

Looking Through The Apps Store Data



Introduction

With millions of apps in the App Store, developers are eager to learn how to create better apps.

This analysis looks at the things that make apps successful, like the type of app, what users like, and some factors that get higher ratings.

Empowering developers to make informed decisions that enhance their app's visibility, attract a wider audience, and ultimately achieve their business objectives.

NEXT →

Data Source & Limitations

Data Source

Kaggle [Mobile App Store \(7200 apps\)](#).

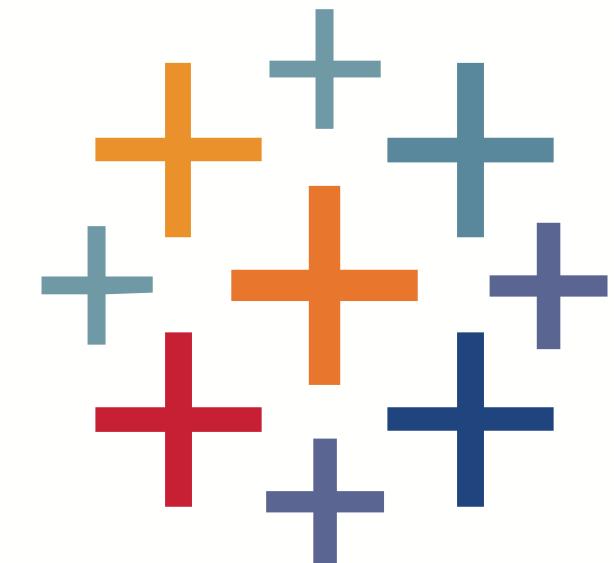
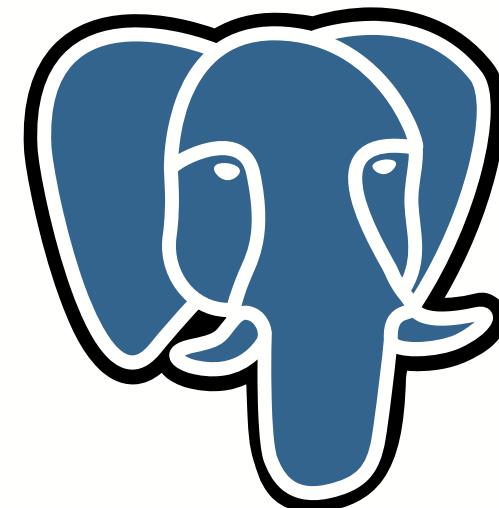
The data was extracted from the [iTunes Search API](#) at the Apple Inc. website in July 2017 by Ramanathan Perumal.

Limitations

- The information might not show what's happening in today's app world.
- The app market has changed a lot since 2017, with new types of apps and updates to app features.
- The data might not cover these changes. Also, the data might not tell us about the latest trends in making new apps, as that has also evolved since 2017.

I used PostgreSQL to analyze this dataset, a powerful and free database system. PostgreSQL allowed me to store, manage, and extract meaningful insights from the data, which was essential for my analysis.

As for visualization I used Tableau Public.

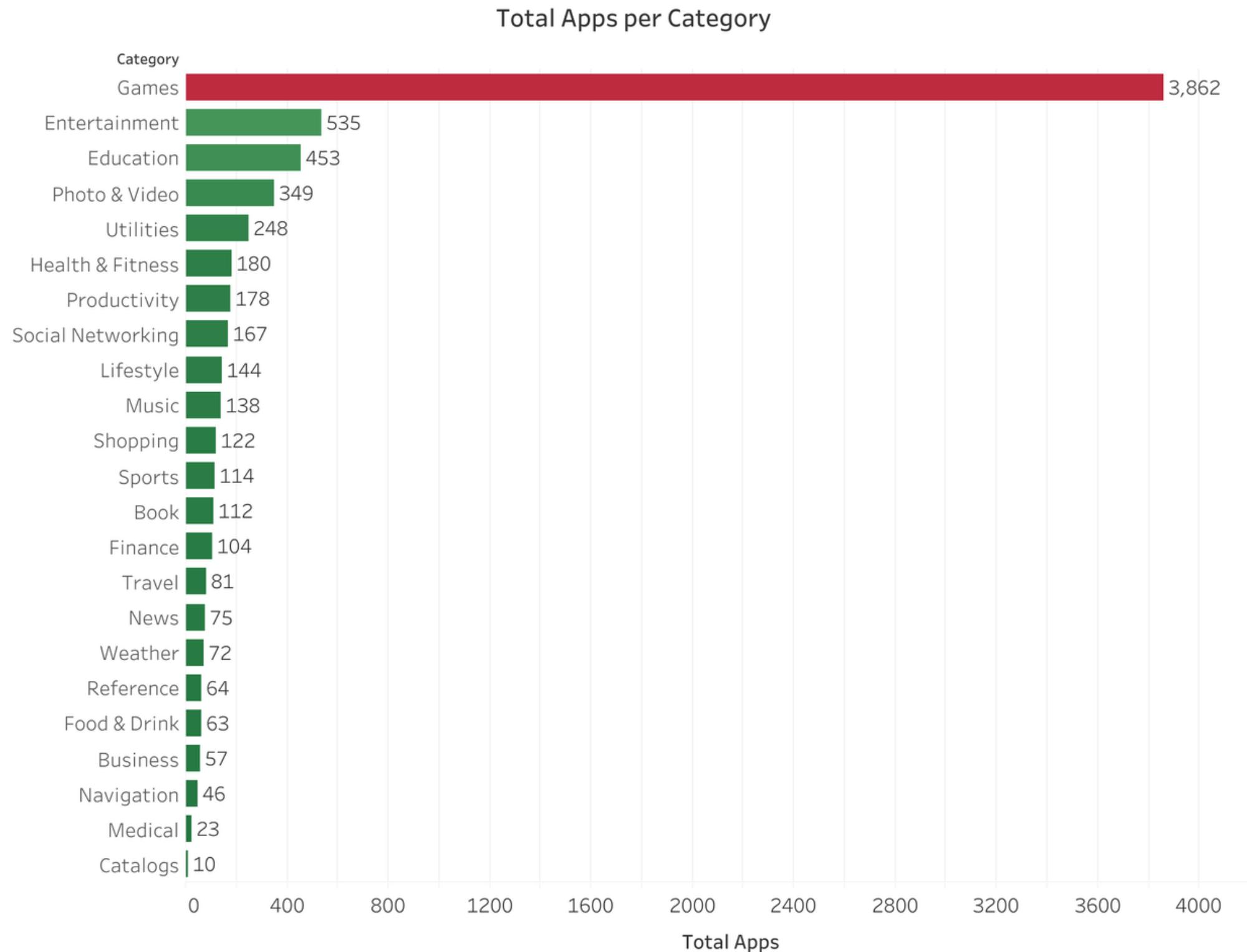


Apps Distribution

Games is the most popular app category, with over 3,800 apps available. This includes a wide variety of games, from simple arcade games to complex role-playing games.

Entertainment is the second most popular app category, with over 500 apps available. This includes apps for streaming TV and movies, listening to music, and reading books.

Education is the third most popular app category, with over 450 apps available. This includes apps for learning new skills, preparing for tests, and exploring different subjects.

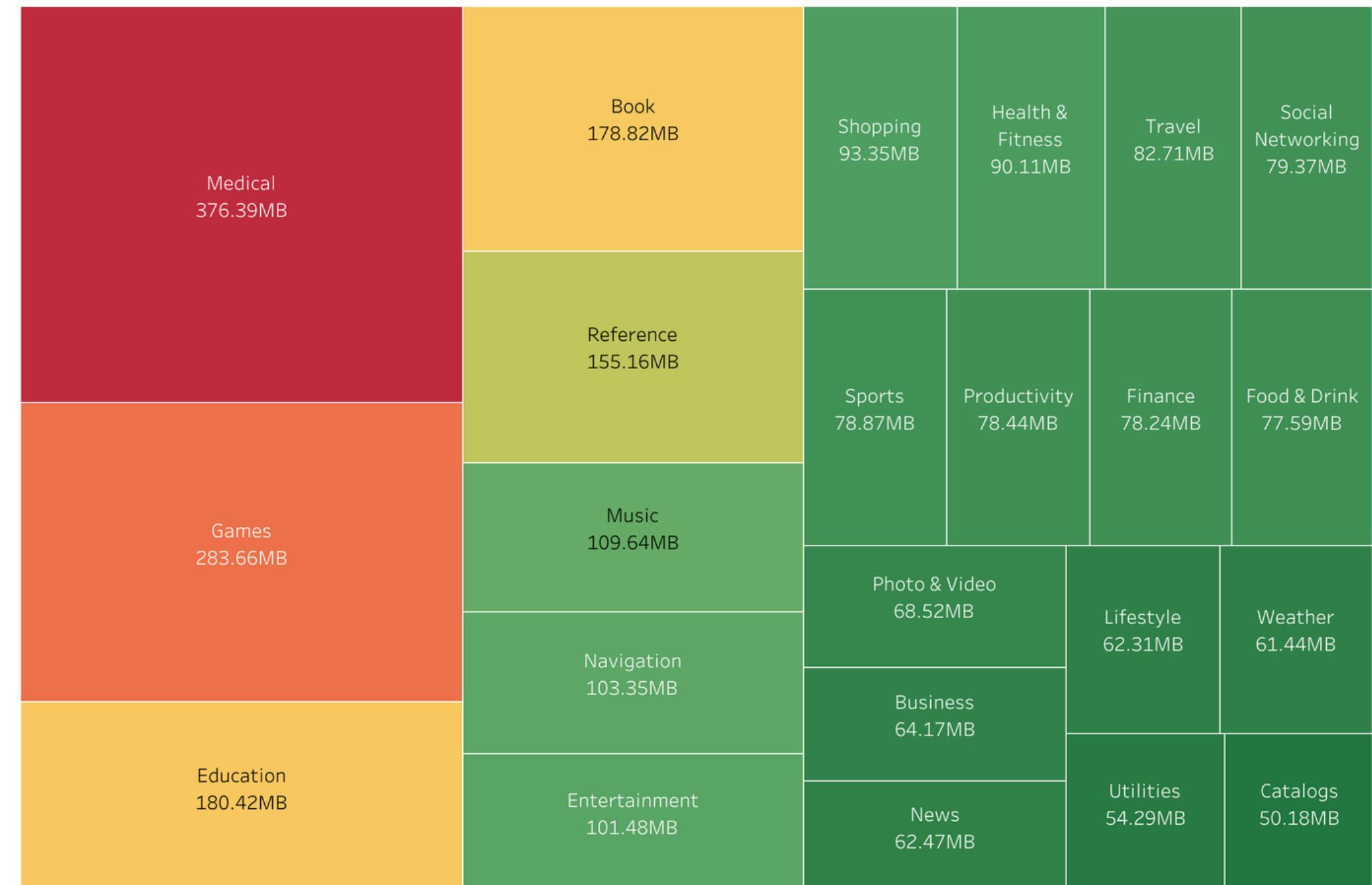


Average Apps Size

Medical apps are typically the largest apps, with an average size of 376.39 MB. This is likely since medical apps often contain complex graphics, animations, and simulations. They usually include large databases of user's medical information.

Games apps are the second-largest apps, with an average size of 283.66 MB. Games apps often contain high-quality graphics, animations, and sound effects. Another factor are large amounts of game content, such as maps, levels, and characters.

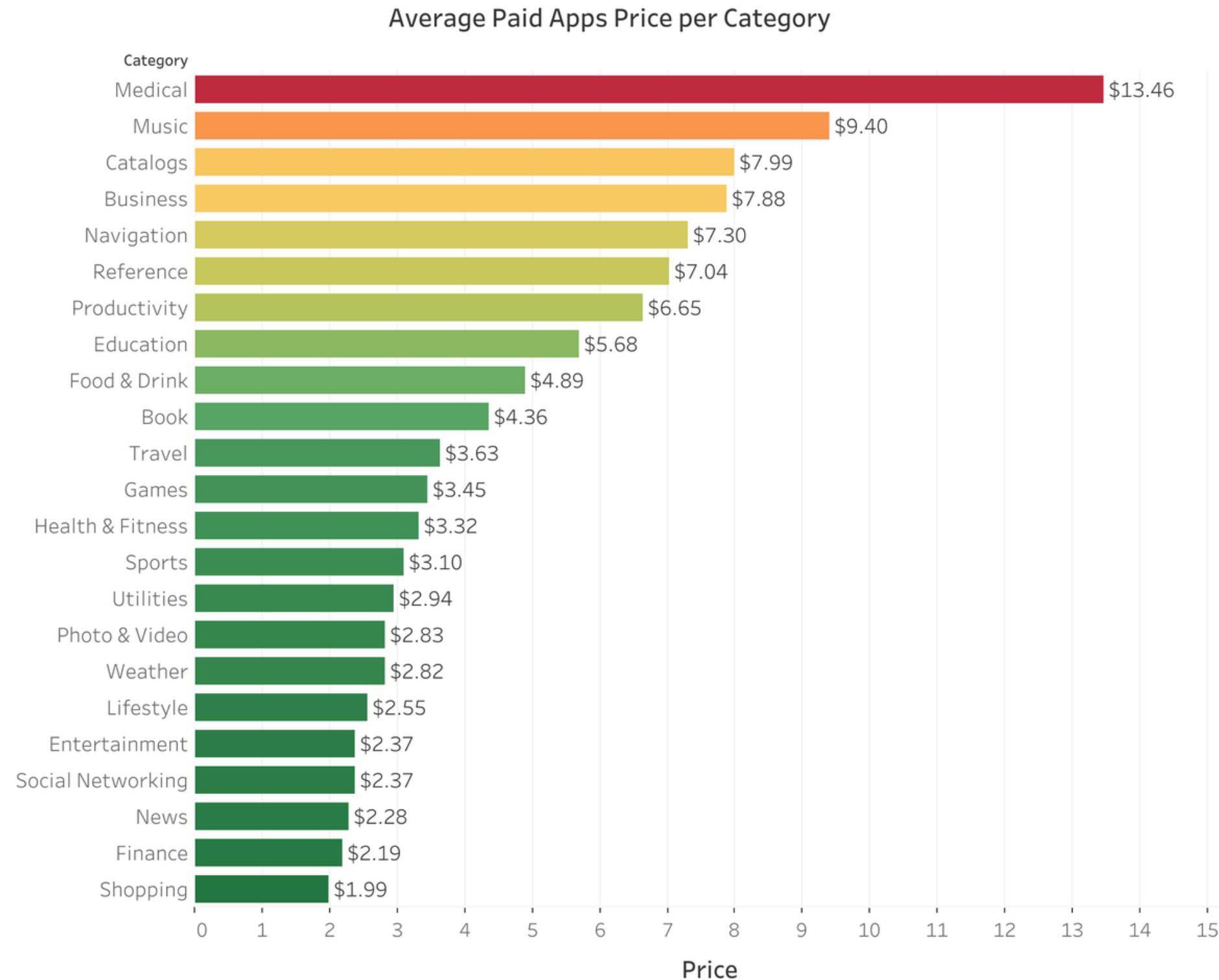
Average Apps Size per Category



Average Price for Paid Apps

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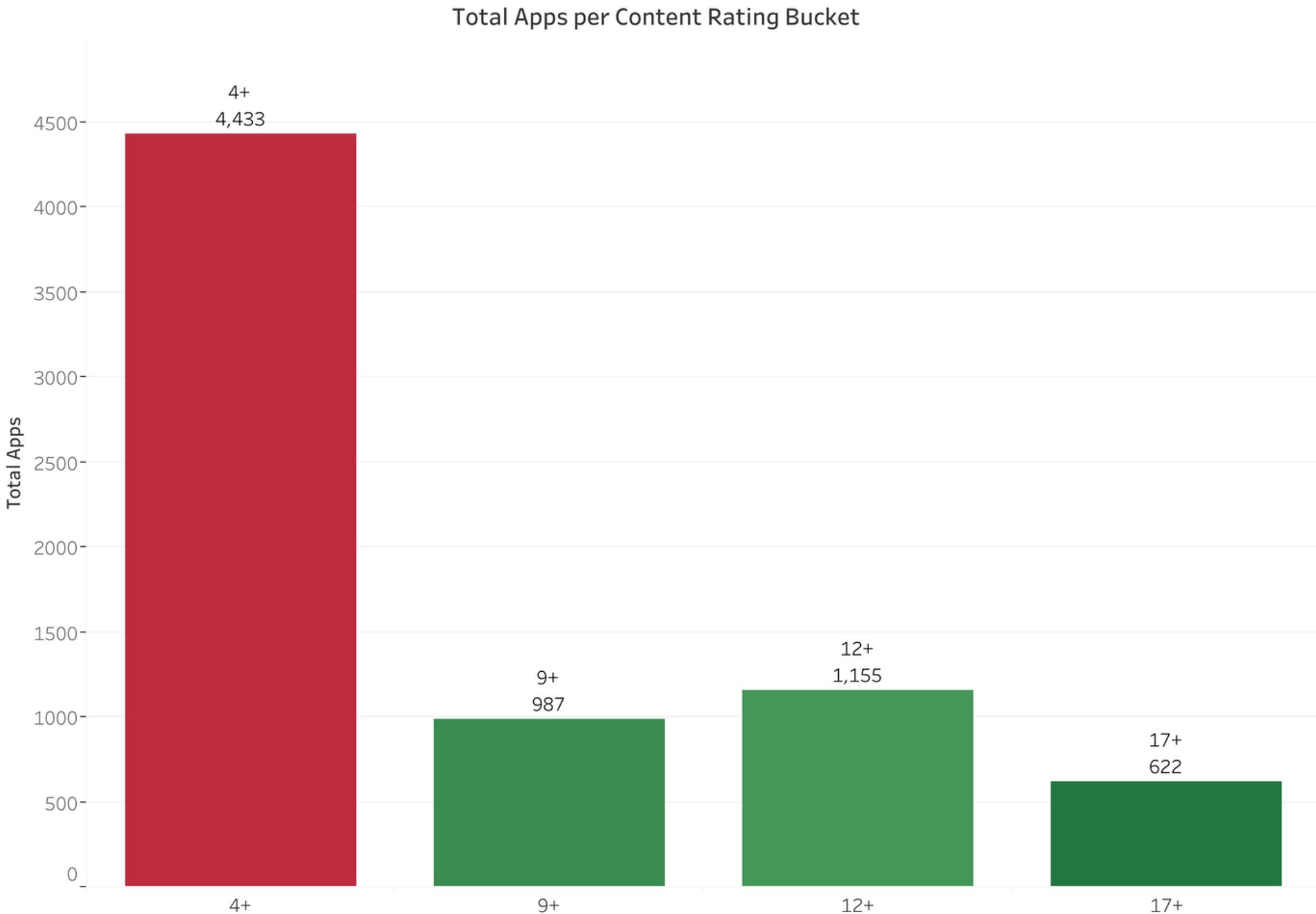


Apps Distribution per Content Rating

The majority of apps in the App Store are rated 4+ with a total of 4433 apps, which means that they are appropriate for all ages.

The 17+ content rating is the least common with 622 apps. These apps may contain mature themes, gambling, violence, coarse language, or sexual content.

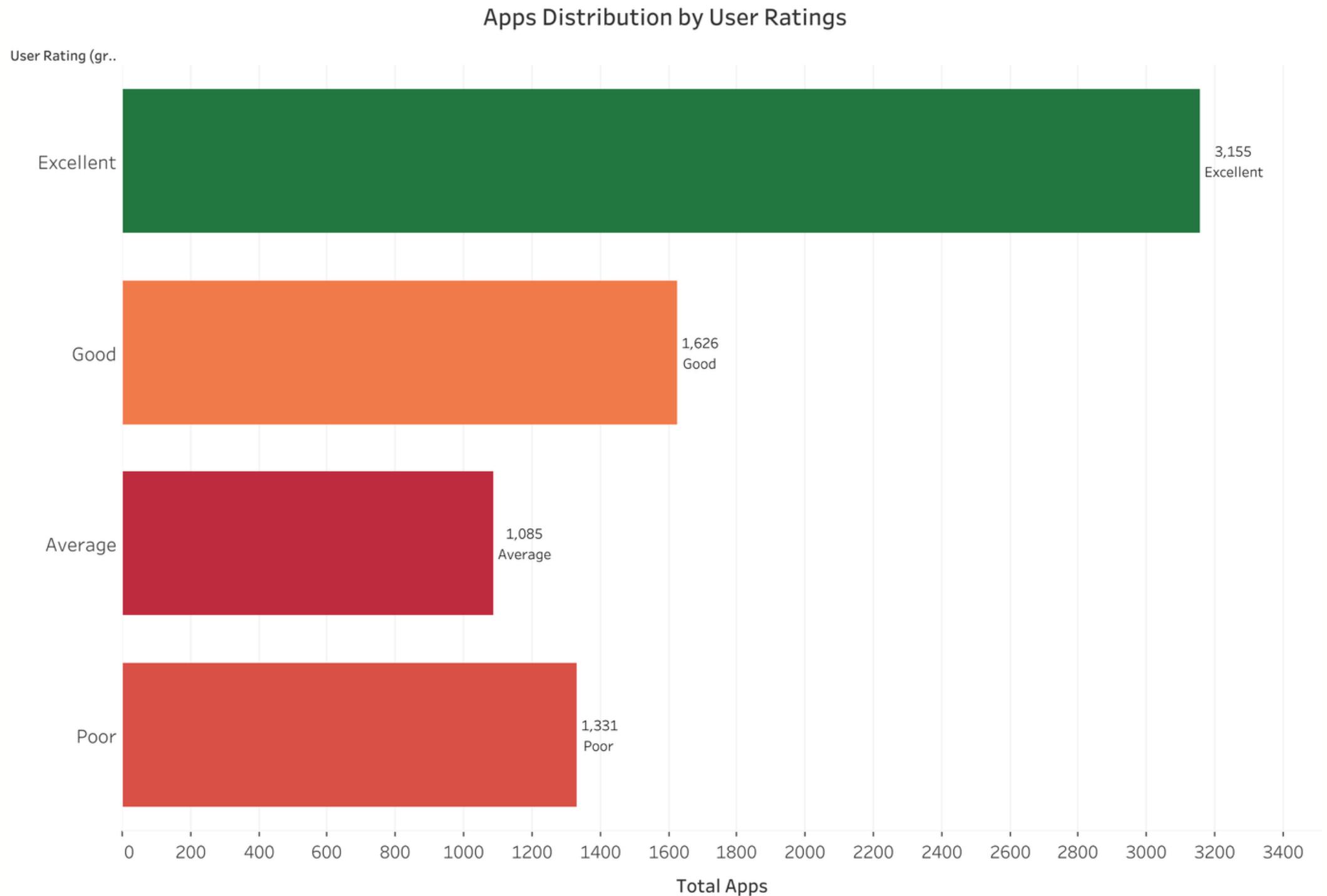
One reason for this could be a greater demand for apps suitable for all ages. These apps cater to children, adults, and seniors. Additionally, the App Store's strict guidelines for apps rated 17+ might discourage some developers due to compliance challenges.



Apps Distribution per Rating Bucket

The majority of users have rated 3155 apps as excellent and 1626 as good.

Overall, the majority of apps in the App Store have an Excellent or Good rating. This suggests that users are generally satisfied with the quality of apps in the App Store.

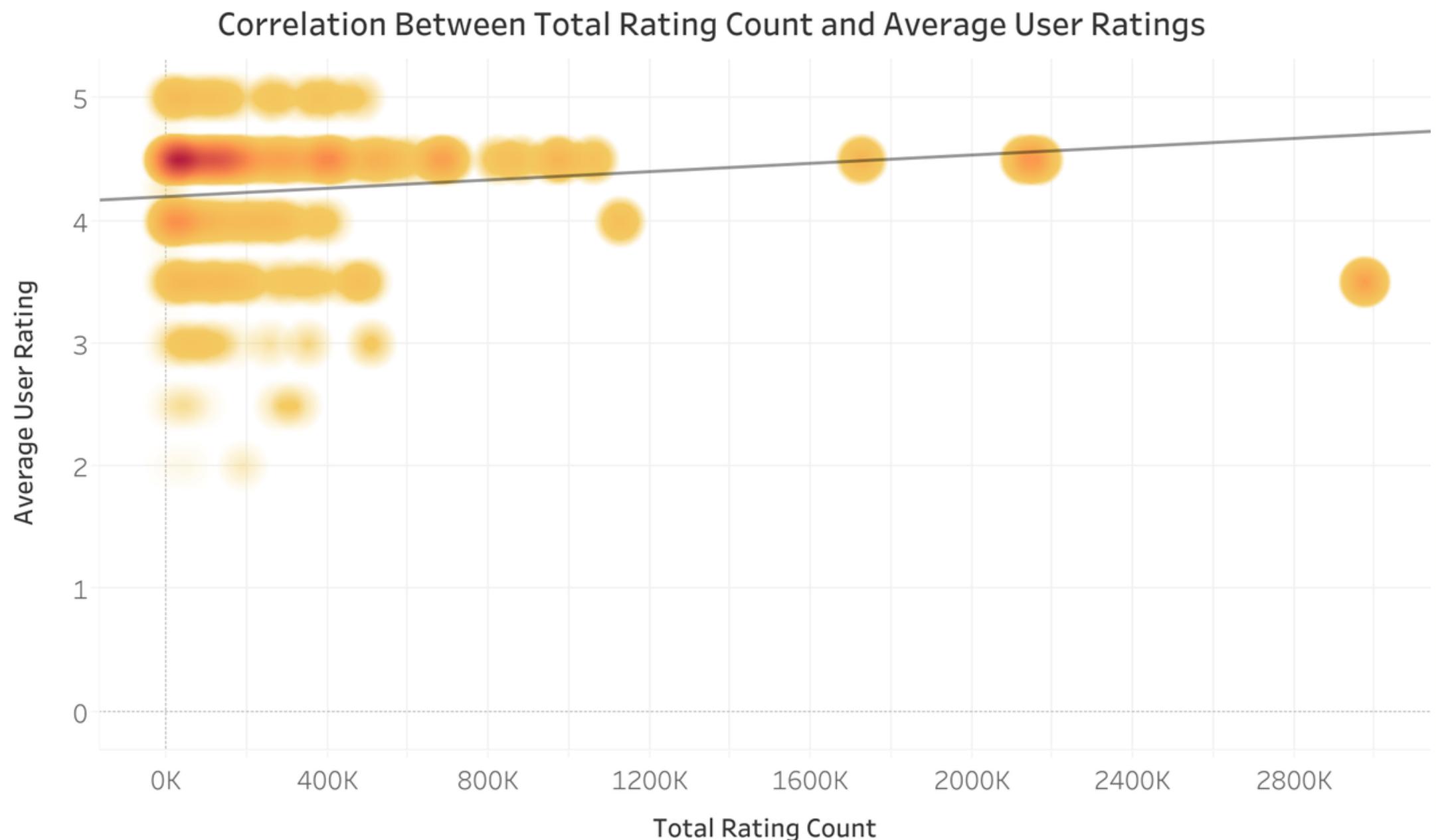


Correlations of Total Rating Count and Average User Rating

The Scatter Plot shows that there is a slightly positive correlation between the total rating given and the average user rating.

This means that as the rating count increases, the user rating tends to increase as well, but the relationship is not very strong.

This correlation may be due to several factors, including the popularity of apps, the frequency of updates, and the number of professional reviews.

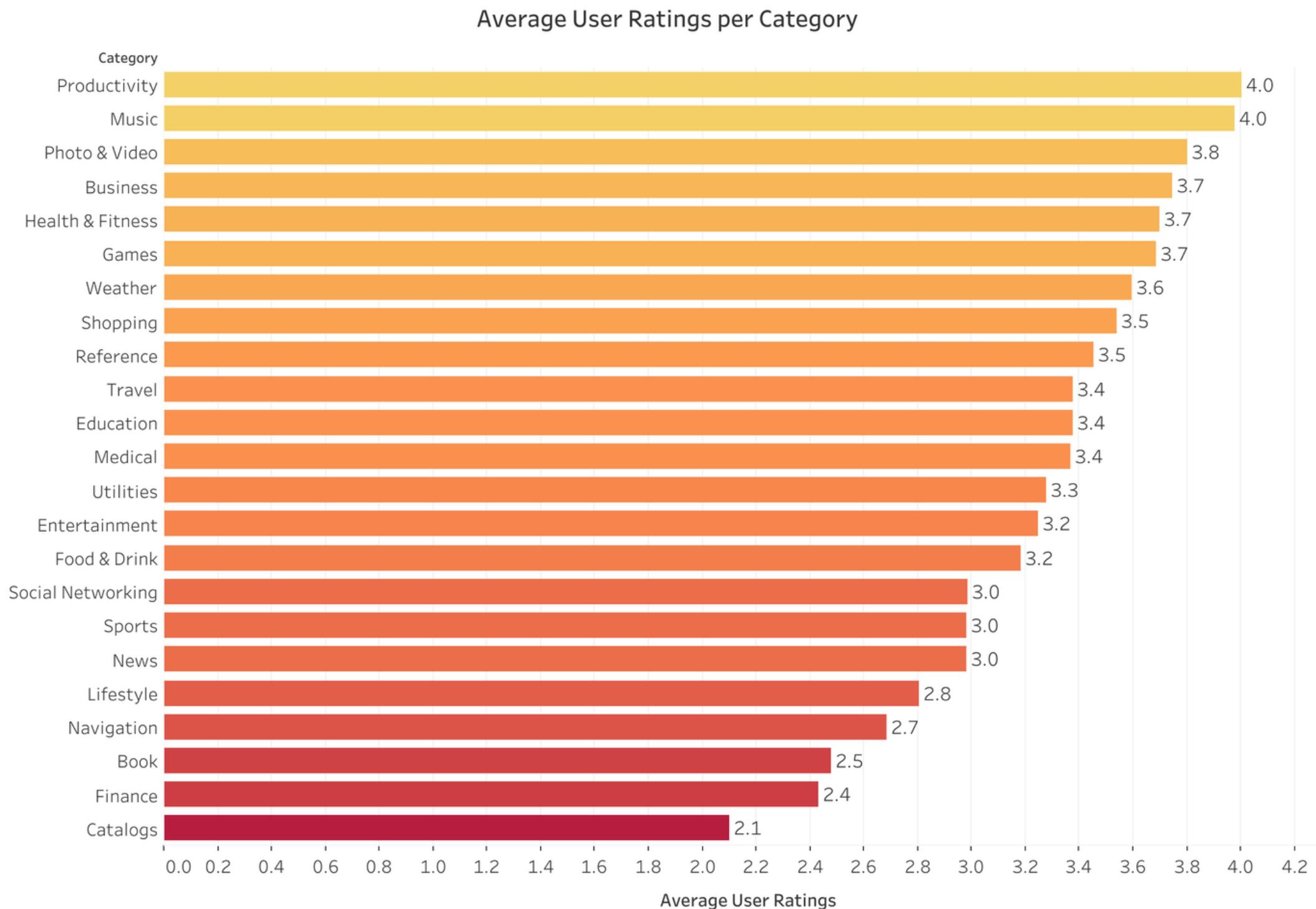


Average User Ratings per Category

The chart shows the average user rating for different app genres in the App Store. The top three genres are Productivity, Music, and Photo & Video, all of which have average user ratings of 4.0.

The bottom three genres are Catalogs, Finance, and Book, all of which have average user ratings below 2.5.

Users might prefer top-genre apps because they meet diverse needs, like productivity, entertainment, and memory-sharing. In contrast, bottom-genre apps may be more specialized, appealing to specific interests, like catalog apps for specific purchases and finance apps for managing finances.

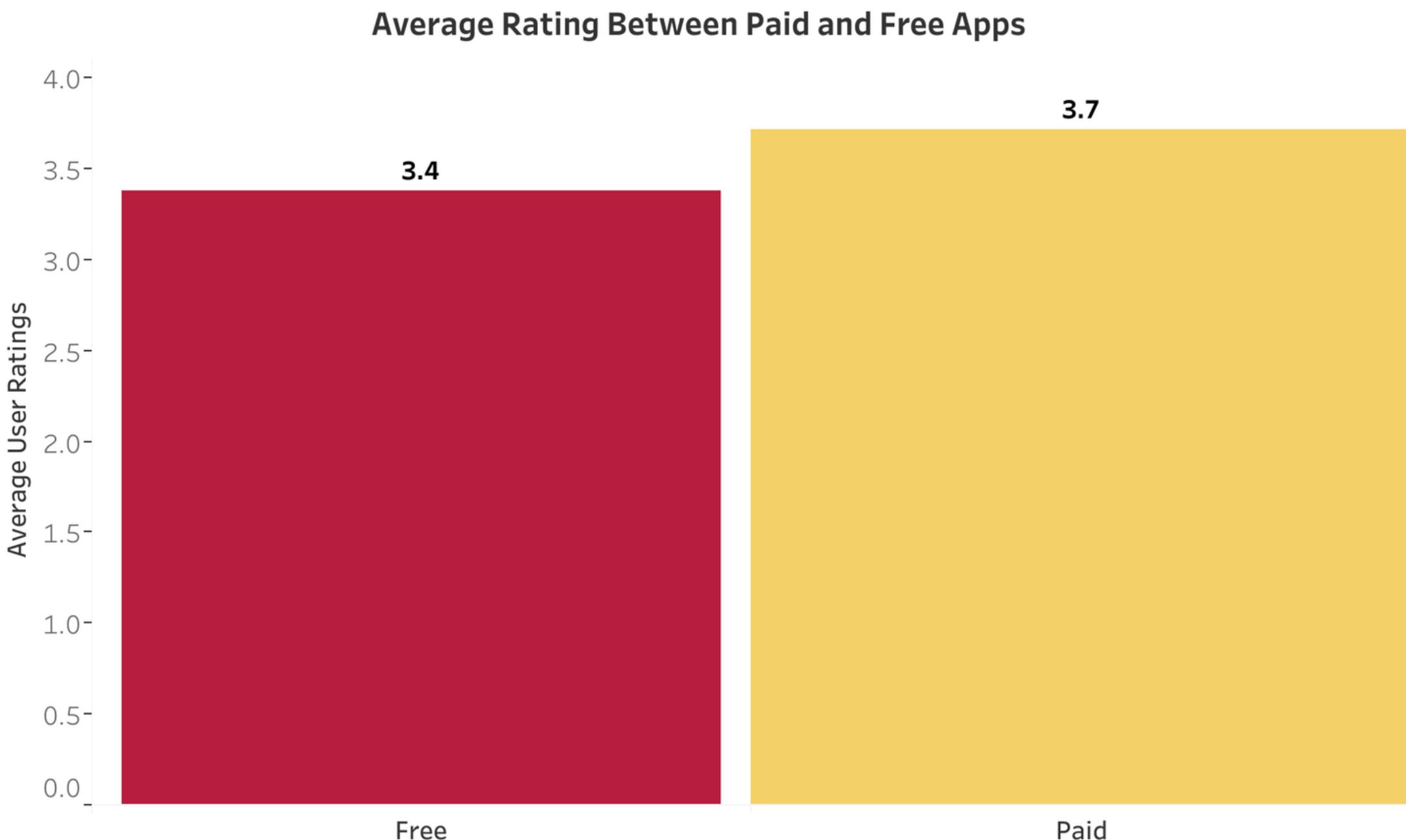


Average Rating Based on App Type

The chart suggests that users are generally more satisfied with paid apps than with free apps.

This is likely because paid apps are more likely to be developed by professional developers, updated and maintained, and free of ads and in-app purchases.

Since Paid Apps are not typically monetized through advertising or in-app purchases, users are less likely to be annoyed by intrusive ads or unexpected charges.

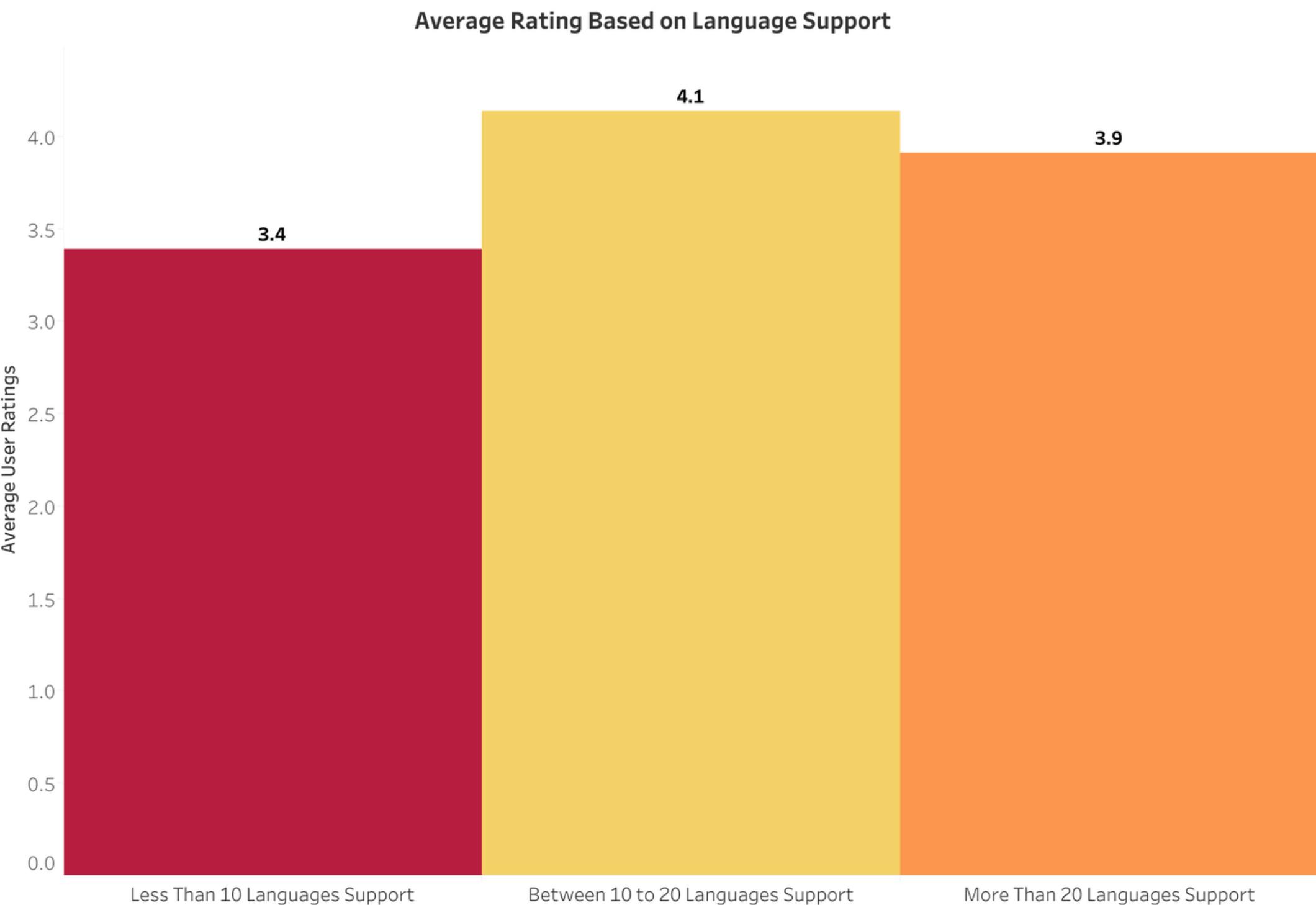


Average Rating Based on Language Supports

Apps that support between 10 and 20 languages have the highest average rating, at 4.1. This means that users are more satisfied with apps that support a moderate number of languages.

Offering a variety of language options makes the app accessible to a wider audience, including those who may not speak the app's default language.

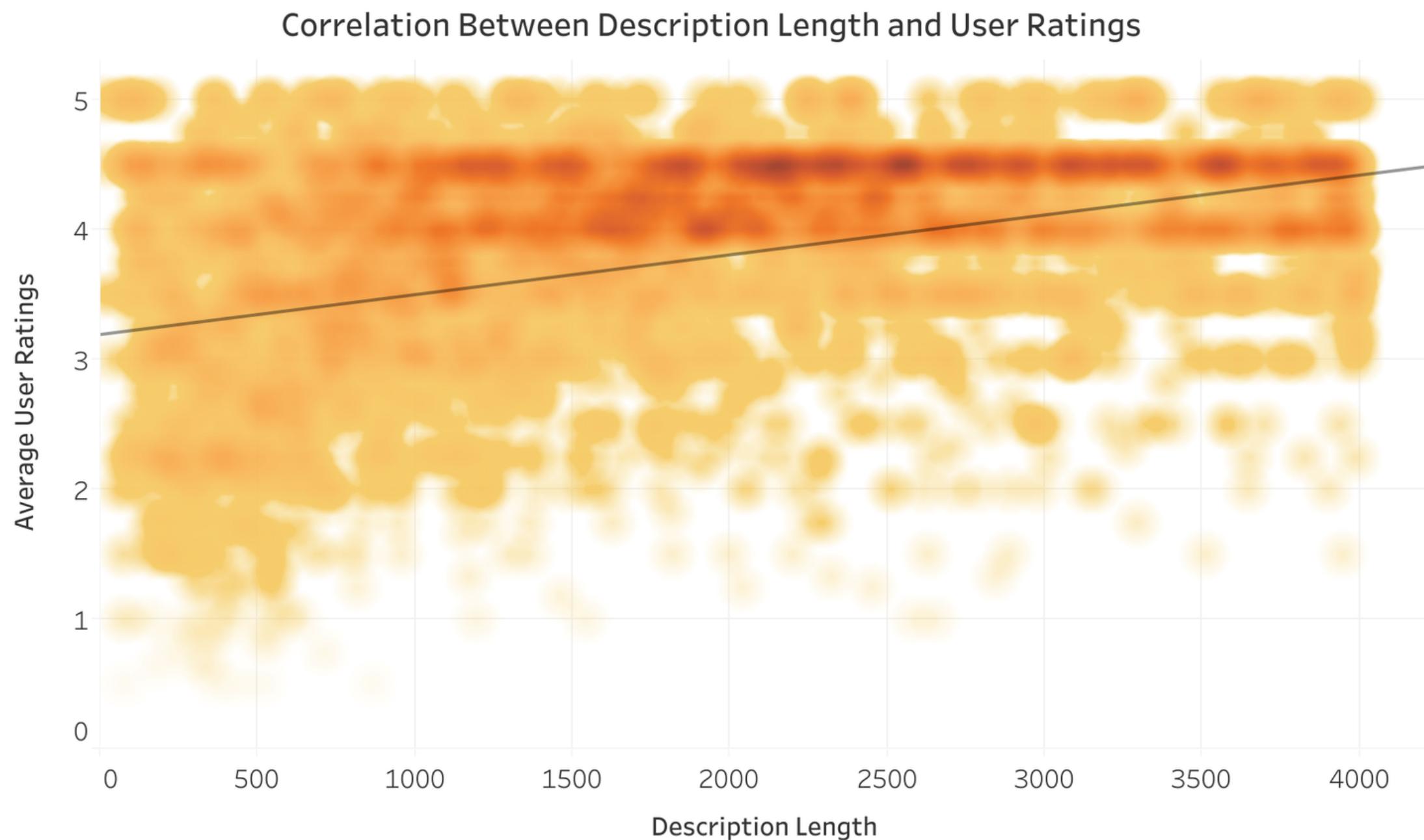
It is not about the quantity of the language but more about giving users a familiar experience.



Correlations of Apps Description Length and User Ratings

The chart shows there is a weak positive correlation between the two variables. In other words, as the length of an app description increases, the average user rating for that app also tends to increase.

However, it is slightly higher than the correlation between user rating count and user ratings.

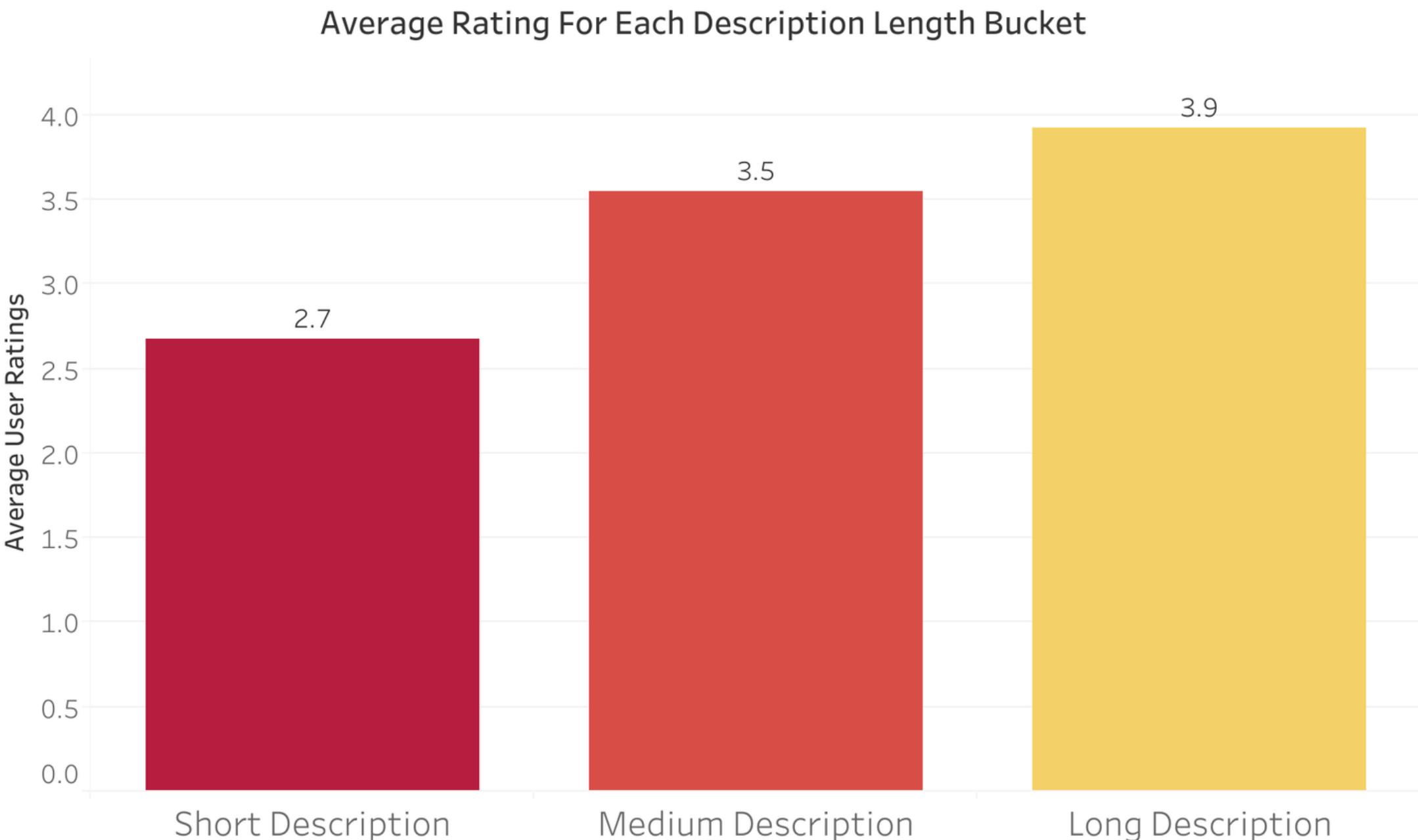


Average Rating Based on Language Supports

Longer descriptions may provide more information about the app, which could help users make better decisions about whether or not to download it.

When a user is unsure about whether or not they want to download an app, they are more likely to read a longer description.

If the description provides them with the information they need to make a decision, they may be more likely to download the app and give it a high rating.



Summary

- The Game category faces intense competition, requiring game developers to offer a unique and standout gaming experience to succeed in the market.
- Paid apps generally receive better ratings than free apps, as ads and in-app purchases in free apps can negatively impact user experience.
- Including multiple language options broadens the app's accessibility, reaching a larger audience beyond the default language. Adapting content for specific languages enhances user familiarity.
- Longer app descriptions correlate with higher ratings, providing users with a clearer understanding of the app's features, which is particularly valued by new users.

Note:

The Source code and the dataset can be accessed at [here](#).

You can read more about this analysis at my [medium](#).

Thank You

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