

Driving Google Play Store Growth: Predictive Insights for App Growth – Dashboard Documentation FOR G7

1. Project Overview

This dashboard provides advanced analytics for the Google Play Store and Apple App Store, offering predictive insights into app growth, user engagement, and monetization trends. The dashboard is designed for executives to make data-driven decisions on app performance optimization.



2. Data Sources

- Google Play Store Dataset: Includes installs, ratings, pricing, and category-wise performance.
- Apple App Store Dataset: Integrated for benchmarking app performance.
- Predictive Analytics: Forecasting app installs for the next 12 months.

3. KPIs & Metrics Used

- Total Installs
- Average User Rating
- Total Revenue Potential
- Free vs. Paid App Distribution
- User Engagement Score
- Forecasted Installs (Next 12 Months)

4. Predictive Analytics Approach

The dashboard uses time-series forecasting to predict app installs over the next 12 months. A comparative analysis is also included to benchmark Google Play Store performance against Apple App Store trends.

5. Key Insights & Business Recommendations

- Categories like Role Playing and Simulation apps have the highest engagement.
- Free apps dominate the market (98%), indicating a strong freemium model.
- Business category installs are expected to grow by 7.69 billion in the next year.
- Developers should focus on highly rated categories for better retention.
- Comparing Google vs. Apple store performance helps in cross-platform optimization.