Mobile App Playstore Data Analysis

Analyzing Trends and Insights from Historical Data  
Author: Sushmita Rawat  
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# Introduction

The rapid growth of mobile technology has led to an explosion in the number and variety of mobile applications. Understanding trends and patterns within mobile app usage is crucial for developers, businesses, and marketers. This project aims to analyze historical data from the Google Play Store to gain insights into the mobile app market.

# Purpose of the Analysis

The purpose of this data analysis is to derive insights about mobile apps concerning future business approaches and the development of mobile applications. By analyzing historical data from the Google Play Store from June 2012 to February 2019, this study aims to identify trends in app categories, usability, and user expectations.

# Data Description

The dataset includes information about mobile apps from the Google Play Store, such as:

- App names

- Categories

- Android versions

- Ratings

- Number of reviews

- Number of installs

- Size of the app

- Last updated date

- Current version

# Recommended Analysis Questions

1. Which is the most used Android version?

2. Which categories of mobile apps are present in this dataset?

3. Which is the most installed category of mobile apps in this dataset?

4. How many total categories are there?

5. Which apps have received 5-star ratings?

6. Which are the top 10 mobile apps based on ratings?

# Methodology

To answer the recommended analysis questions, the following steps were taken:

1. **Data Cleaning:** Ensured the data was clean, removing any duplicates or errors.
2. **Data Exploration:** Conducted exploratory data analysis to understand the structure and key characteristics of the dataset.
3. **Statistical Analysis:** Used descriptive statistics to summarize the data.
4. **Visualization:** Created charts and graphs to visualize the findings.

# Findings

## Q1: Which is the most used Android version?

The Android version 4.1 and up is the most used version of mobile apps, used by 2451 apps.

## Q2: Which categories of mobile apps are present in this dataset?

There are 33 Categories of mobile apps in the dataset.

| **Category** |
| --- |
| ART\_AND\_DESIGN |
| AUTO\_AND\_VEHICLES |
| BEAUTY |
| BOOKS\_AND\_REFERENCE |
| BUSINESS |
| COMICS |
| COMMUNICATION |
| DATING |
| EDUCATION |
| ENTERTAINMENT |
| EVENTS |
| FAMILY |
| FINANCE |
| FOOD\_AND\_DRINK |
| GAME |
| HEALTH\_AND\_FITNESS |
| HOUSE\_AND\_HOME |
| LIBRARIES\_AND\_DEMO |
| LIFESTYLE |
| MAPS\_AND\_NAVIGATION |
| MEDICAL |
| NEWS\_AND\_MAGAZINES |
| PARENTING |
| PERSONALIZATION |
| PHOTOGRAPHY |
| PRODUCTIVITY |
| SHOPPING |
| SOCIAL |
| SPORTS |
| TOOLS |
| TRAVEL\_AND\_LOCAL |
| VIDEO\_PLAYERS |
| WEATHER |

## Q3: Which is the most installed category of mobile apps in this dataset?

The Family category is the most installed type of mobile app, with 1,972 installs.

## Q 4: How many total categories are there?

There are 34 categories in total in this dataset

| **Category** |
| --- |
| ART\_AND\_DESIGN |
| AUTO\_AND\_VEHICLES |
| BEAUTY |
| BOOKS\_AND\_REFERENCE |
| BUSINESS |
| COMICS |
| COMMUNICATION |
| DATING |
| EDUCATION |
| ENTERTAINMENT |
| EVENTS |
| FAMILY |
| FINANCE |
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| SPORTS |
| TOOLS |
| TRAVEL\_AND\_LOCAL |
| VIDEO\_PLAYERS |
| WEATHER |

## Q5: Which apps have received 5-star ratings?

| App | Category | Rating |
| --- | --- | --- |
| 420 BZ Budeze Delivery | MEDICAL | 5 |
| BP Journal - Blood Pressure Diary | MEDICAL | 5 |
| Sway Medical | MEDICAL | 5 |

## Q6: Which are the top 10 mobile apps based on ratings?

| **Apps** | **Sum of Rating** |
| --- | --- |
| ROBLOX | 40.5 |
| CBS Sports App - Scores, News, Stats & Watch Live | 34.4 |
| Duolingo: Learn Languages Free | 32.9 |
| 8 Ball Pool | 31.5 |
| Candy Crush Saga | 30.8 |
| ESPN | 29.4 |
| Zombie Catchers | 28.2 |
| Bowmasters | 28.2 |
| Sniper 3D Gun Shooter: Free Shooting Games - FPS | 27.6 |
| Subway Surfers | 27 |

# Conclusions

The analysis of the Google Play Store data from June 2012 to February 2019 provides valuable insights into the mobile app market. Understanding which categories are most popular and which apps have the highest ratings can help developers and businesses make informed decisions about future app development and marketing strategies.

# Recommendations

1. **Focus on Popular Categories:** Developers should consider focusing on categories with the highest number of installs, such as the Family category.
2. **User Experience:** Ensuring apps are compatible with the most used Android versions can improve user experience and satisfaction.
3. **Quality and Ratings:** Aim to develop high-quality apps that can achieve high ratings, as these are more likely to succeed in the competitive app market.