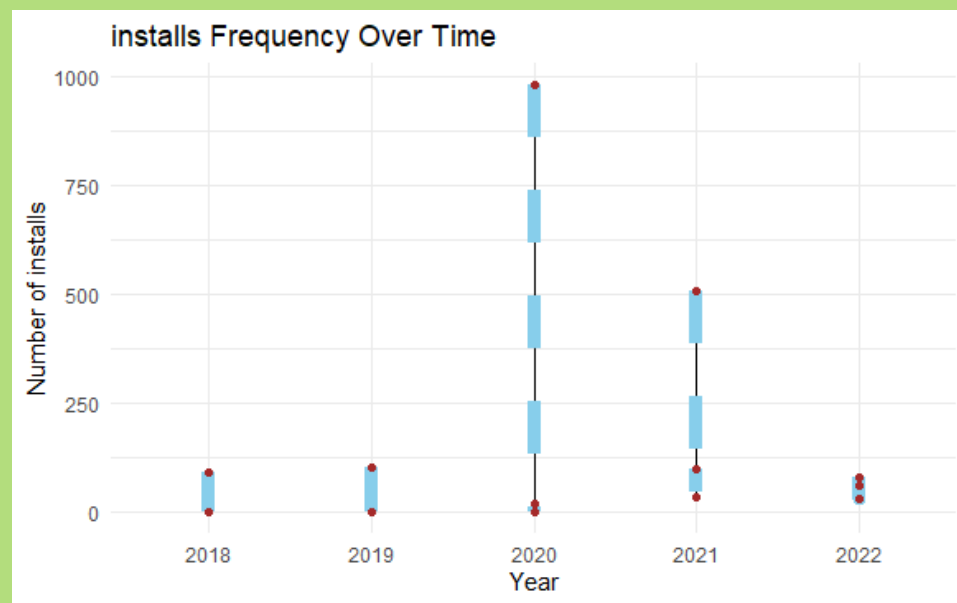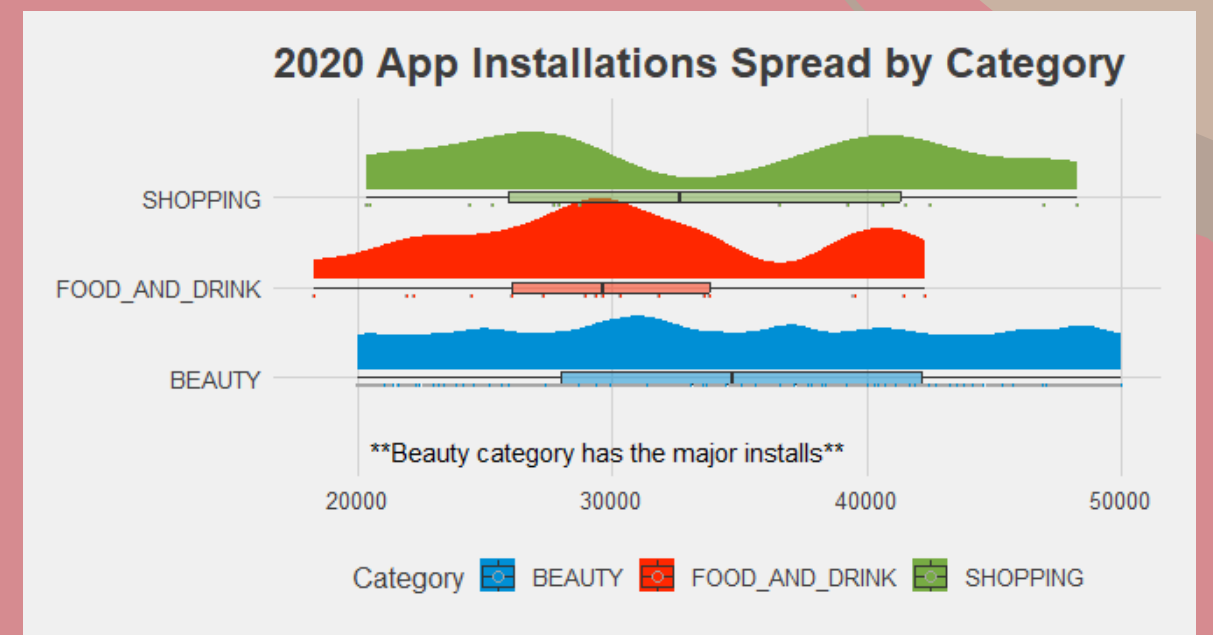# App Wonderland

installs Frequency Over Time

Install–mania Peaks in 2020!

🚀 Witness the meteoric rise in installs, reaching its zenith in the monumental year of 2020. Was it the lockdown effect? The numbers certainly seem to dance in sync with the stay-at-home rhythm. 🏠💻 But alas, as the years waltz forward, the install frenzy gradually simmers down, marking a fascinating tale of trends and transitions.

2020 App Installations Spread by Category

Beauty category has the major installs

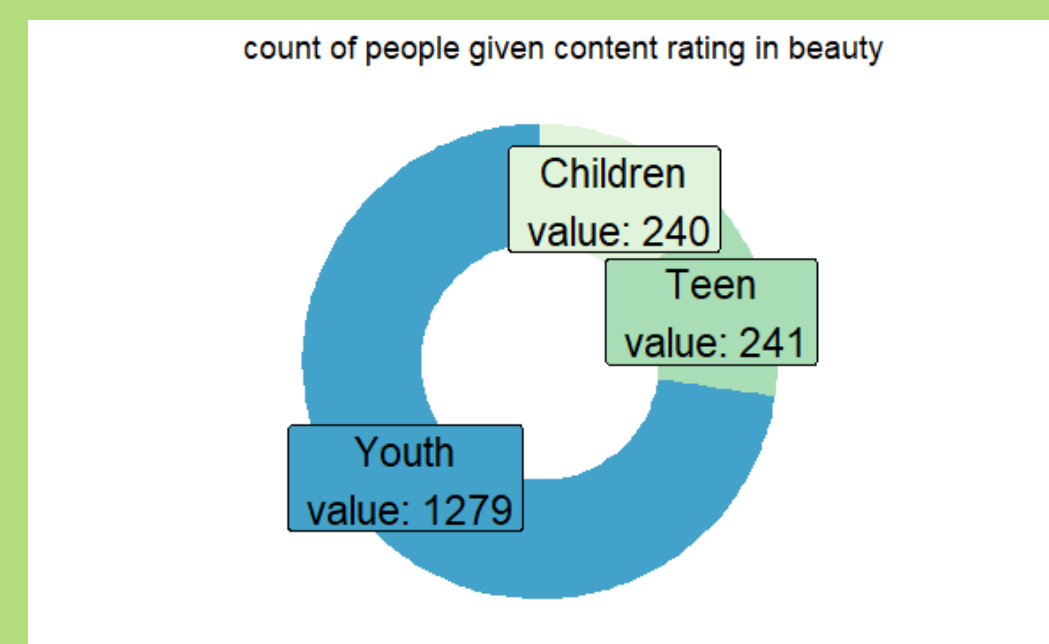Category ■ BEAUTY ■ FOOD_AND_DRINK ■ SHOPPING

Beauty Blazes the Trail

Dive into the universe with my eye-catching raincloud plot, where the battle for installs unfolds among the beauty, food and health, and shopping categories. The data points, resembling sparkling stars, reveal a clear winner as the Beauty category emerges as the with the highest number of installs.

InstallType in Beauty Category
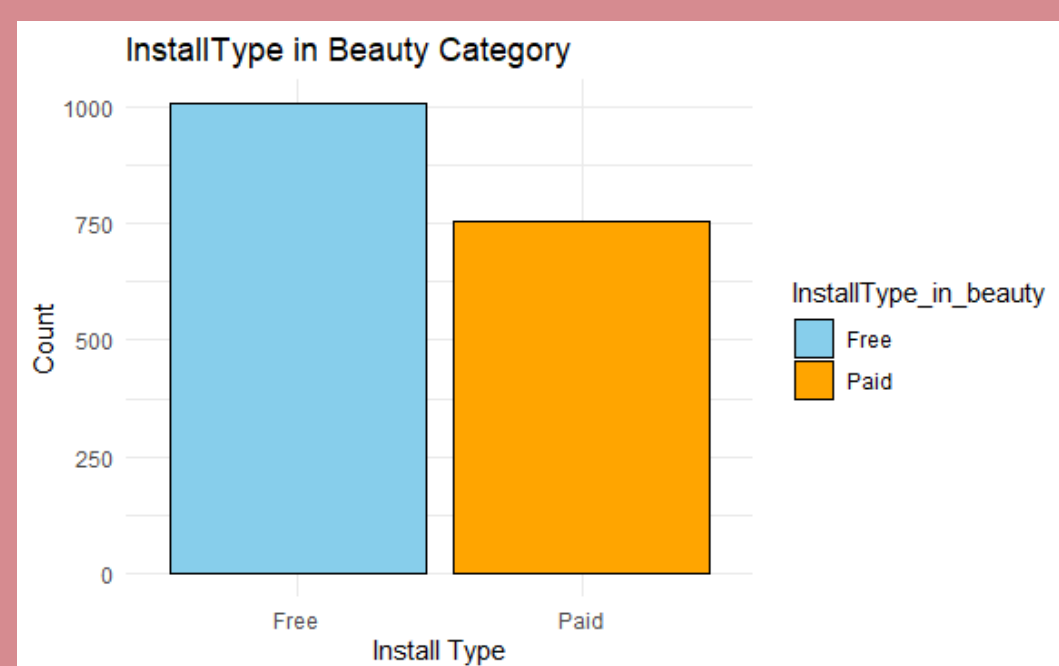
Beautility Showdown: Freebies Vs Paid

Brace yourselves as the Beauty category reigns supreme, boasting the highest number of free installs,
a kingdom of beauty enthusiasts eager to explore! 🌈🎉 On the flip side, witness a thriving metropolis of paid installs, proving that in the realm of beauty, quality is just as valued as the freebies. 💄💸

count of people given content rating in beauty

Children value: 240
Teen value: 241
Youth value: 1279

Young Wordsmiths Rule the Beauty Kingdom

🍩✨ Watch as the doughnut spins with youthful vibrancy, revealing a delightful surprise – a multitude of content writings penned by the creative minds of the young brigade. 👶👶✍️ And what's this? A magical twist! The numbers declare an enchanting tie between the teens and the children, proving that age is just a number when it comes to weaving beauty through words.

Analysis Document

In the contemporary era, the prevalence of mobile phone usage has surged among individuals. Consequently, a multitude of diverse applications has flooded the market. Considering this trend, I've chosen a dataset from ("Kaggle" n.d.) website containing app-related information, which includes column names like app name, category, rating, reviews, size, installations, installation type (free or paid), content suitability for different age groups (youth, adult, teen), genres, and the initial release year of the app spanning from 2018 to 2022.

Hypothesis:

The upsurge in the utilization of popular social media platforms such as Facebook and Instagram have witnessed a remarkable influx of more than 300M photos get uploaded daily ("Social_media_posts" 2021). Given this trend, my assumption is centred around the notion that apps specializing in editing, filtering, and enhancing visual content are experiencing consistent and significant free installs each year.

Methods used:

I used graphs from ("The R Graph Gallery" n.d.) to visualize my data.

I began with a time series graph taking years on x axis and app installs on y axis in order to identify the peak year for app installs in between the years (2018-2022).

Subsequently, a rain cloud plot illustrated the distribution of installs for all app categories (beauty, food, shopping) for which installs taken on x axis and category on y axis.

To delve deeper, a bar plot, taking install types on x axis and their count on y axis, compared free and paid install types within the highest installs category.

Shifting focus to user engagement, a doughnut plot displayed count of content rating contributors categorized as children, teens, and youth.

This multifaceted analysis unveils insights into yearly trends, category-specific installs, install types, and user demographics for the most downloaded app category.

Conclusion:

The time series plot pinpointed the peak in app installs during 2020, potentially influenced by the global pandemic and the surge in remote work. Subsequently, the rain cloud plot uncovered the beauty category as the predominant install hotspot, aligning with our hypothesis given the prevalence of editing and filtering apps. The bar plot surprisingly indicated a nearly equal user preference for both free and paid versions in this category, suggesting a strong inclination to explore various filters. Lastly, the doughnut plot highlighted the youth's active involvement in contributing content ratings for beauty category apps. In summary, the data suggests a surge in beauty app installs in 2020, with a diverse user base embracing both free and paid versions, and active youth engagement in content rating.

References

"Kaggle." n.d. Accessed February 24, 2024. https://www.kaggle.com/datasets/bhavikjikadara/google-play-store-applications.

"Social_media_posts." 2021. *Bernard Marr*. https://bernardmarr.com/how-much-data-do-we-create-every-day-the-mind-blowing-stats-everyone-should-read/.

"The R Graph Gallery." n.d. *The R Graph Gallery*. Accessed February 24, 2024. https://r-graph-gallery.com/.