GOOGLE PLAY STORE APPS ANALYSIS

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Description of Dataset: Google Play Store Apps

- Collected on July 2020
- Released applications from 27th January, 2010 - 21st July, 2020
- Contains Application portfolio of more than 600k rows with 23 attributes

Description of Dataset: Google Play Store Apps

Here's some important columns/ attributes :

- App Names
- Category (Education, Travel & Local, Food...etc.)
- Rating (From 0.0-5.0)
- Installs
- Free (True or False) / Price
- Release Date
- Ad Supported (True or False)
- Editor's Choice

Category	Rating
Food & Drink	4.4
Travel & Local	4.4
Shopping	4.2
Food & Drink	4.7
Food & Drink	4.4
Food & Drink	4.5
Shopping	2.8

Maximum Installs	Free	Price
48828081	True	0
371284181	True	0
816102	True	0
16171	False	5.99

Our goal is to find out which app is the most popular, best price to charge and best time to release apps on Google Play store

DETERMINANTS OF 'POPULARITY'

INSTALLS

How many users install the app

RATING

The rating of the app

RATING COUNT

How many users have rated the app

Our Findings

01 MOST POPULAR APPS

Communications apps were most popular.

02 BEST TIME TO RELEASE AN APP

Apps released in May had the most installs

03 BEST PRICE TO CHARGE

Apps priced at $4.99 had the most revenue
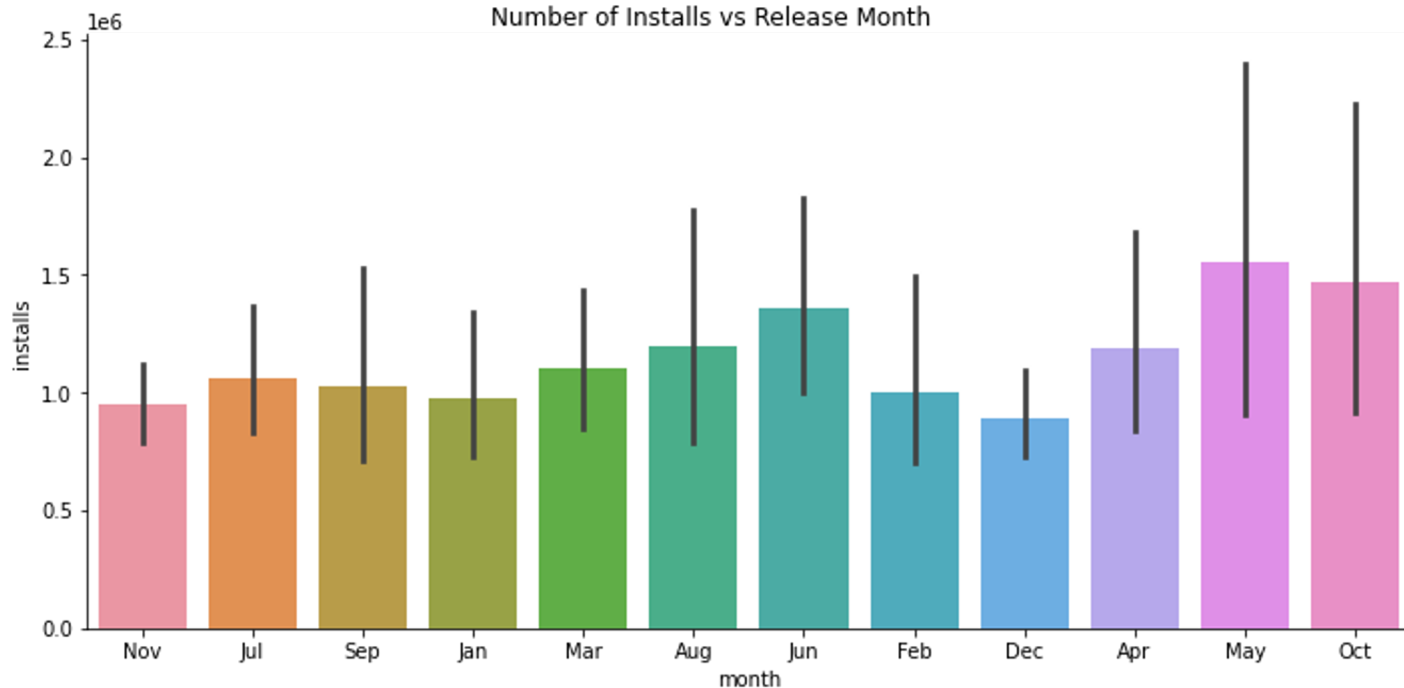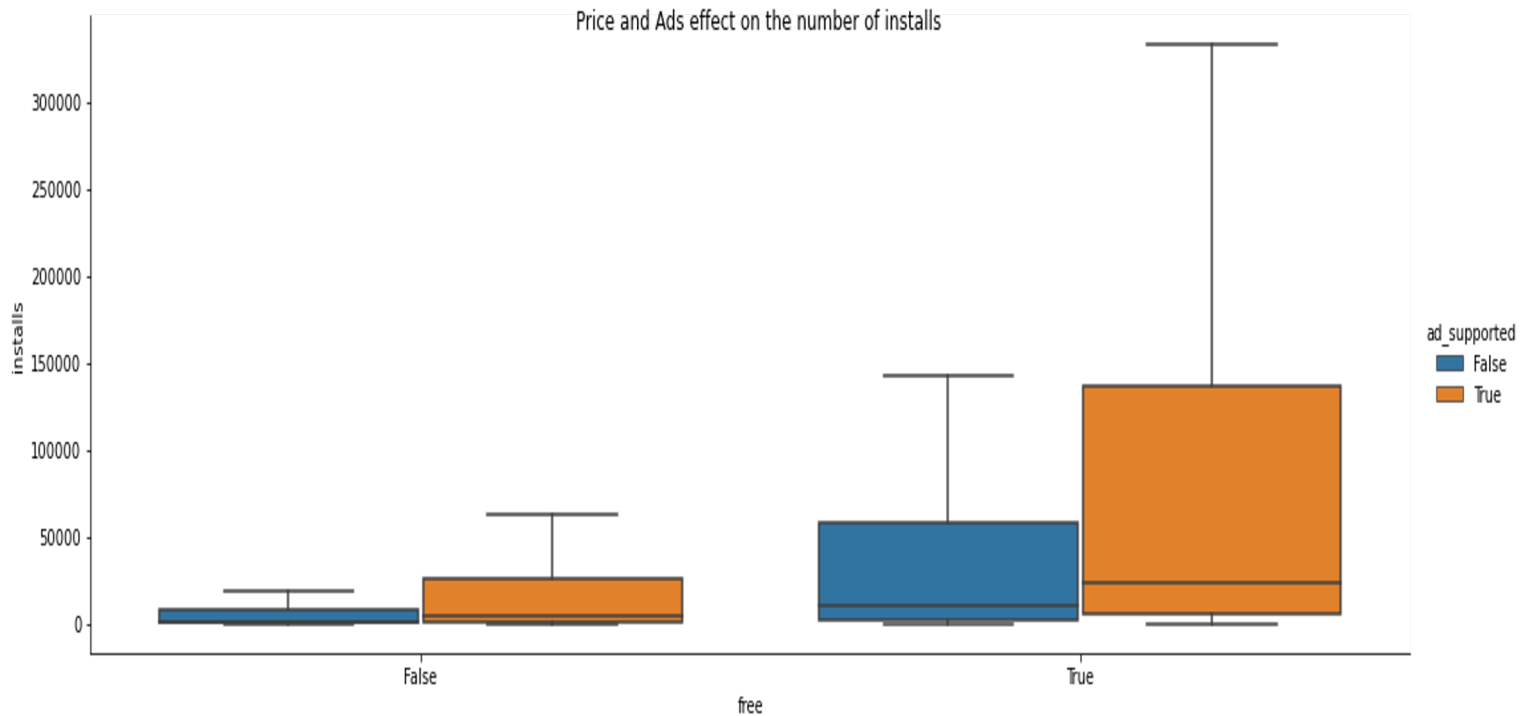
Most Popular App Categories
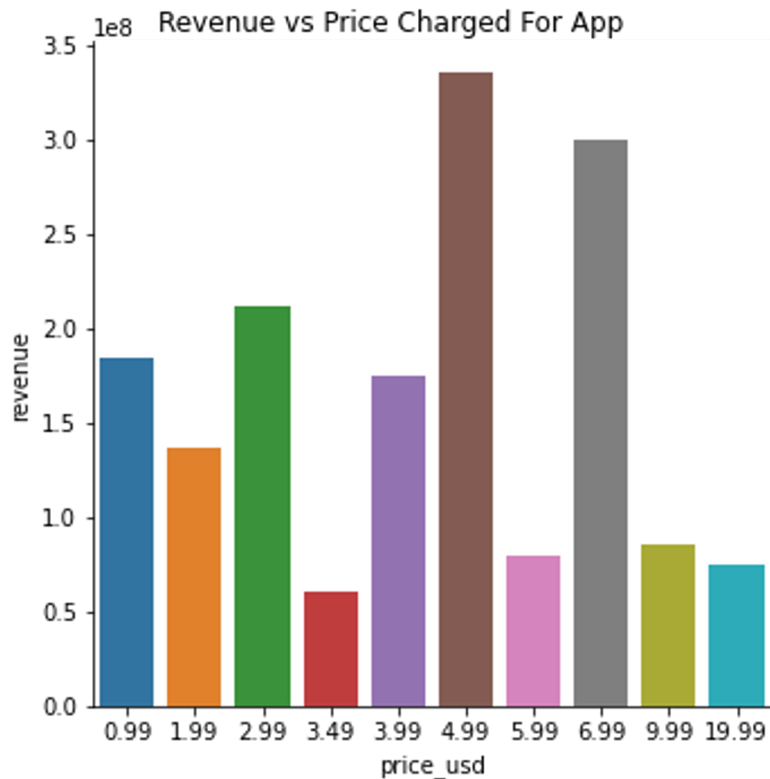
COMMUNICATION

RACING

VIDEO PLAYER & EDITOR

Best Month to Release an App?

Number of Installs vs Release Month

Best Price to Charge?

Price and Ads effect on the number of installs

PAID APPS ANALYSIS

Revenue vs Price Charged For App
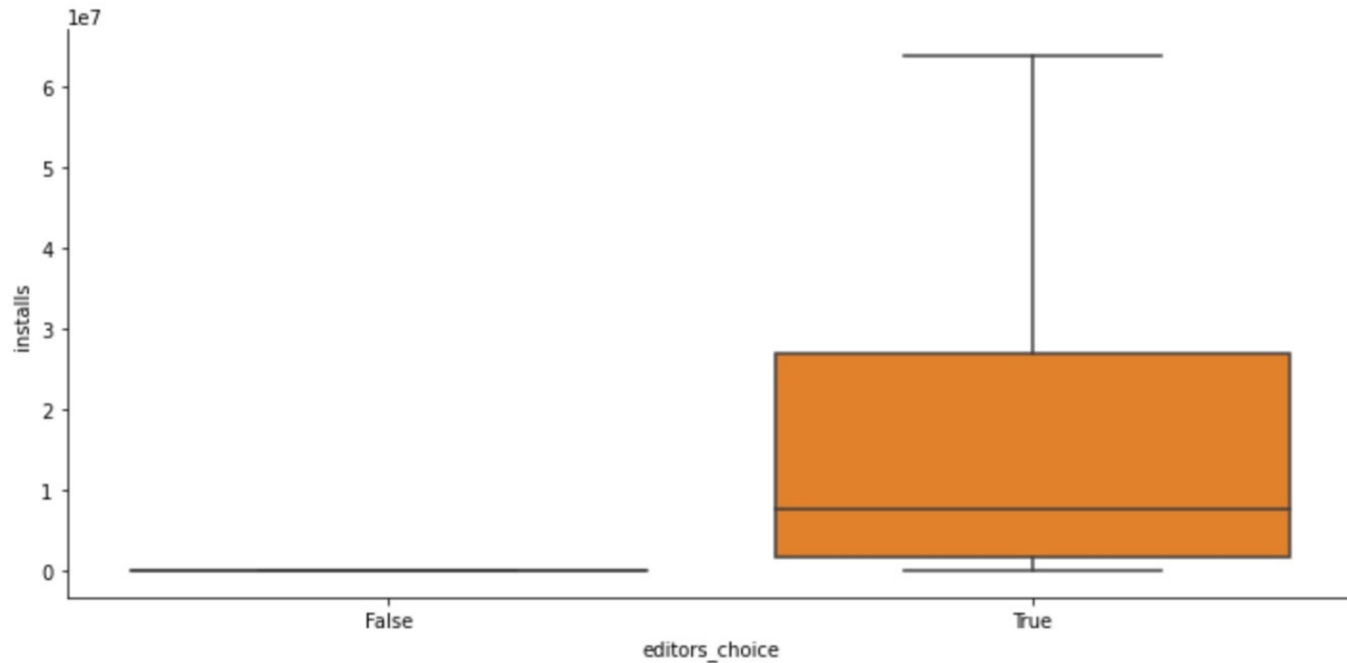
Apps charging $4.99 made the most revenue

Making over $300,000,000 in revenue in total

Does an Editor's Choice matter?

The most installed apps are rated for

Teens

COMPETING DEVELOPERS

1.97 Billion installs
4.2 Rating
40.9M Rating count

WHATSAPP

1.6 Billion installs
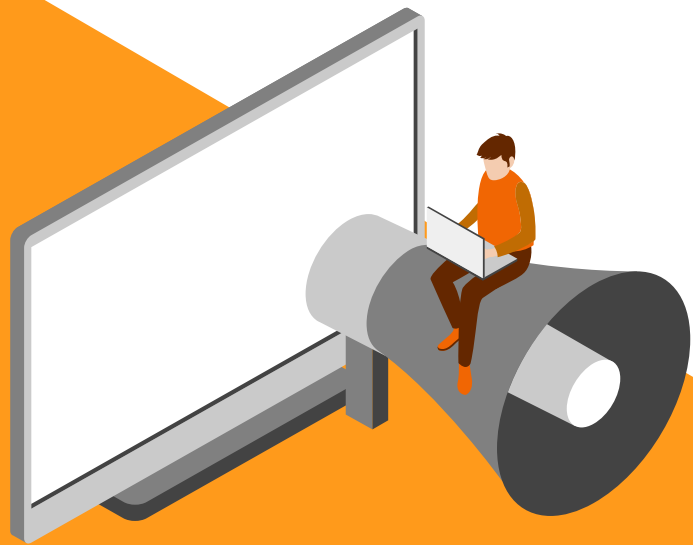**4.3** Rating
11M Rating count

SKYPE

1.28 Billion installs
4.3 Rating
23M Rating count

SNAP INC

What can we take from this?

1. **Free apps** are more popular
2. Customers don't necessarily care about **ads**
3. **Teen** content is the most popular

THANK YOU!