Apple Store
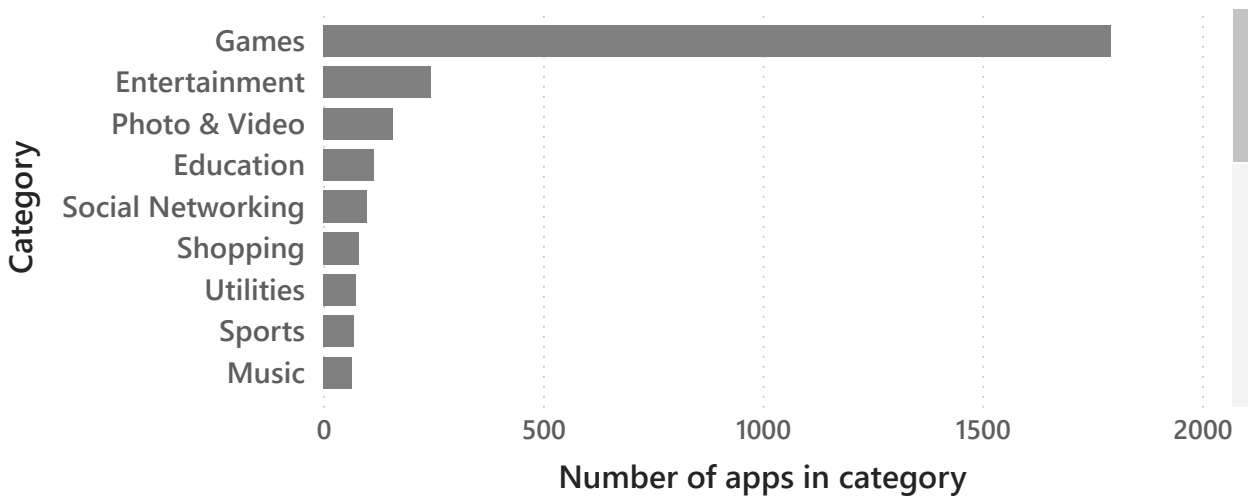
The data is from the Python project nº 350 by Dataquest. The data cleaning and analysis using Python/pandas/numpy can be found in this repository. Only free apps were considered.

• considerations: number of installs for each app was not available, therefore number of ratings was used to classify the apps from most to least popular in a category
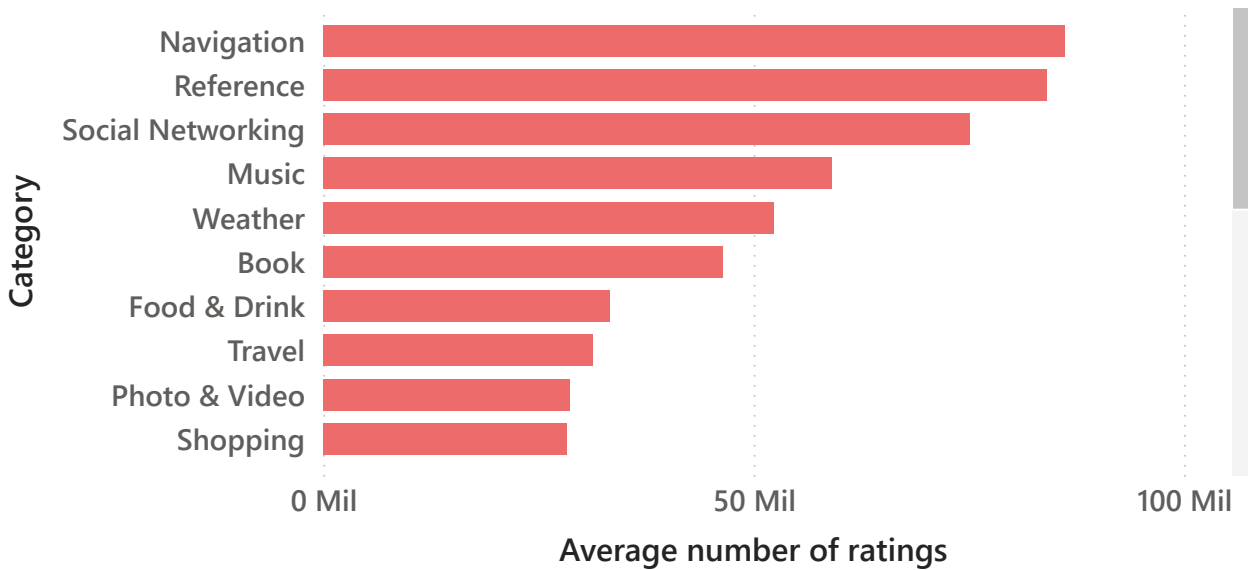
Categories with the most apps

Number of apps in category

Popular apps in each category

Category

Category
Book
Business
Catalogs
Education
Entertainment
Finance

Category	Primeiro App
Book	
1	Kindle – Read eBooks, Magazines & Textbooks
2	Audible – audio books, original series & podcasts
3	Color Therapy Adult Coloring Book for Adults
4	OverDrive – Library eBooks and Audiobooks
5	HOOKED - Chat Stories
6	BookShout: Read eBooks & Track Your Reading Goals
7	Dr. Seuss Treasury — 50 best kids books
8	Green Riding Hood
9	Weirdwood Manor
10	MangaZERO - comic reader

Categories with the most ratings

Average number of ratings

Google Play Store
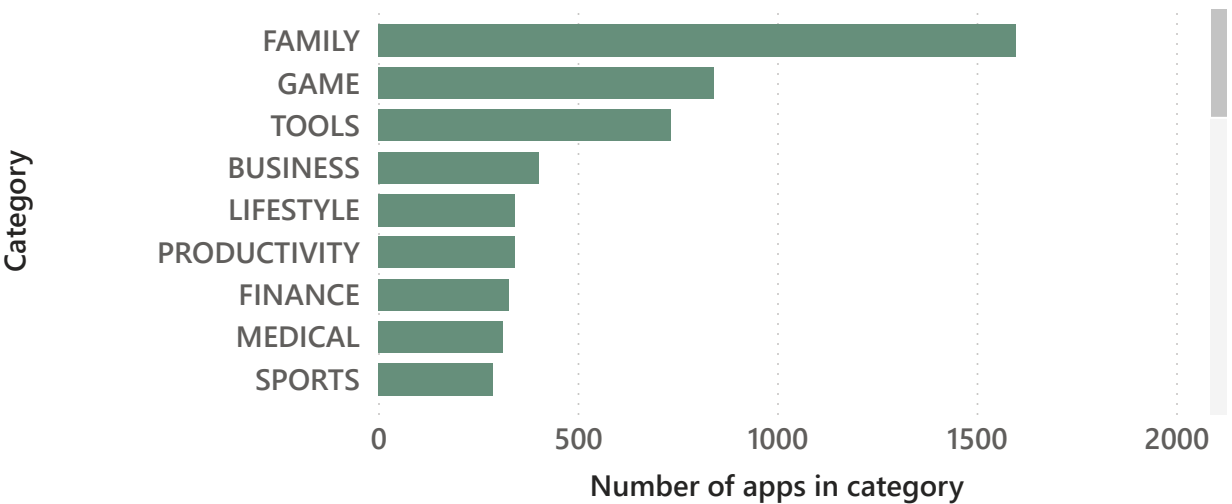
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Popular apps in each category

Category	Primeiro App
ART_AND_DESIGN	
1	Sketch - Draw & Paint
2	Canva: Poster, banner, card maker & graphic design
3	FlipaClip - Cartoon animation
AUTO_AND_VEHICLES	
1	Android Auto - Maps, Media, Messaging & Voice
2	Fines of the State Traffic Safety Inspectorate are offic inspection, payment of fines
3	auto fines
BEAUTY	
1	Beauty Camera - Selfie Camera
2	Best Hairstyles step by step
3	Filters for Selfie
BOOKS_AND_REFERENCE	
1	Google Play Books

Categories ranked by number of apps

Categories ranked by number of installs