Develhope
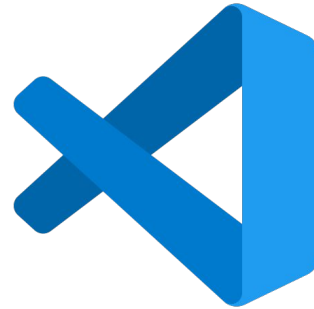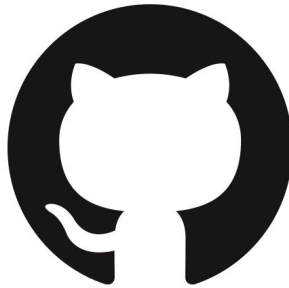
Analysis Of Google Play Statistics
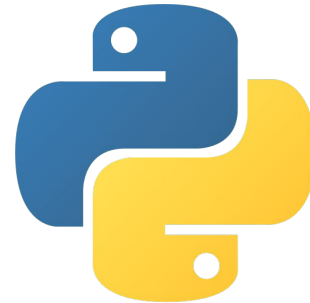
Team 3
Amin Zenkhri
Daniel Furniss
Ghazal Alassil
Su Mine Caniklioğlu
Yüceltan Ebiri

Resources

Introduction

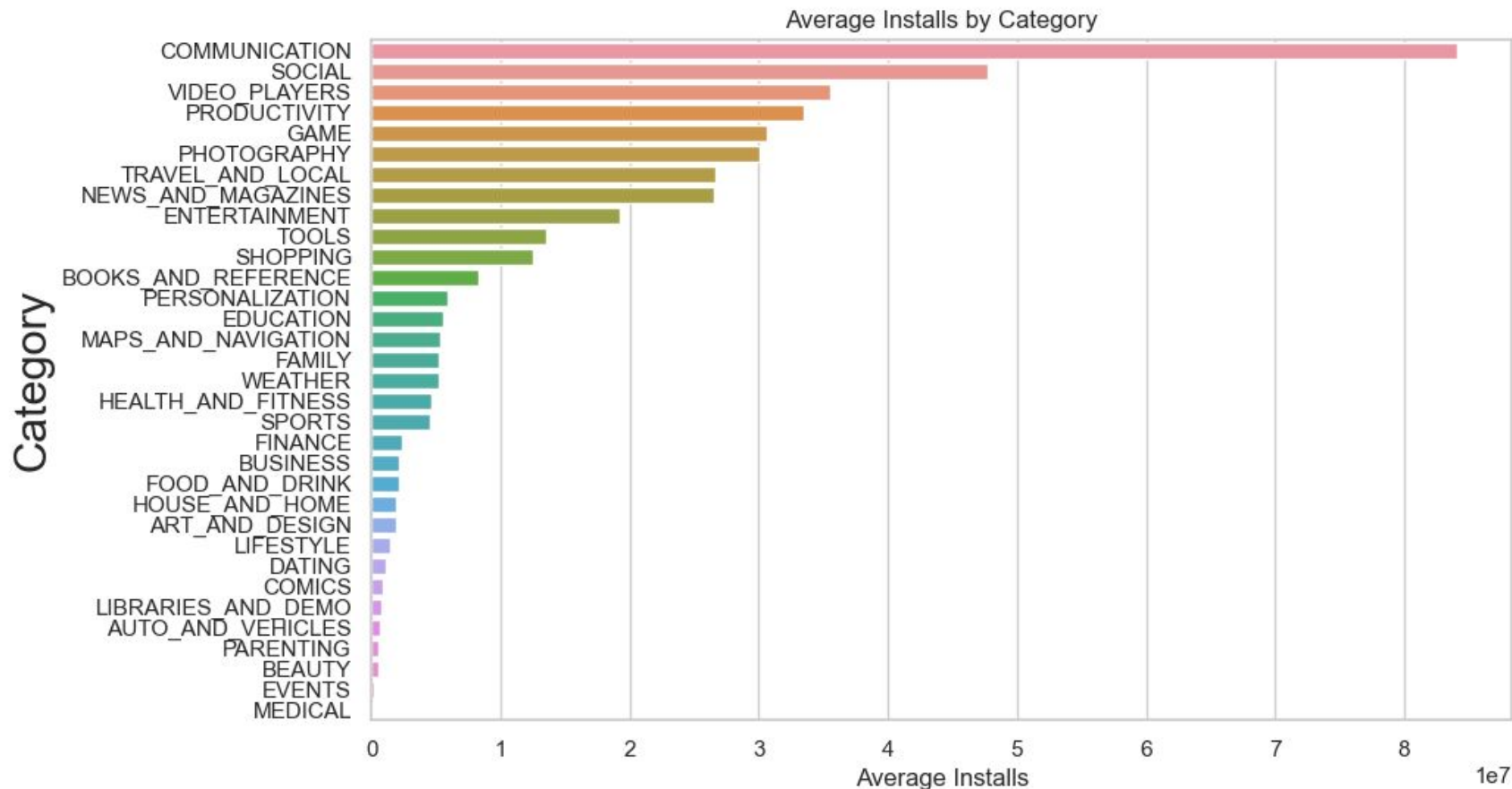This study was made in order to present a clear idea for the stakeholders who might be interested in apps investment

The dataset we used is Google App Store and Google User Reviews

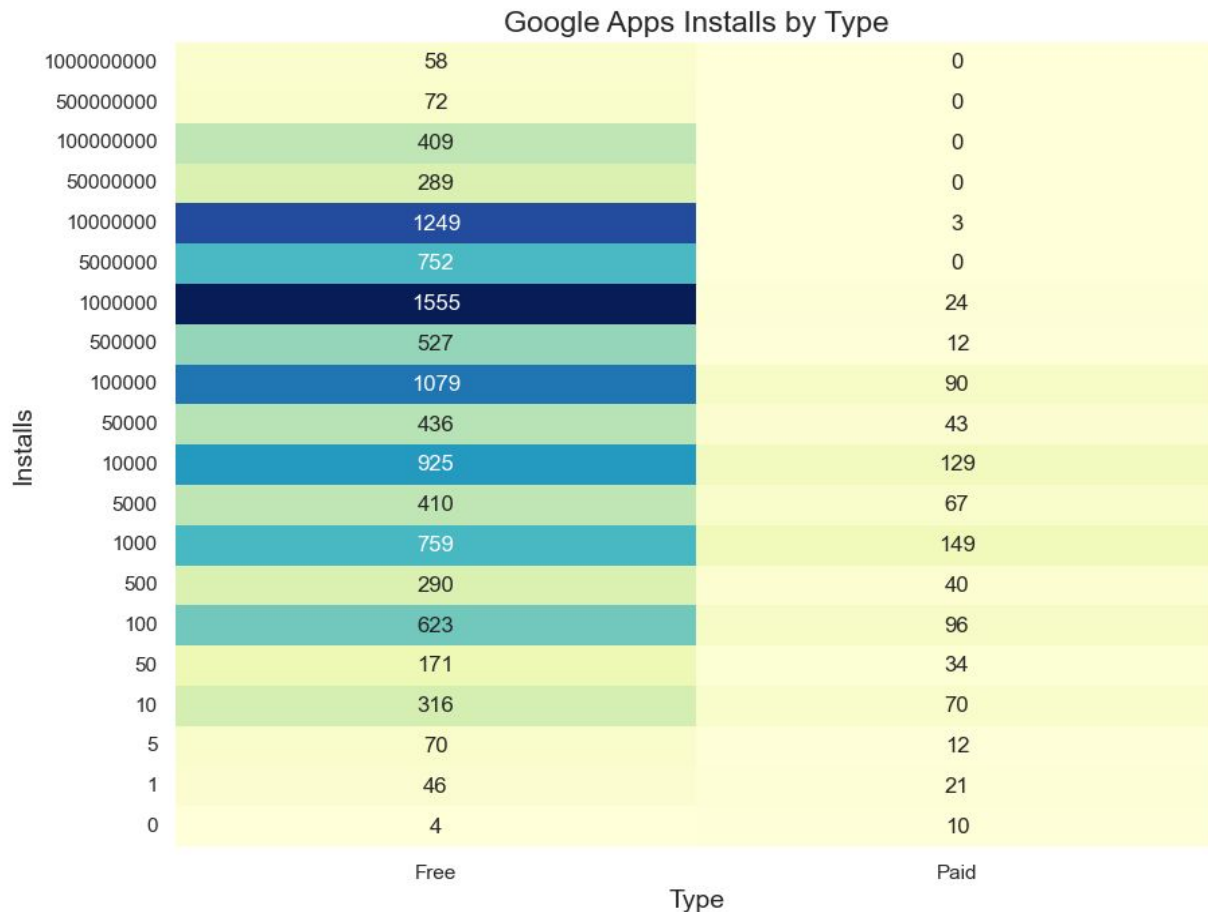Based on those datasets we came up with some results that can be a lead for a successful investments

Future opportunities in the IT field .

# A Comparative Analysis: Top App Categories Based on Average Installations

Average Installs by Category

A Comprehensive Study: Analyzing App Installations by Type

Google Apps Installs by Type

Installs	Free	Paid
1000000000	58	0
500000000	72	0
100000000	409	0
50000000	289	0
10000000	1249	3
5000000	752	0
1000000	1555	24
500000	527	12
100000	1079	90
50000	436	43
10000	925	129
5000	410	67
1000	759	149
500	290	40
100	623	96
50	171	34
10	316	70
5	70	12
1	46	21
0	4	10

Type

- This diagram is presenting the apps based on the amount of installs and grouped by their type
- We can see that the free apps are way more installed than the paid ones … because people are usually picking the free apps to try
- Based on this table it is clear that focusing on free apps is going to give your app more amount of installs

A Comprehensive Study : Most Required Categories Based on Apps Type
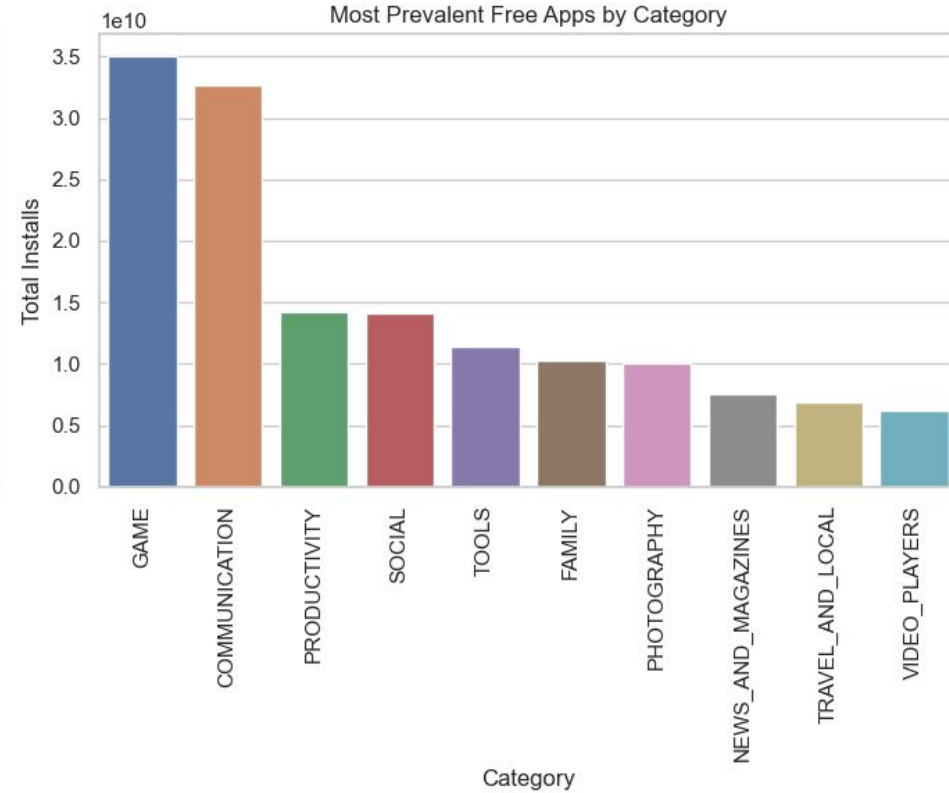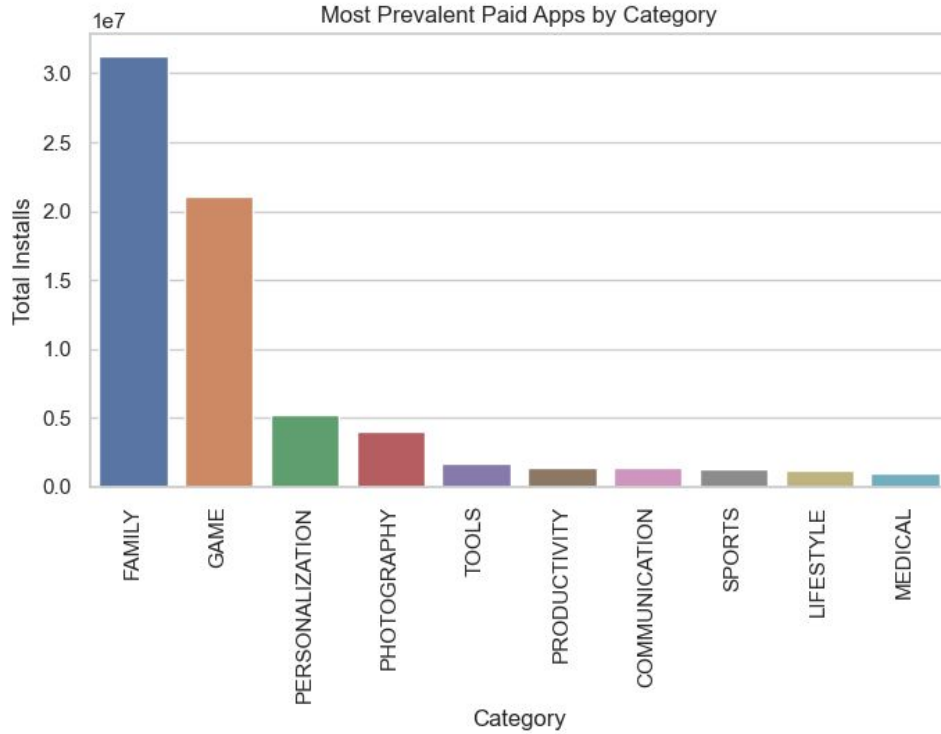
Hidden Gems: The Most Successful Apps

In order to define the successful apps concept we come up with a function that
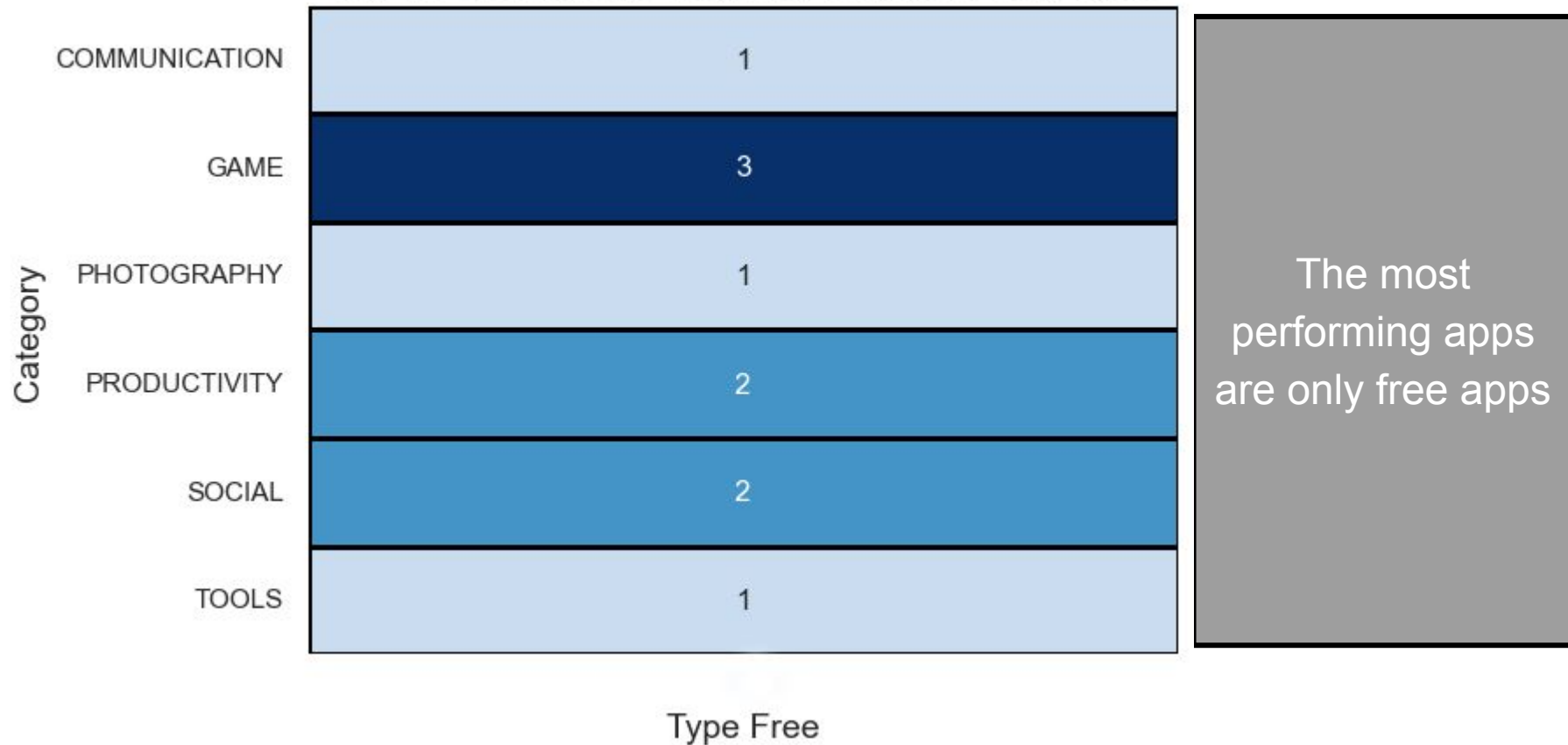contain two variables :

Installs Amount	→	**High Rating**
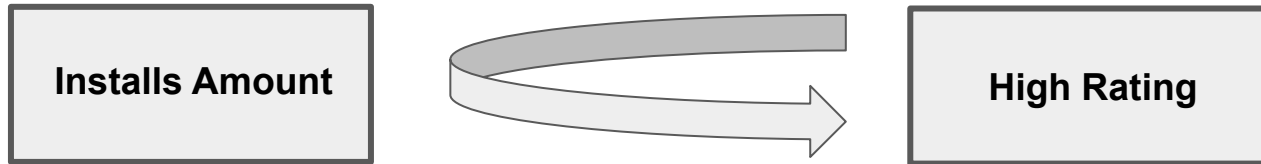
Hidden Gems: The Most Successful Apps

APP	Category	Rating	Size	Installs	Price	Success
Google	Tools	4	208824	1000000000	0	82.89 %
Subway Surfers	Game	4	77824	1000000000	0	82.89 %
Google Drive	Productivity	4	208824	1000000000	0	82.89 %
Instagram	Social	4	82000	1000000000	0	82.89 %
Google Photos	Photography	4	208824	1000000000	0	82.89 %

Top Performing Apps in App Store by Category

Top 10 Successfull Apps by Category and Type

Category	Type Free
COMMUNICATION	1
GAME	3
PHOTOGRAPHY	1
PRODUCTIVITY	2
SOCIAL	2
TOOLS	1

The most performing apps are only free apps

Size and Functionality: Exploring the Bottom 50 Apps in the Dataset Analysis

APP	Category	Rating	Size	Installs	Price	Success
My Talk Angela	Game	4.5	101376	50000000	0	82.89 %
Hungry Shark Evolution	Game	4.5	102400	100000000	0	82.89 %
Earn to Die 2	Game	4.6	101376	50000000	0	81.55 %
Mobile Legends:Bang Bang	Game	4.4	101376	5000000	0	81.05 %
SimCity BuildIt	Family	4.5	102400	10000000	0	79.77 %

Advanced Statistics: Micro Apps

Free Small Apps:
46

Paid Small Apps:
4

AVG.Installs :
Family = 2. 10**7
Finance = 1. 10**6
Game = 3.55 10**7
Health/fitness =5. 10**3
Libraries =5. 10**4
Lifestyle =1* 10**7
Sports = 7.5* 10**6
Tools = 5* 10**3

AVG.Installs :
Game = 700000
Medical = 500

Advanced Statistics : Micro Apps

Top 10 Successed Apps by Category and Type

Category	Free	Paid
FAMILY	2	
GAME	3	1
HEALTH_AND_FITNESS	1	
LIBRARIES_AND_DEMO	1	
MEDICAL		1
TOOLS	1	

Type

Out of this ten apps we have 2 paid apps and 8 free apps.

Calculating the Revenue for paid apps

APP	Category	Rating	Size	Installs	Price	Revenue
Minecraft	Family	4.5	53248	10000000	6	60000000
Minecraft	Family	4.5	53248	10000000	6	60000000
I am rich	Lifestyle	3.8	1843	100000	399	39900000
I am rich Premium	Finance	4.1	4812	100000	399	39900000
Grand Theft Auto: San Andreas	Game	4.4	26624	1000000	6	6000000
Facetune	Photography	4.4	49152	1000000	5	5000000
Sleep as Android Unlock	Lifestyle	4.5	872	1000000	5	5000000
DraStic Ds Emulator	Game	4.6	12288	1000000	4	4000000
I am rich Triumph Edition	Lifestyle	3.6	7475	100000	399	39900000
I am rich Plus	Family	3.8	8908	100000	389	38900000

A Better Understanding of Numbers: Revenue for Paid Apps

Top revenue apps by category
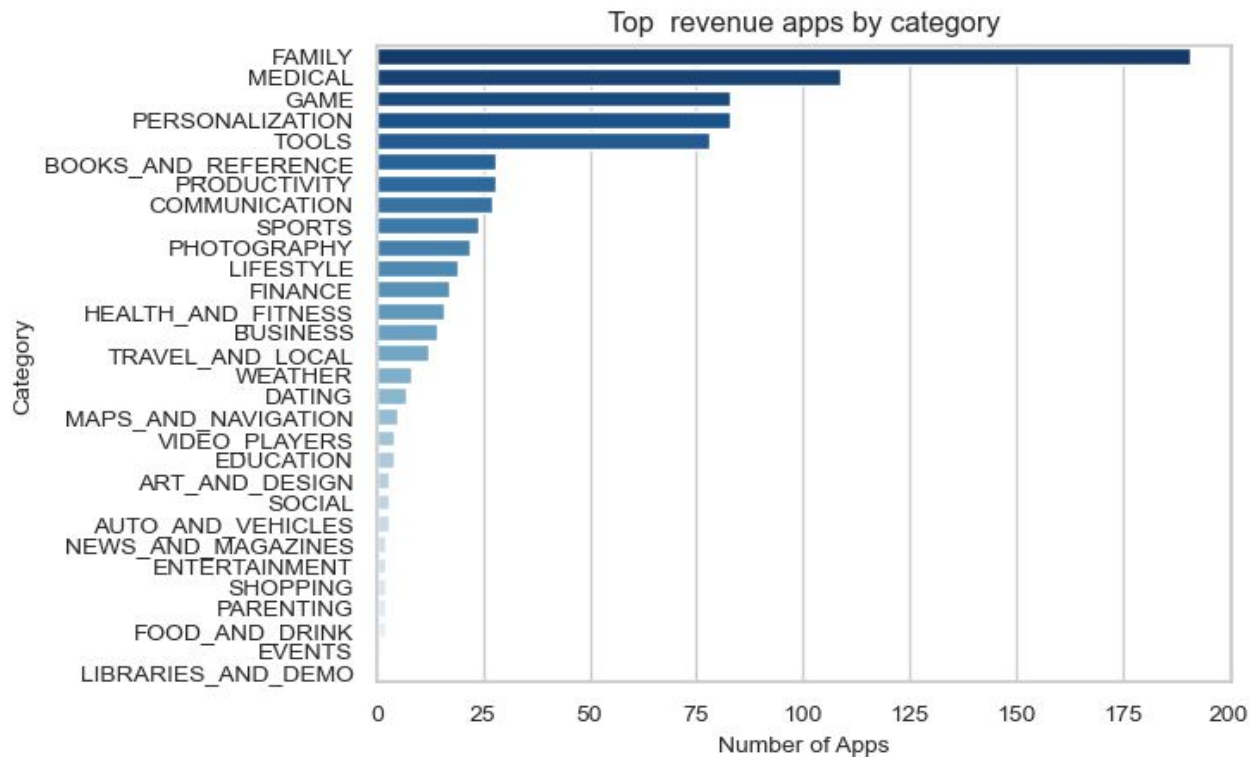
Revenue generated by small paid apps

| APP	Category	Rating	Size	Installs	Price	Revenue
Stickman legends: Shadow wards	Game	4.4	102400	1000000	0.99	990000
League of Stickman 2018-Ninja Arena	Game	4.4	101376	1000000	0.99	990000
Five Nights at Freddy's: SL	Game	4.5	101376	100000	2.99	299000
Navi Radiography Pro	Medical	4.7	102400	500	15.99	7995

Note : The average size of the most revenue apps is 101888 KB

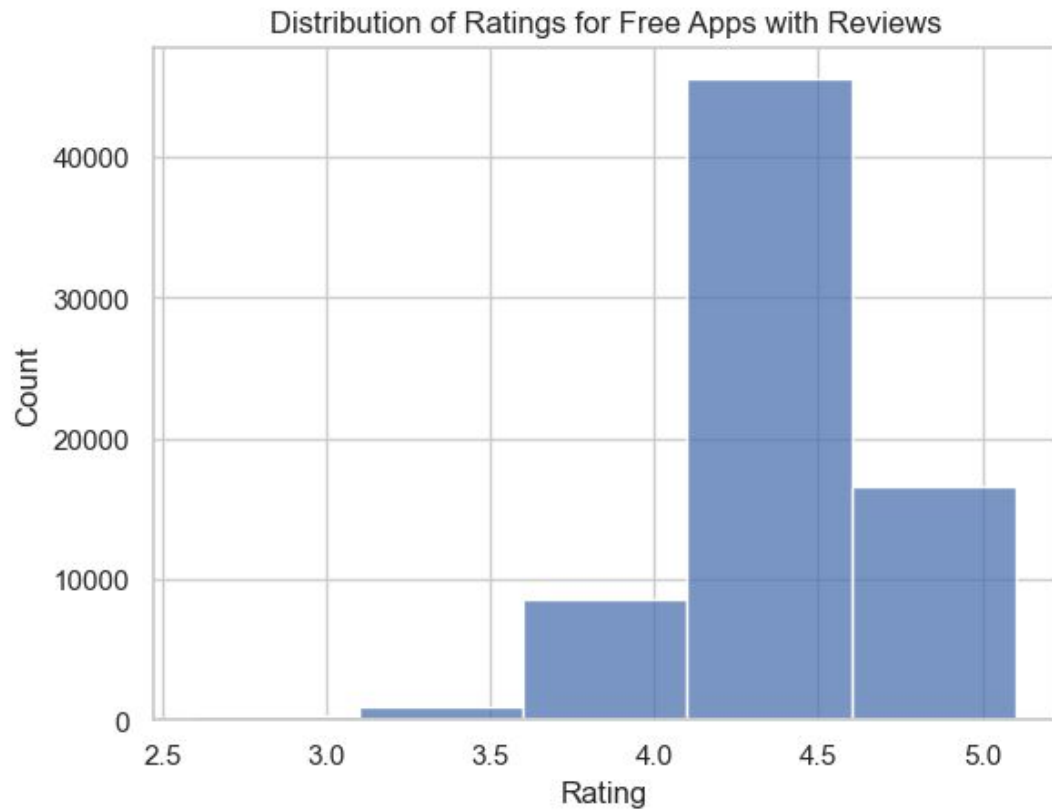Which leads us to a conclusion that heavy sized apps are trusted more than small ones.

# Sentiment Analysis of App Categories: Understanding User Perception

Sentiment Distribution by Category
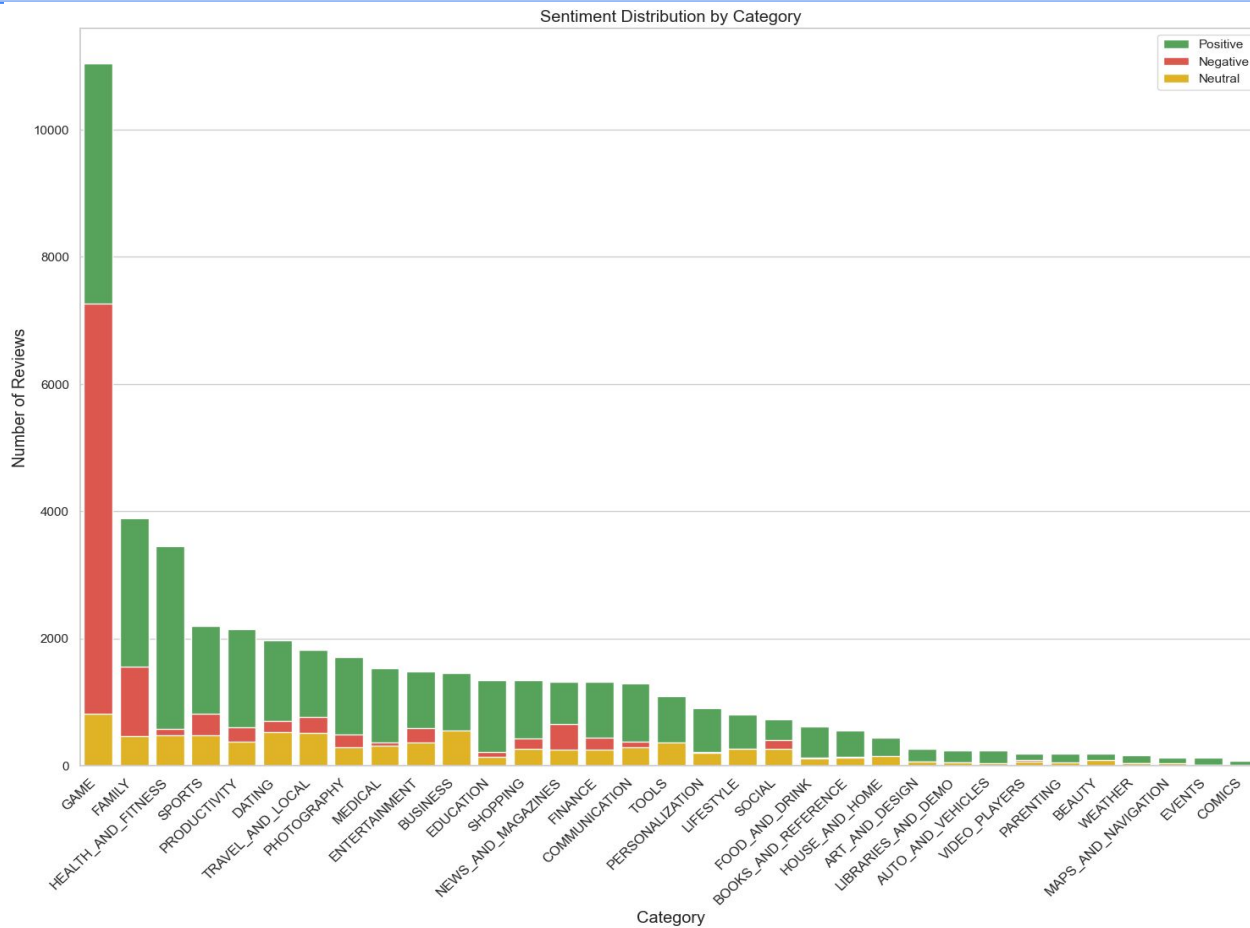
A Comparative Study: Exploring User Sentiment towards Purchased Apps
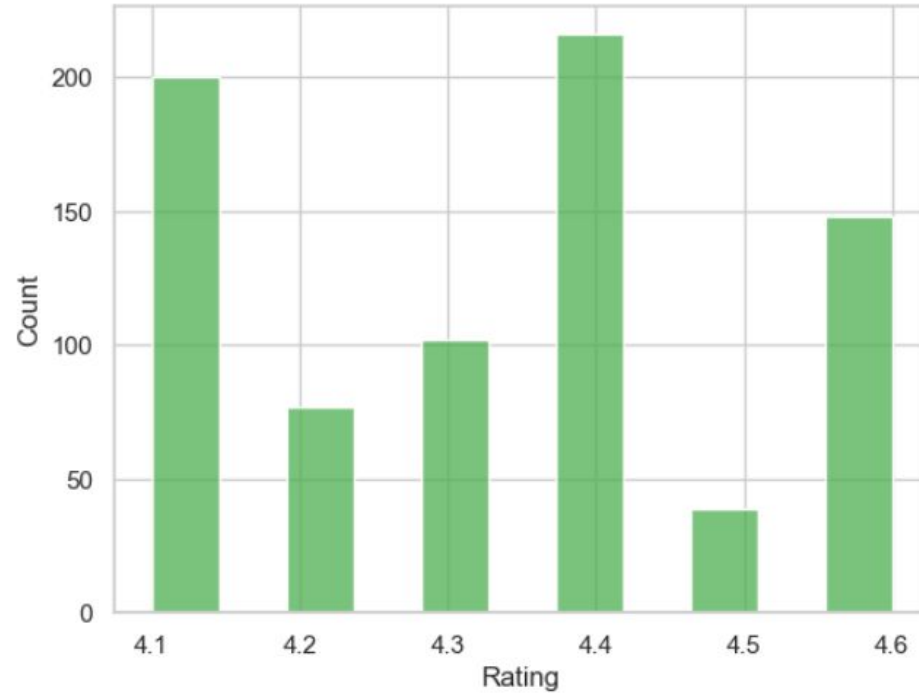
Exploring User Sentiment towards free Apps

Distribution of Ratings for Free Apps with Reviews

A Sentiment Analysis Approach: Exploring the Polarity and Subjectivity of Paid Apps

Average Sentiment Polarity and Subjectivity by Category
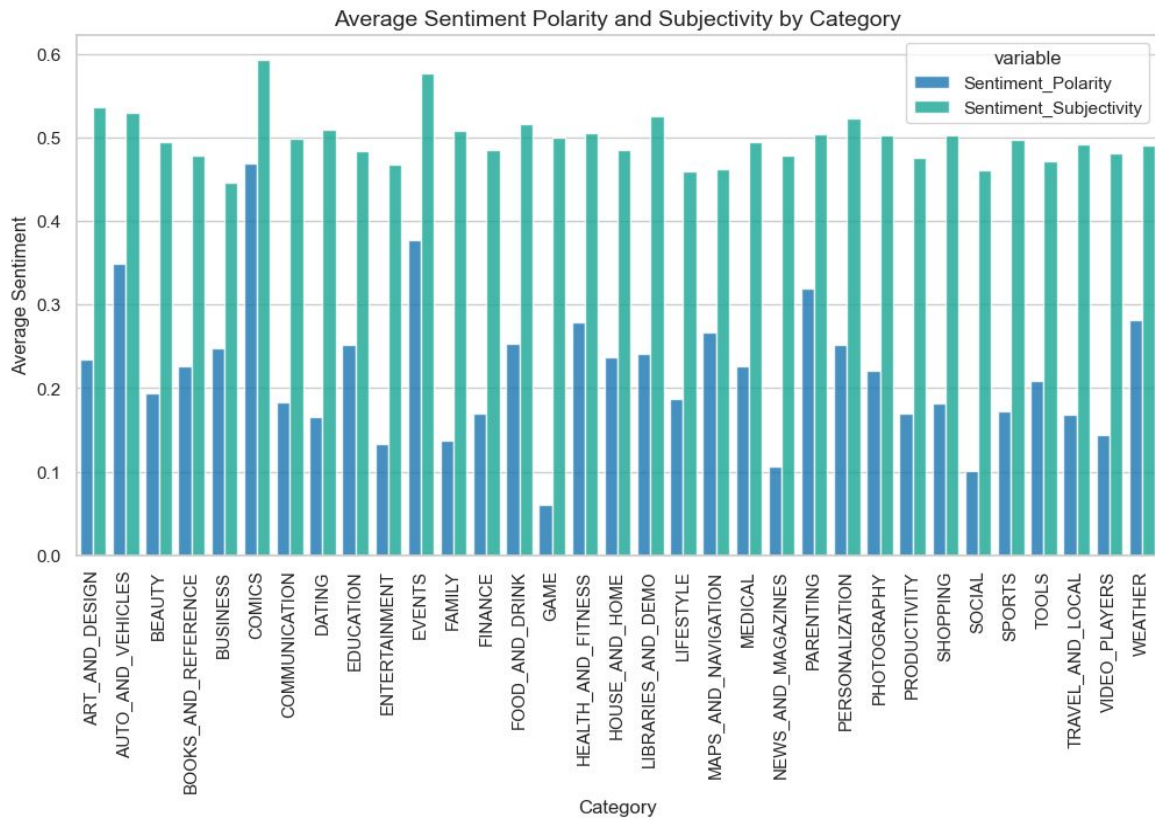
Conclusion and Insights:

- Factors like Size, Type, Category are important.
- The sentiment analysis showed the value of user's feedback.
- Free apps are generally more polarized than the paid ones.
- Gaming category is a high risk high reward category.
- Paid apps need a better price study in order to make more revenue.