

# **Analysis & Visualization Of Google Play Store Apps**

Data 230  
**Project-1**

**Group-9**  
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# Introduction



- One of the most widely used feature in an Android phone is the **Play store** that offers countless apps.
- In 2020, the number of applications downloaded from the Google Play Store is 108.5 which increased nearly 20% from the previous year
- Developers all over the world are contributing to developing a wide range of apps in a multitude of categories, ranging from education to entertainment



# Motivation

- As per 2021 statistics, Apple's iOS and Google's Android capture 99% of the Global Market share. Although iOS users are fewer in number compared to Android users, iOS beats Android in terms of revenue generation.
- We believe the Play Store apps data has huge potential in making app-development businesses successful.

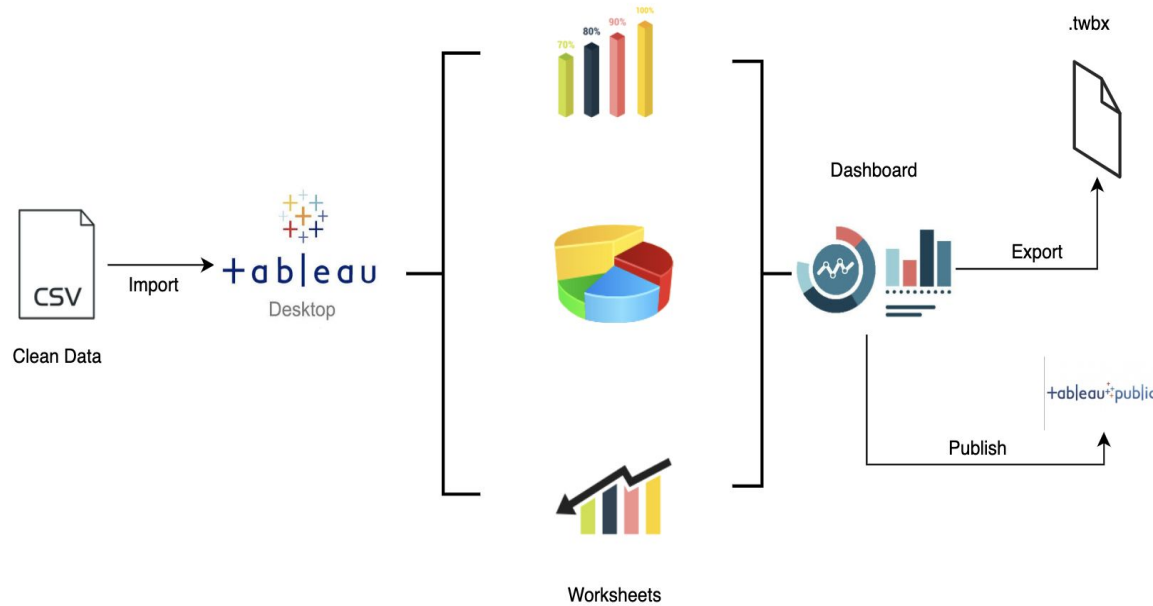
# Data



- Over 1 million datas, each data has 24 columns
- Google Play Store Apps of 600k+ applications (~ 700 MB)
- Key Columns for Analysis
  - App Name
  - Category
  - Rating
  - Installs
  - Price
  - Size

kaggle

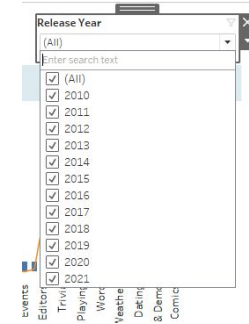
# Tableau Workflow



# Tableau Features



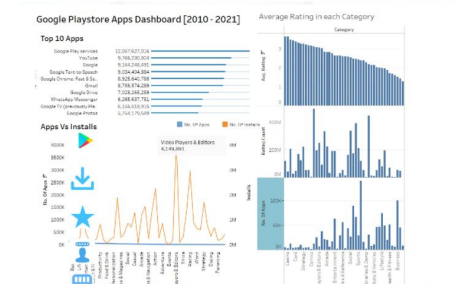
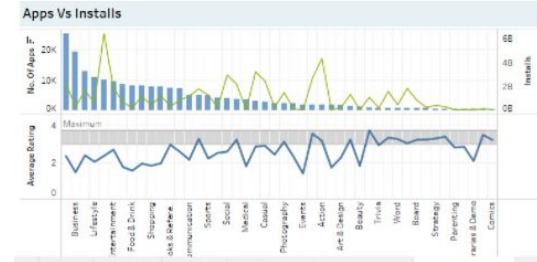
- We applied Year as Global Filter.
- Click-based filters.
  - Although filters are a great feature, we learnt that introducing too many global filters actually degrades the performance of the dashboard.
- We used Calculated fields & Parameters.  
For eg. one chart was on Top 10 Apps
- We used Dual axis options to compare two metrics of different scales



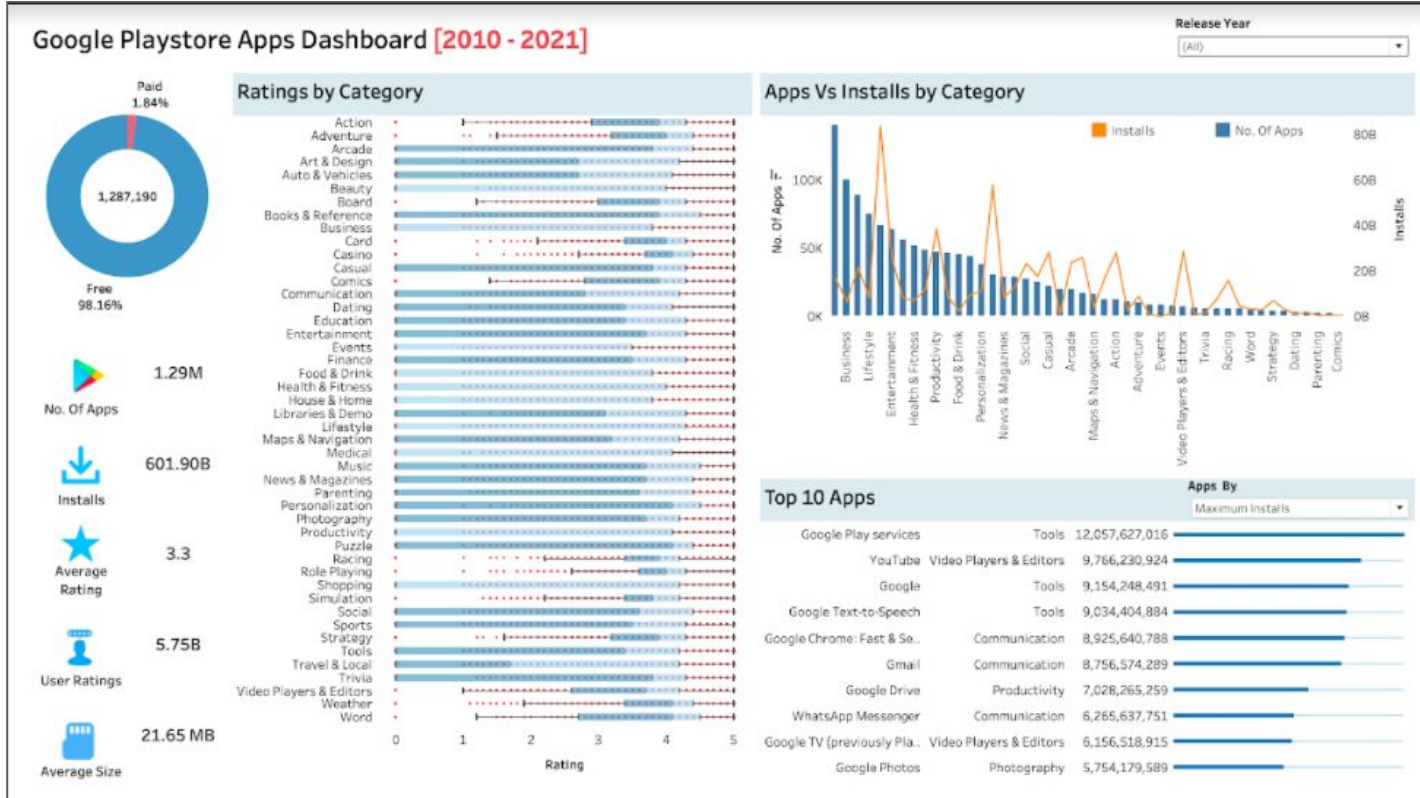
# Key Learnings



- We chose and designed Charts according to the Data Ink ratio and Gestalt principles (Continuity, Proximity) and made maximum effort to avoid noise.
- For eg, grid lines add more noise!
- Too much charts crowd the dashboard!
- Do not use too much colours
- Tableau performance varies between hardware and dataset size.



# Dashboard



tableau





Thank you