Google Play Store Analytics

Why Use Google Play Analytics?

- Use this Data to better understand your App's overall performance.
- See how successful you are at driving adoption and usage from your Community with actual data.
- Find out when the app is most used/downloaded and determine how that success can be replicated throughout the year.
- See things like:
  - What months have the highest Download/usage rate?
  - How many active users does the App have?
  - Are promotional efforts working based off of analytics?
  - And much more!

Recommendations

- Login to your Android Account frequently to review Analytics associated to your App.
- Use this data together with the Reports you can run in the Bb System about "*Buttons Clicked*" to get a wholistic view of how the App is used.
- Pay attention to trends related to the data displayed. Among other things, you'll see data about when the App is downloaded, how often the App is used, and the average amount of active devices using the App each day.
- Follow the instructions below to learn how to navigate the Android Analytics portion of the Google Play Store:

How Do I Access Google Play Analytics?

- Login to the *Google Play Store* (https://play.google.com/apps/publish)
- Click into your District's Account from the list
- Select your District Mobile App
- On the left, click "*Statistics*"

Overview

- This area gives a statistical report for your App's overall performance.
- You can determine the metrics and data points pulling into the report for up to two categories at the same time.
- On the right, click the drop-down box to change the date range for the data.
- View this data in the following formats:
  - Time Series
  - Change Analysis
  - Data Table

Metrics

- You are able to have two metrics being used at the same time for comparison. You may delete or edit both metrics at any point.
- Click on *"Select another metric"* to add an additional metric of your choosing.
- **Types of Metrics:**
    - **Users**
        - **Installed Audience:** The number of users who have your app installed on at least one device that has been turned on in the last 30 days.
        - **User Acquisition:** The number of users who installed your app and didn't have it installed on any devices at the time.
        - **User Loss:** The number of users who have uninstalled your app from all of their devices.
    - **Devices**
        - **Install Base:** The number of active devices your app is installed on.
        - **Device Loss:** The number of devices your app has been uninstalled from.
        - **Device Updates:** Number of devices that update to the latest version of your app.
    - **Engagement**
        - **Daily Active Users (DAU):** The number of users who opened your app on a given day.
        - **Monthly Active Users (MAU):** The number of users who opened your app in a 28-day period.
        - **Monthly Returning Users:** The number of users who opened your app on a given day and on at least one other day in the 28-day period.
    - **Ratings**
        - **Average Rating:** Average rating that your app receives each day.
        - **Google Play Rating:** Your app rating shown to users on Google Play.
    - **Quality**
        - **Crashes:** The number of times your app crashed.
        - **ANR's:** The number of times your app stopped responding.
    - **Store Listing Performance**
        - **Store Listing Acquisitions:** The number of users that visited your store listing and installed your app, who did not have your app installed on any device.
        - **Store Listing Visitors:** The number of users that visited your store listing who did not have your app installed on any device.