

The background features a complex, abstract pattern. On the left side, there are concentric circles composed of many small, overlapping squares in various colors including blue, green, yellow, and purple. These circles create a sense of depth and movement. On the right side, the pattern transitions into a more scattered arrangement of similar colored squares and rectangles, giving the impression of particles or data points floating in space. The overall color palette is vibrant and multi-colored, set against a light gray background.

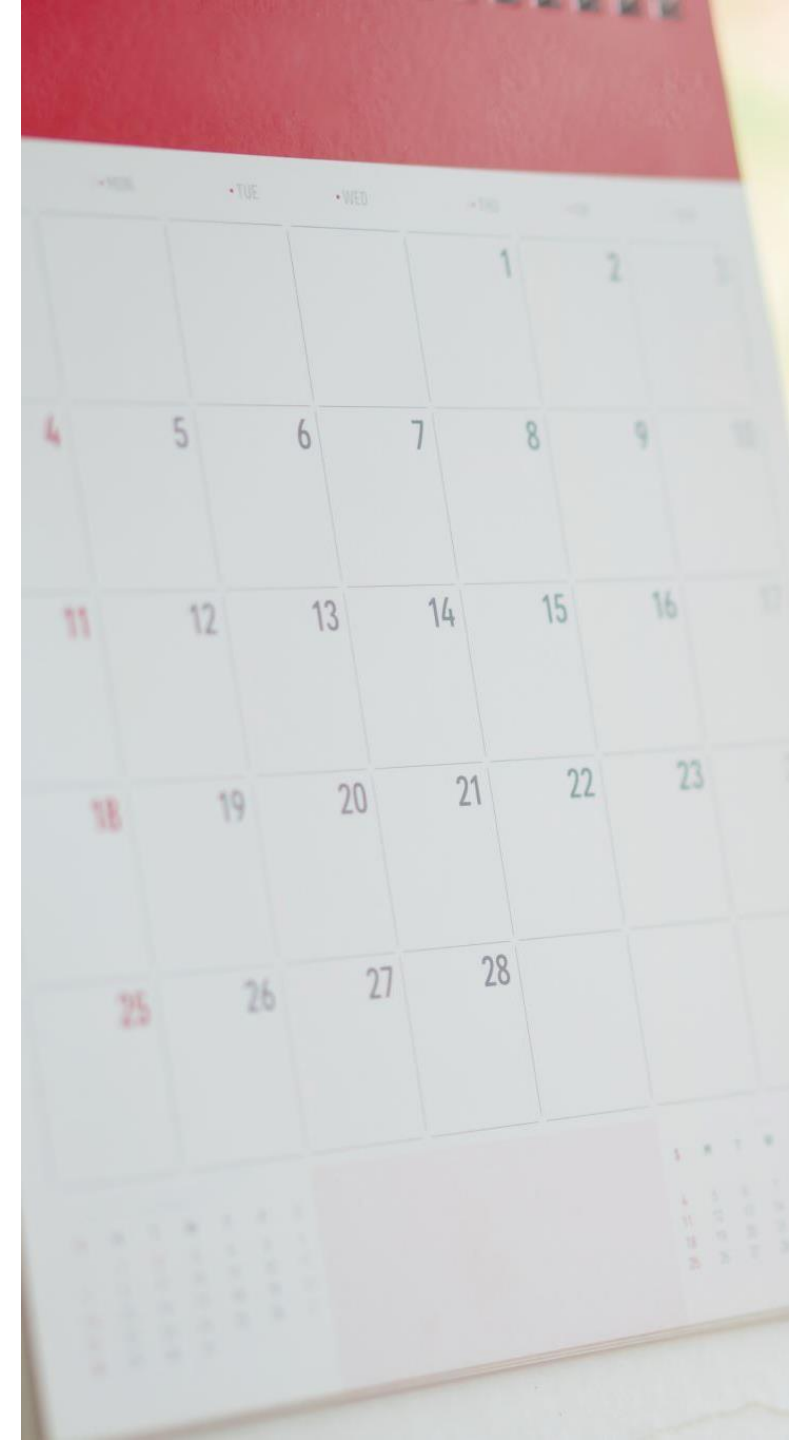
2022 DATA INSIGHTS AND BUSINESS STRATEGY PLAN

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Overview

- Our analysis is based on data from CSV files containing information on:
 - Installs
 - Ads
 - Revenue
 - Payouts



General KPIs for 2022

New
installations

216887

Profit
generated
by Apps

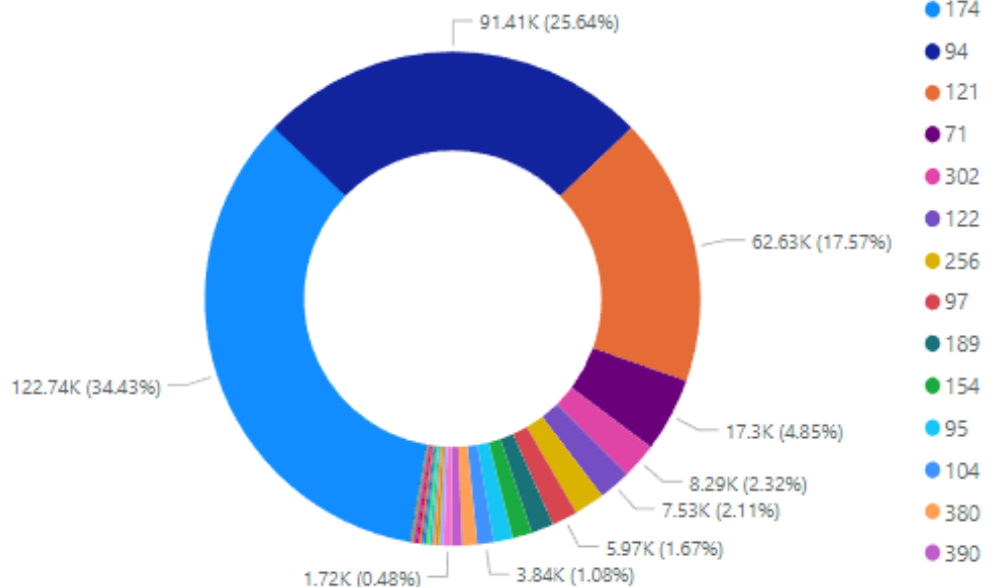
418845.25

Dollars
spent on
Adds

254,075.98

Summary From App data

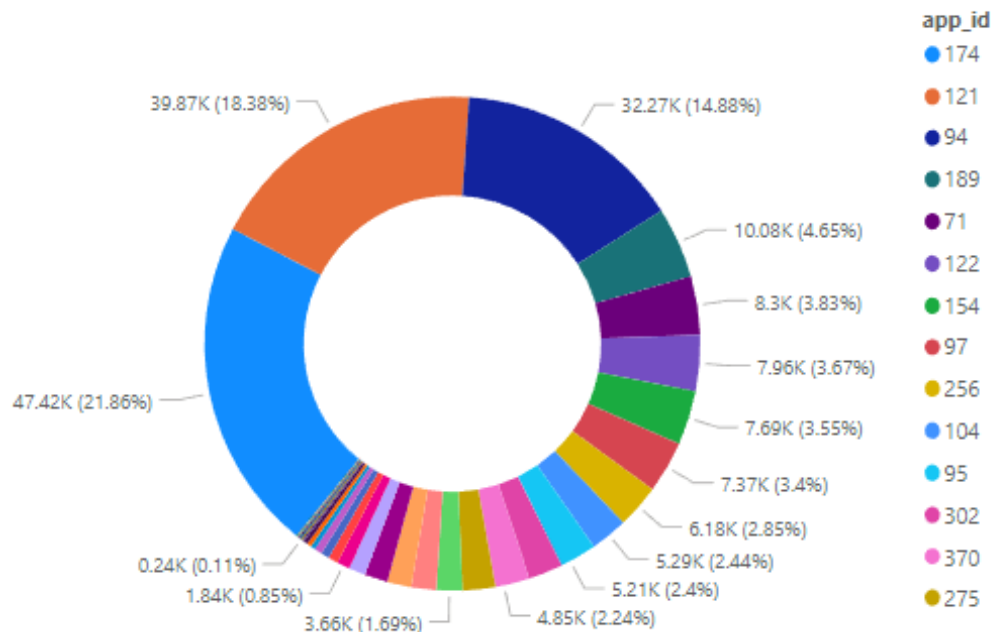
App Profit Breakdown



356.52K

Sum of profit made by Apps

App Installation Metrics



62.32K

Sum of payout

418.85K

Sum of revenue

216.89K

Count of App installs



Breaking Down App Data

- Key Insights:
 - There are 51 apps in total
 - The top 3 apps generate 77% of profit
 - The top 3 apps also account for 55% of downloads
- Implications :
 - Monitoring and optimizing these top apps is crucial to company growth
 - Opportunities exist to promote other high-potential apps

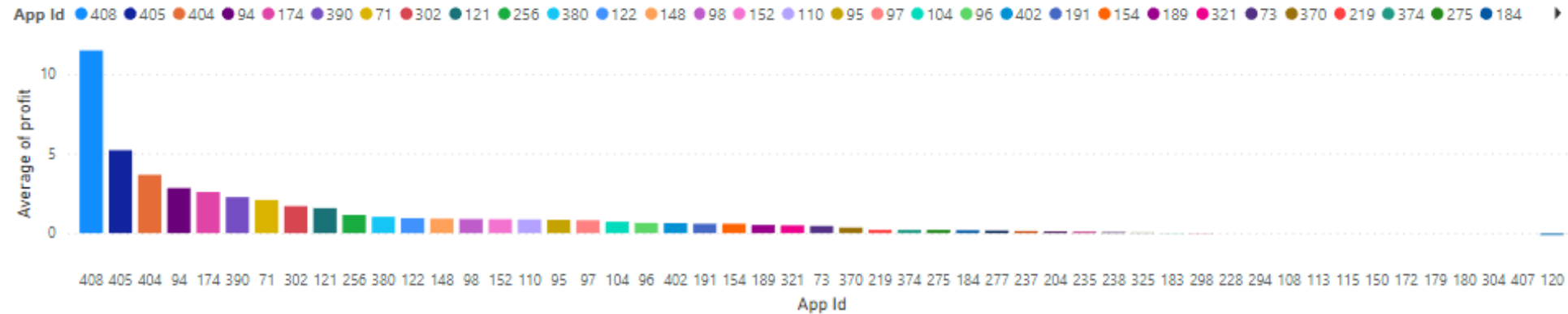
Potential Next Step form Dashboard (1)

- Analyze the performance of the other 48 apps to identify reasons for low profitability
- Determine whether to allocate more resources to improve these apps or phase them out
- Conduct user research to understand the needs and preferences of users
- Develop and test new apps that align with user needs and show potential for profitability.

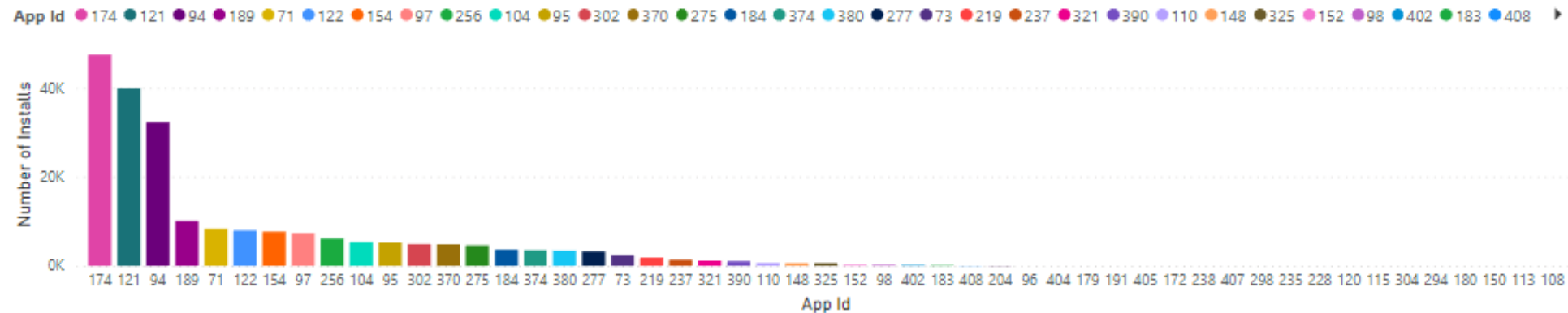


Average Profit by App Dashboard (2)

Average Profit by App



Distribution of App Counts



216.89K

Count of App installed

1.64

Average of profit of App

High Profitability of Top 3 Apps Despite Low Download Count

- Key insights:
 - The 3 highest on average profit apps have an average profit of 10.47.
 - These apps have less than 1% of total app downloads.
- Implications:
 - While these apps may have a small number of installs, their high profitability suggests that they could be a lucrative area of focus for further development and marketing efforts.

Potential Next Step from Dashboard (2)

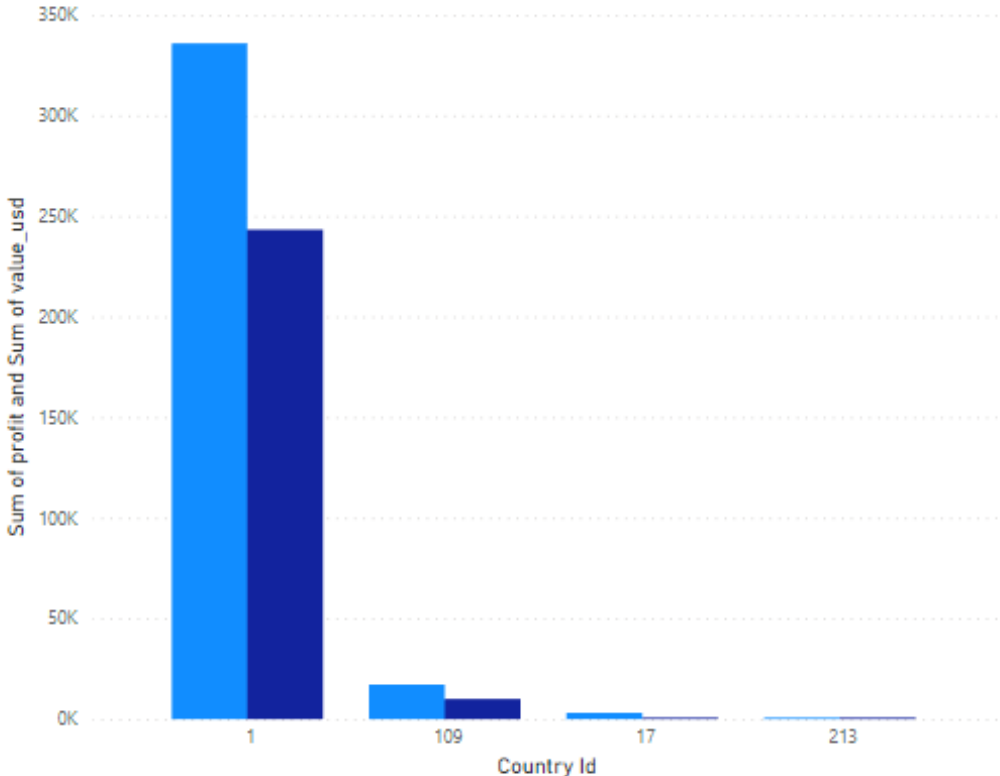
- Consider allocating resources towards the development and marketing of similar high-profit apps with a smaller user base.
- Investigate the reasons behind the high profitability of these apps and determine if their success can be replicated in other areas.



App Profit vs Add Spending Comparison (3)

App Profit vs Spending Comparison Chart

Sum of profit Sum of value_usd



356.52K

Sum of profit made by Apps

254.08K

Sum of dollars spent on Adds

11.96K

Count of Adds made

Country Id

App Id

Filters

Search

Filters on this page

app_id

is (All)

country_id

is (All)

Key Insights on App Performance by Country

- Key insights:
 - One country takes 95 percent of all add revenue and generates 94 percent add profit.
 - Two countries have a significantly higher return rates than the rest, with two countries standing out with rates of 1.7 and 9
 - The top profit apps per country show that there is a regional difference between what apps are popular.
- Implications:
 - Targeted marketing efforts in the leading market could significantly boost revenue and profit.
 - Countries with a high return rate present an opportunity for growth and expansion.
 - Developing and promoting localized apps can better meet the preferences and needs of users in different countries.

Potential Next Step from Dashboard (3)

- Conduct a comprehensive analysis of the targeted market to understand user behavior, preferences, and trends.
- Develop targeted marketing and promotion strategies for the high return rate countries to maximize user engagement and revenue generation.
- Invest in localized app development and promotion efforts to expand the user base in different regions and increase profitability.



Summary

- Strong performance with \$164,769.27 profit after ad spending.
- There is promising growth opportunities in high return rate countries and localized apps.
- We have found our top-performing apps are key to future success.

