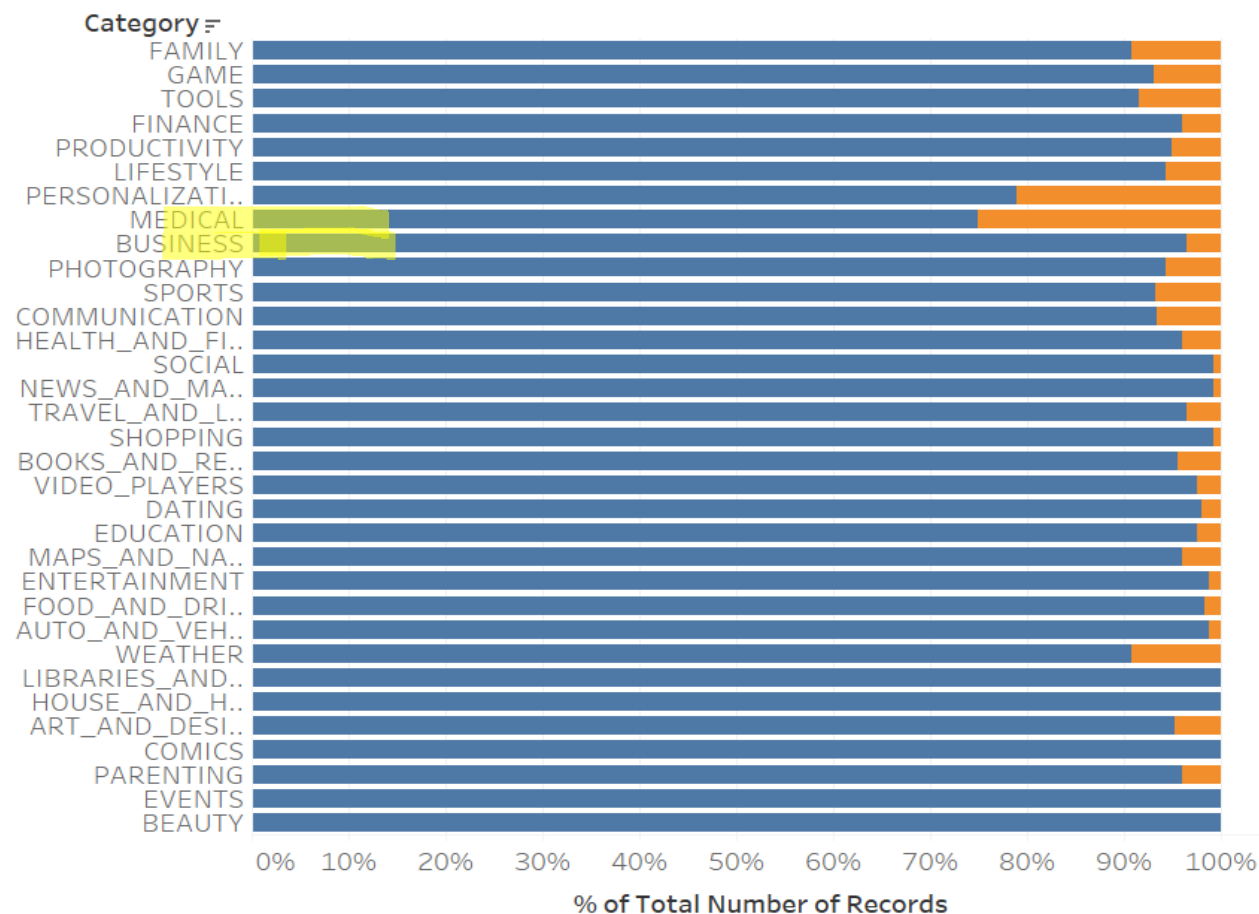
Price



Free apps and paid apps

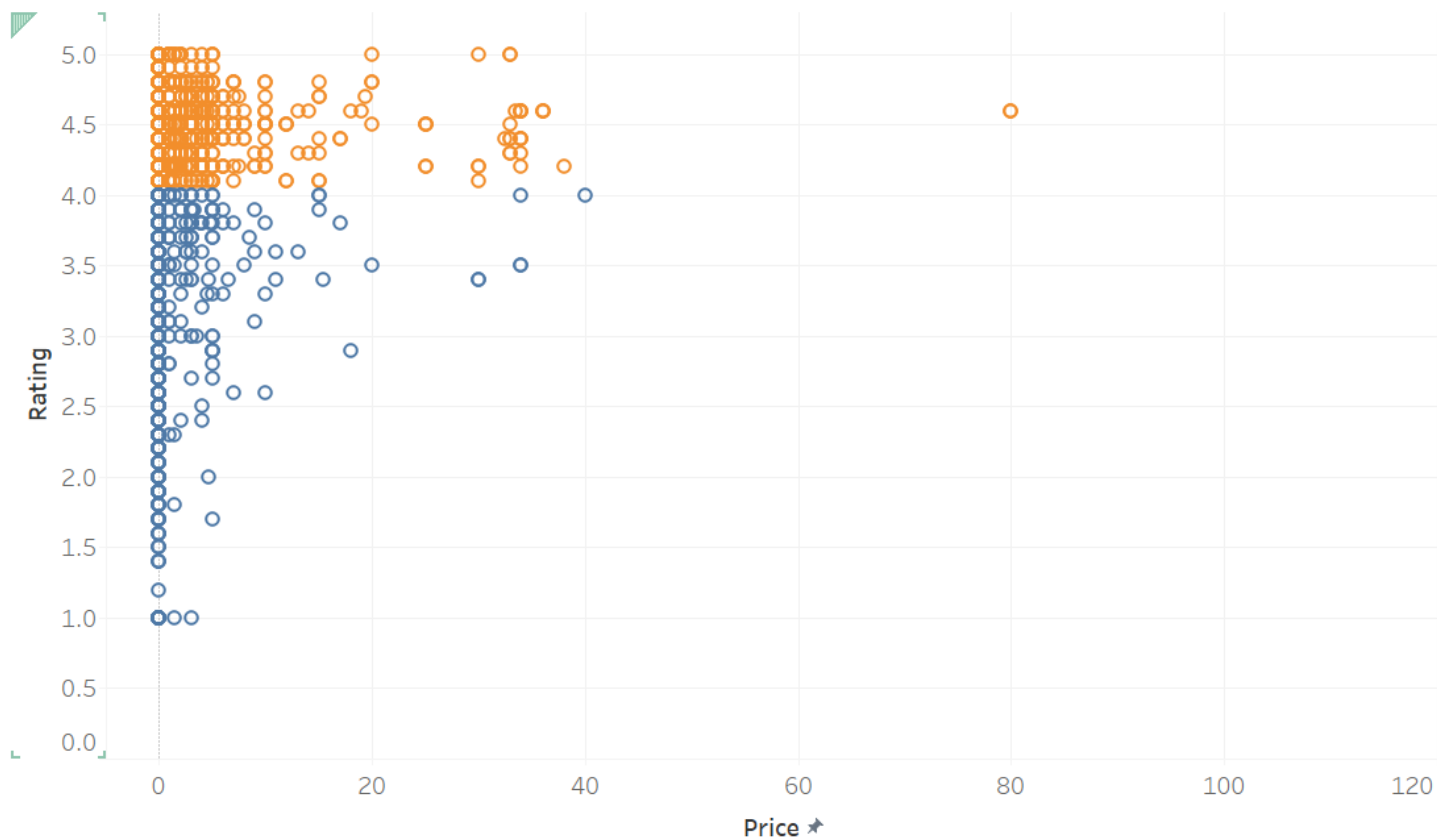
| | |
|------|--------|
| Free | 93.11% |
| Paid | 6.89% |

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



(Blue: Free Orange: Paid)

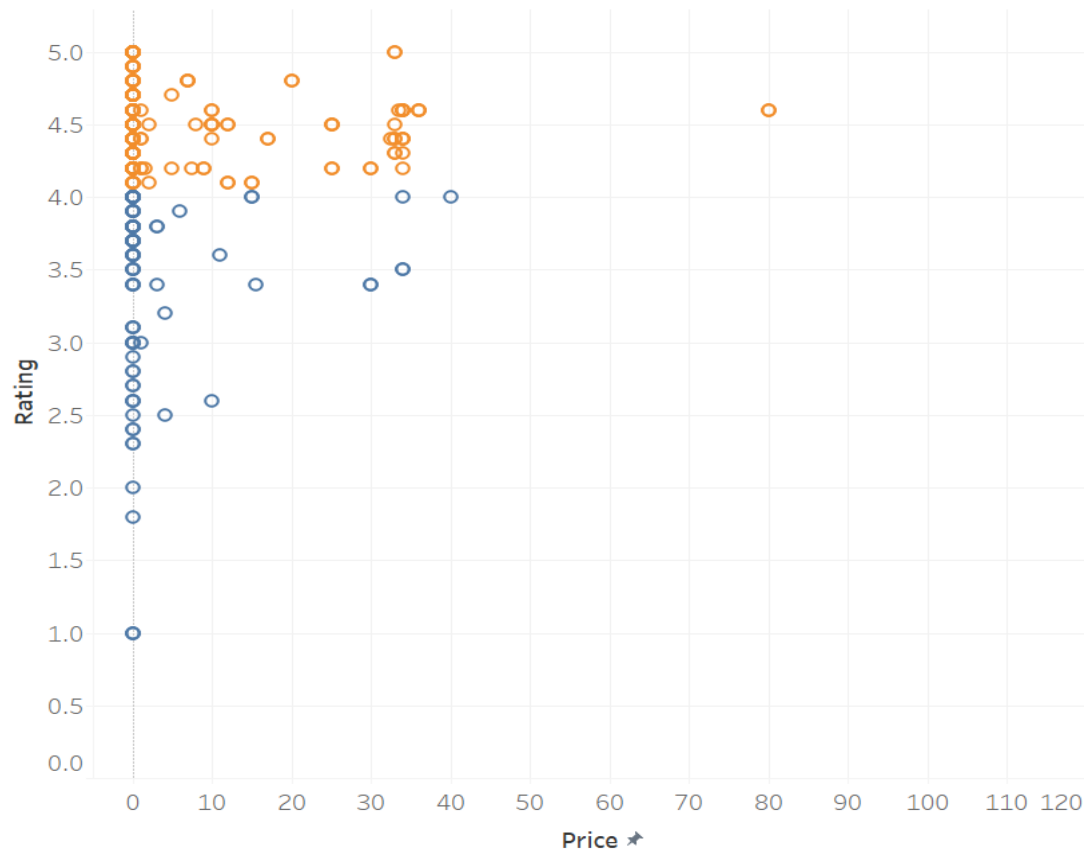
Rating ~ price





Rating ~ price* category

MEDICAL

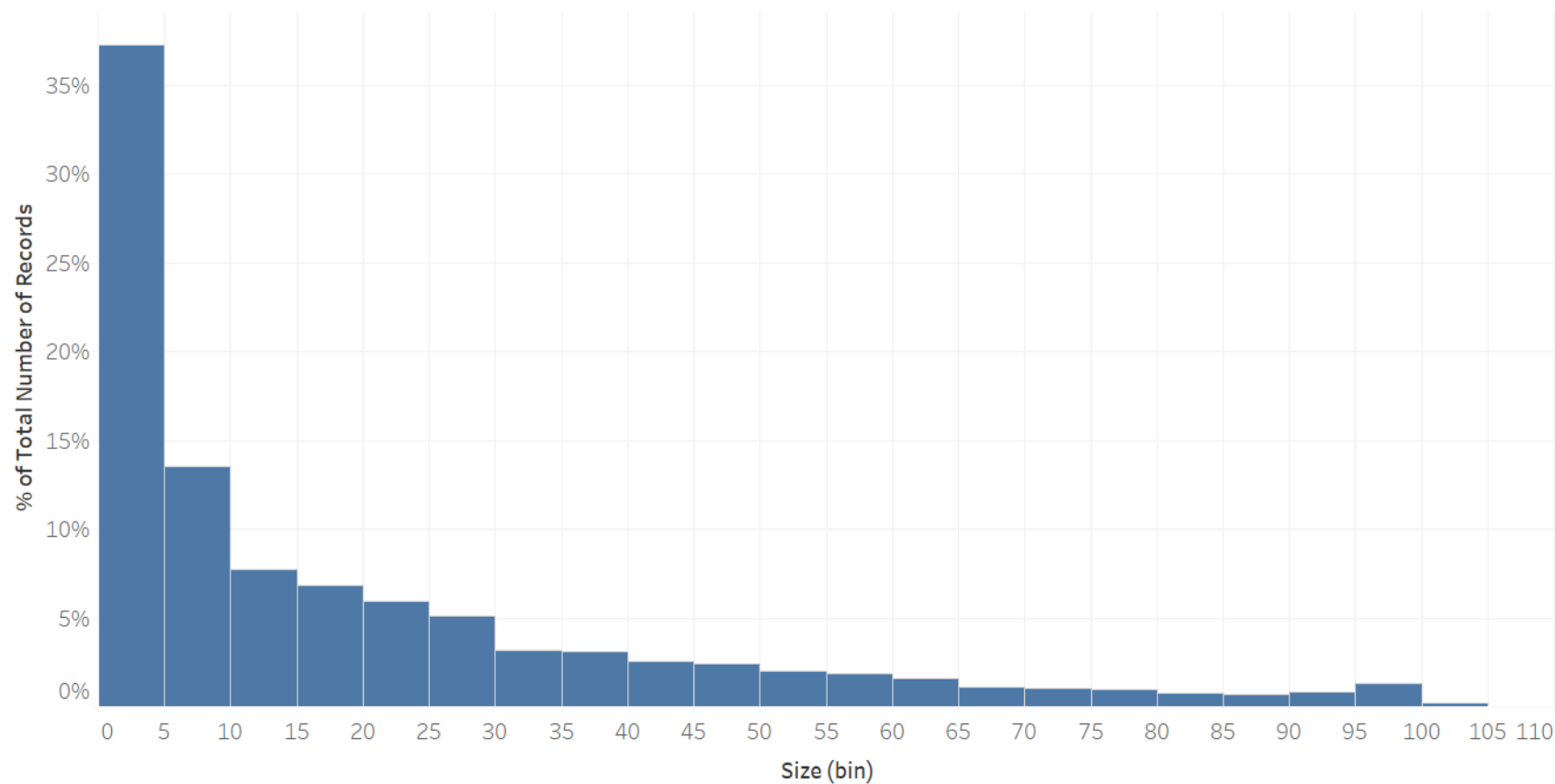


Medical apps are the most expensive. Top graded apps in other categories mostly sell at 0~\$20, while medical top apps sell at 0~\$40 and one even reach \$80.



Rating ~ size

The market

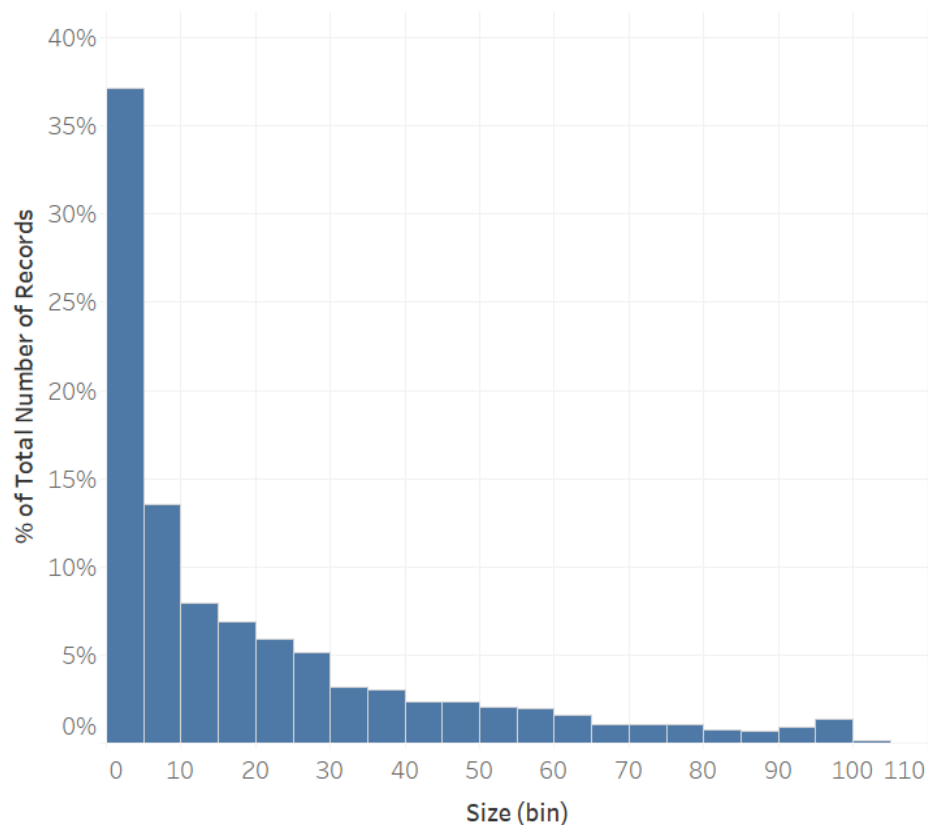


Light-weighted apps are likely to get high rating. People prefer slight apps.

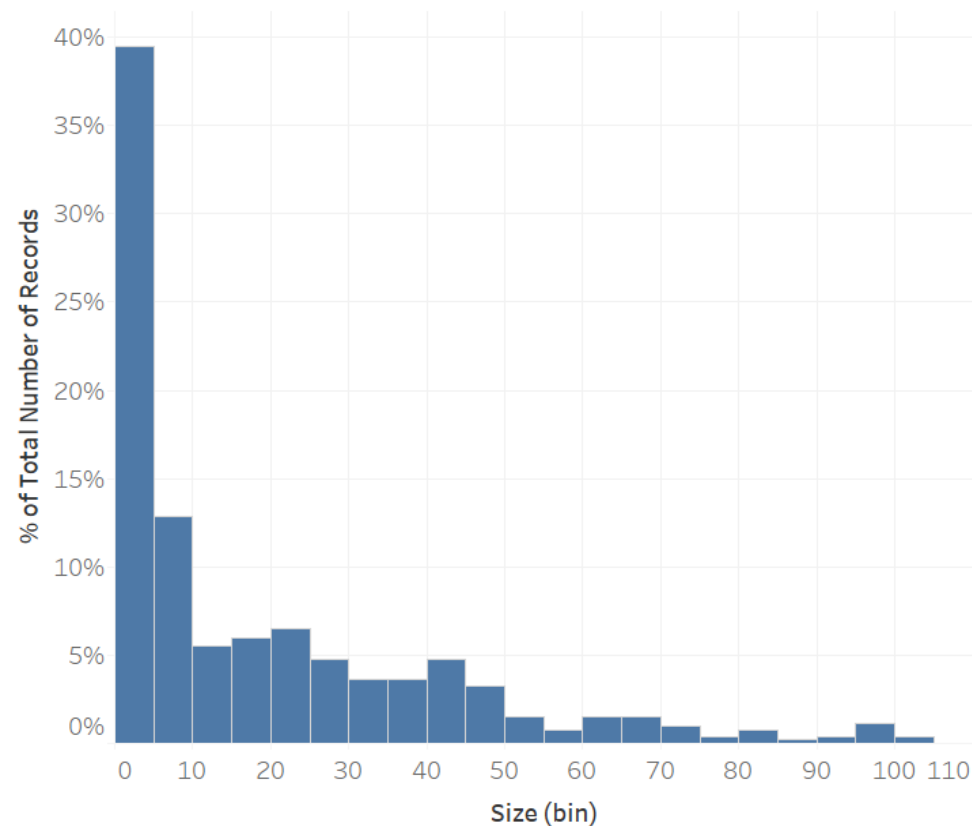


Rating \sim size* price

Free apps



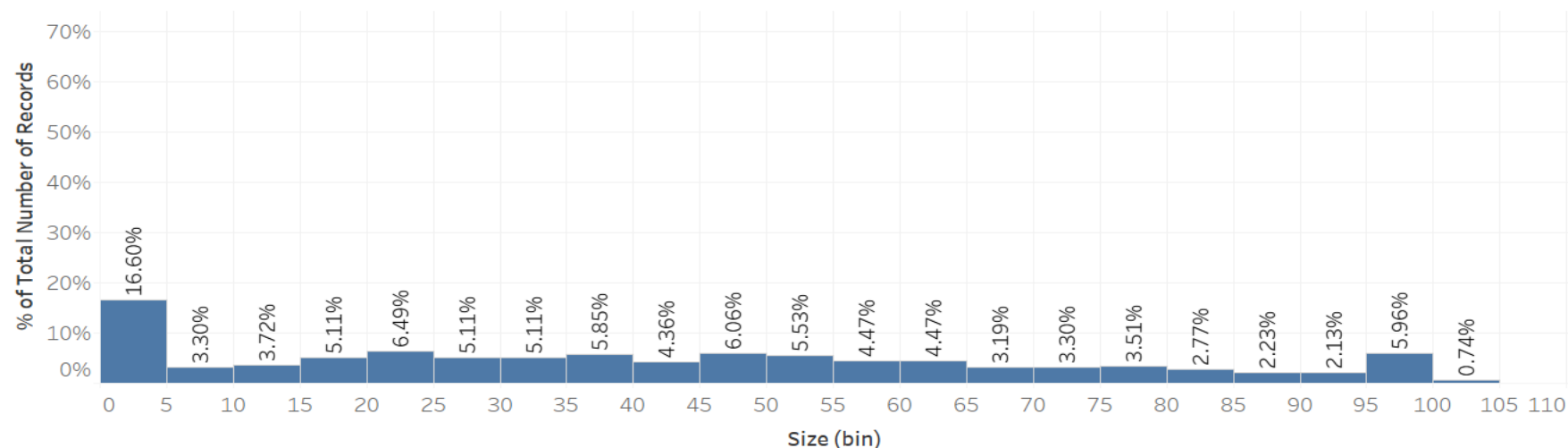
Paid apps



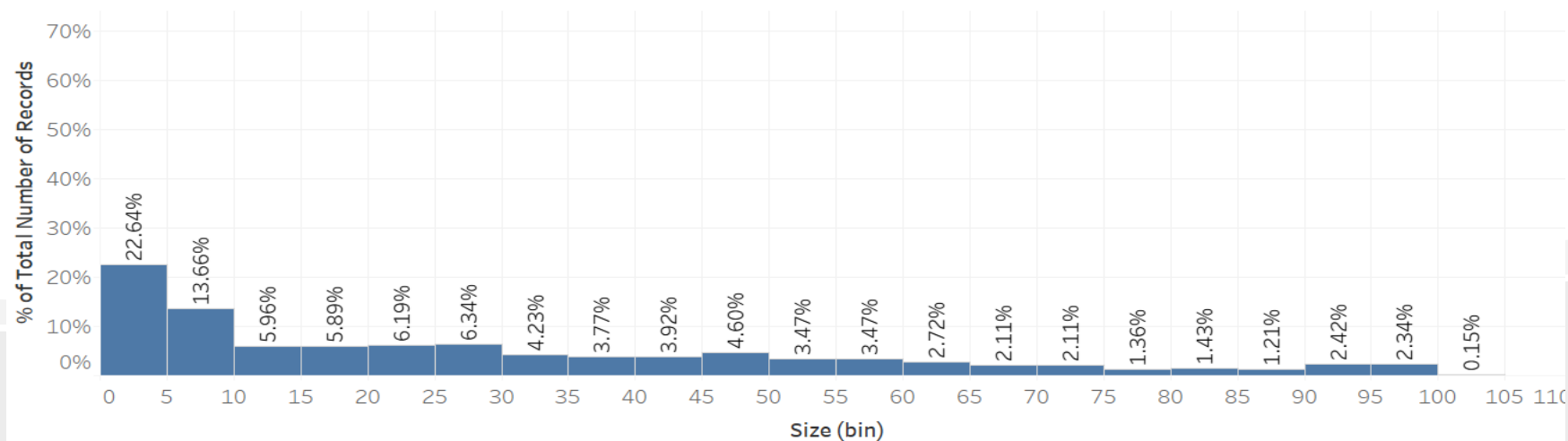
There is no obvious difference between Free apps and Paid apps on size of top graded apps.

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~\$20 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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