The data is about google plays applications, which is a top mobile app platform in the market. It contains 7 major variables that are used in this visualization, which are App Name, Category, Rating, Reviews, Size(M), Installs, Type, Price, Content Rating, Genres.

I used box plot to describe the relationship and show the distribution between categories (including Category/ Type/ Genres, Content Rating) and customer ratings. It includes more information than regular bar charts and we could easily see which categories perform better.

Second, I used a bubble chart to describe the relationship between categories (including Category/ Type/ Genres, Content Rating) and number of downloads. I chose bubble chart, because, due to the significant difference between variables, both bar charts and tree map wouldn't show all categories clearly, where some categories are too small to be identified. However, bubble chart here would show all categories, no matter how small it is, and show the names of top categories.

Third, I chose scatter plot to show the relationship between rating/number of downloads vs. prices/size of applications in MB. Scatter plot does a great job here on showing potential patterns.

Finally, I added a feature to hyperlink to the page show top apps in a category.