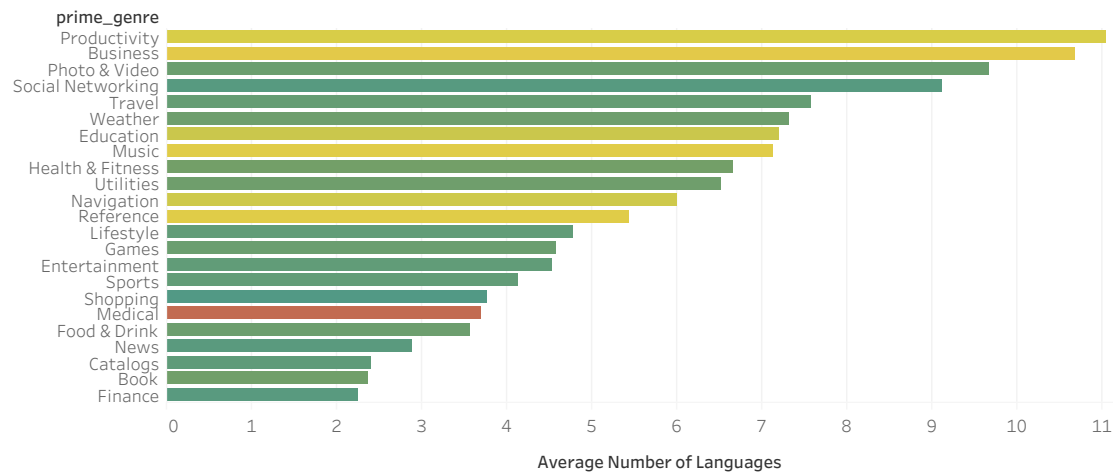


# Diversity in Apps

Insights about the impact of language availability of apps in App Store

Languages by App Genre (w/ Price)



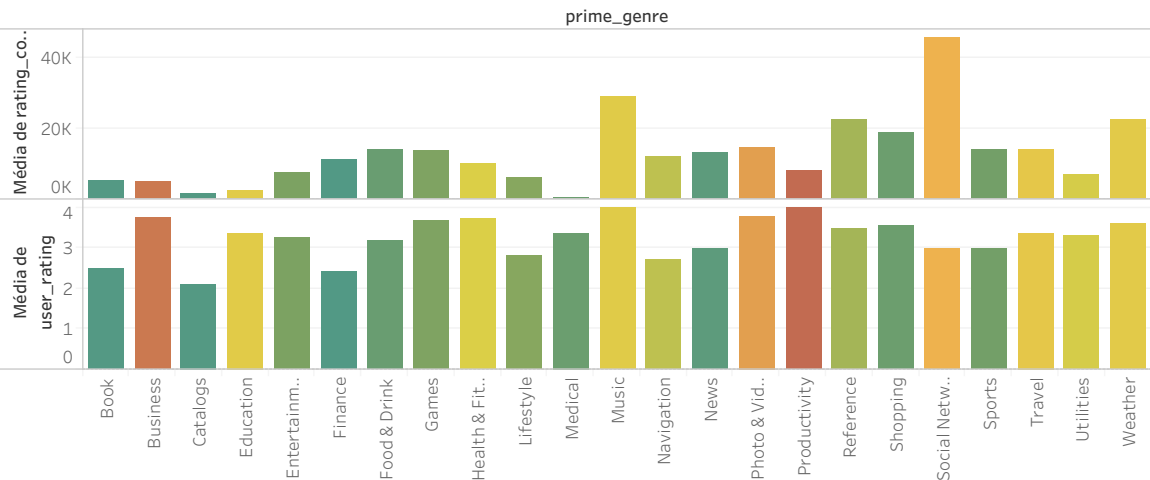
Média de price  
0,016 8,776

Does the number of languages of an app influence its price?

Not really.  
- Medical apps have on average less than 4 languages and are the most expensive (avg. price).  
- Social Networking and Photo & Video are among the genres with more languages, and have some of the lowest average prices.

Média de lang.num  
A Nulo

User Rating and Rating Count by Genre



Média de lang.num  
2 11

Does the number of languages of an app influence the rating count or user rating?

They probably have an impact on user rating.  
- Productivity and Business apps are available in more languages and have some of the highest user ratings. They have low rating counts, however.