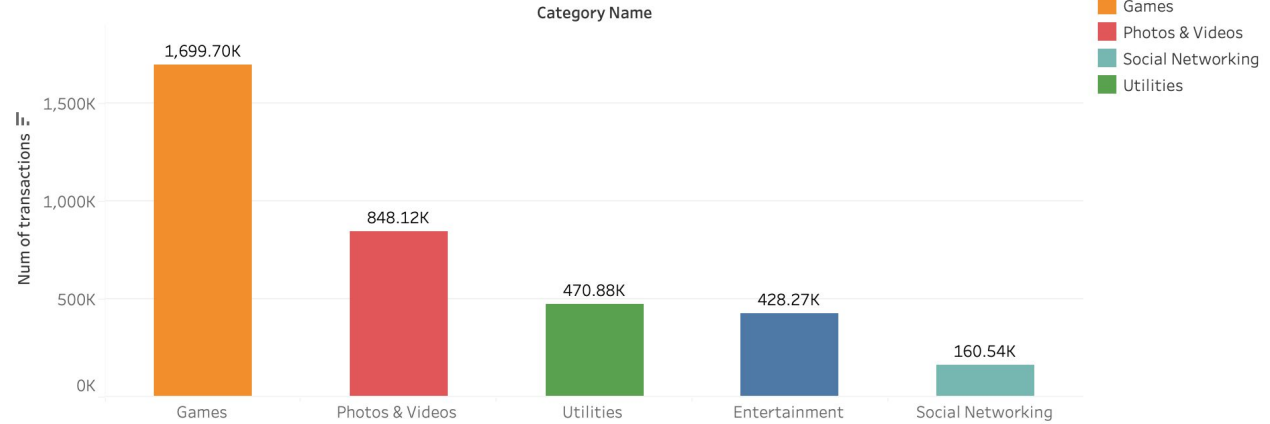

APP Store Transaction Clustering Analysis

Brenda Liu

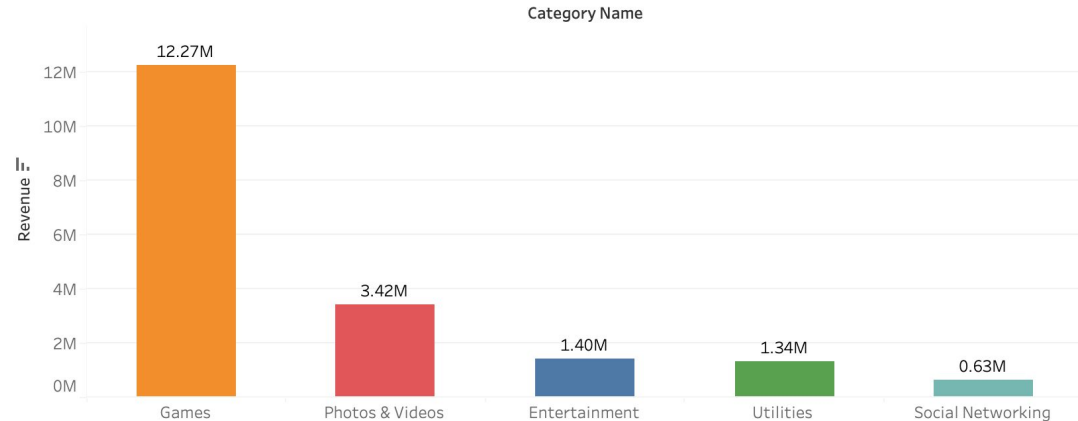
Category Review

- ❖ Games plays a vital role in both generating transactions and revenue. Photos & Videos also contributes a significant amount of revenue.
- ❖ Entertainment ranks the 4th on the number of transactions but the 3rd on transaction revenue. Individual expenses should have been relatively higher compared to other categories.

Transaction by Category



Revenue by Category

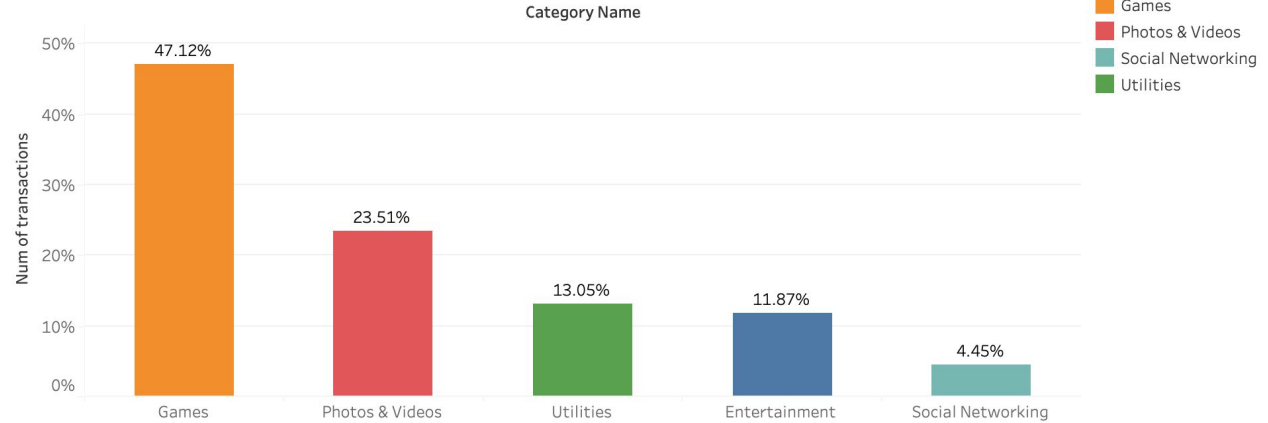


Category Review

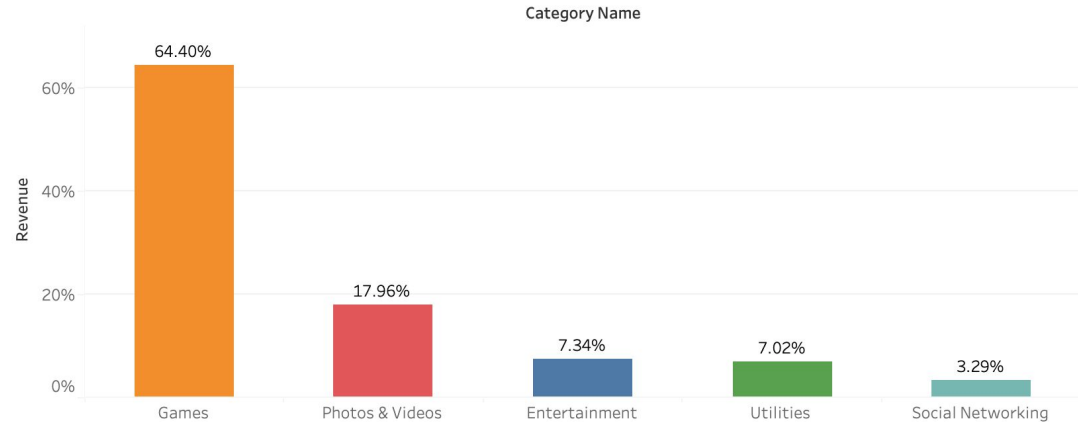
❖ Greater effort in innovation and retailing should be proposed to Games and Photos & Videos.

❖ Potential returns may be generated with more transactions of Entertainment category.

Transaction by Category Percentage

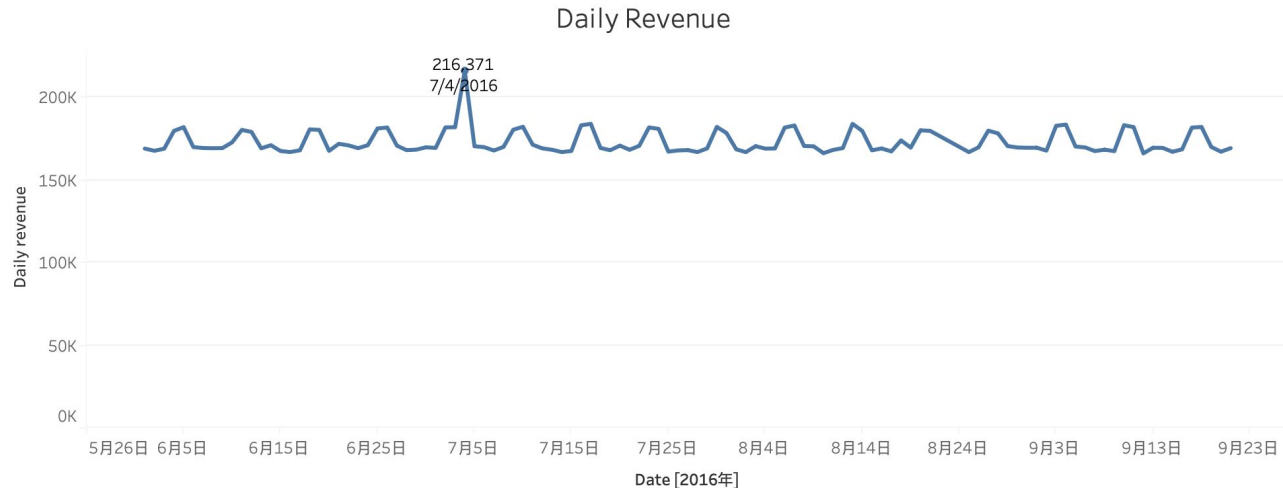
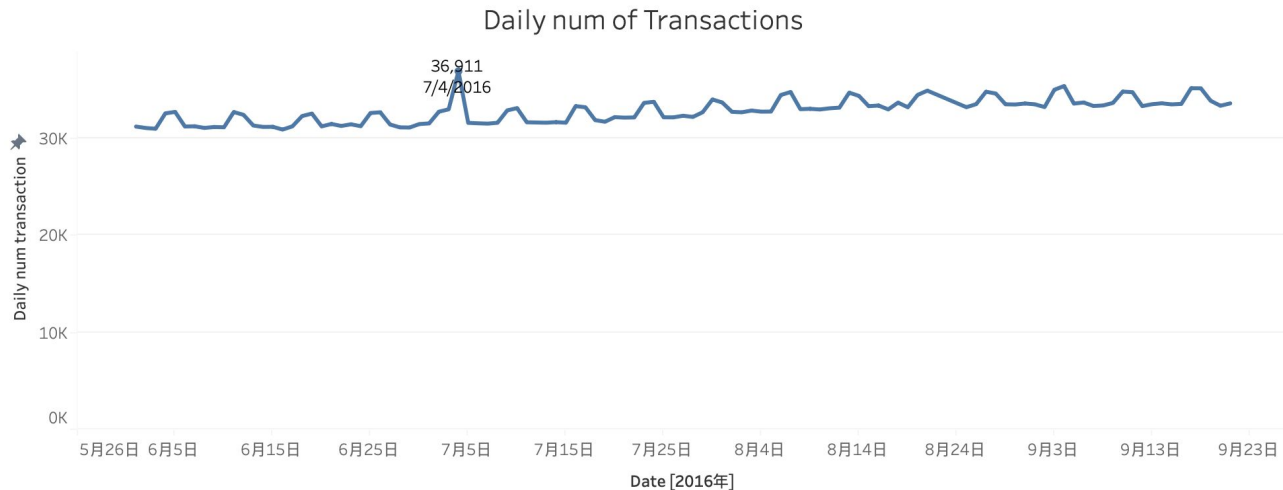


Revenue by Category Percentage



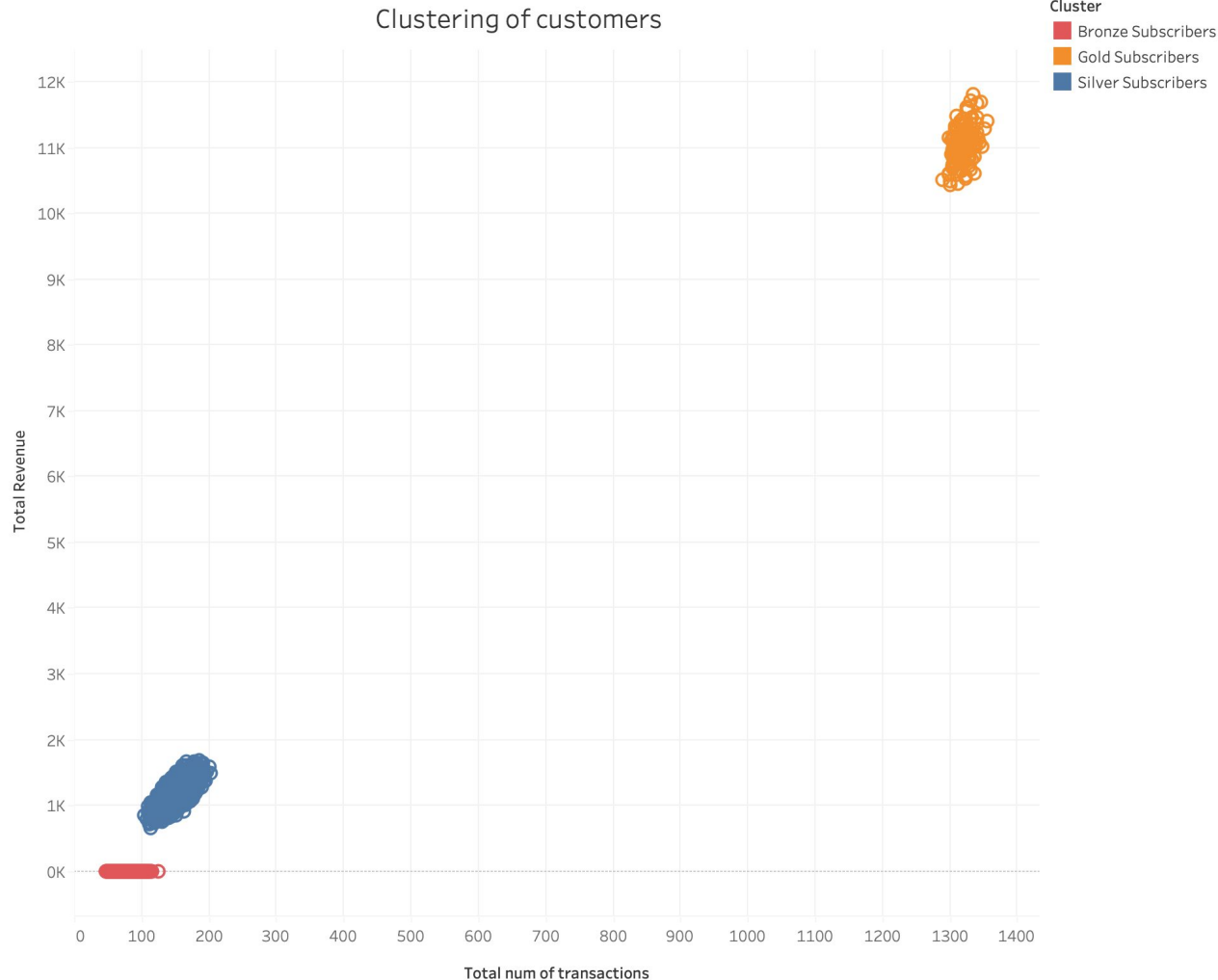
Daily Transaction Review

- ❖ Transaction has shown a relatively smooth and regular trend from May 26th to September 23rd in 2016, with weekends a slightly greater number of transactions and profits than weekdays.
- ❖ There is a peak of transaction number and revenue on July 4th, with a total of about 36K transactions and 126K dollars in profits. This is probably because July 4th is Independence Day.



Cluster Review

- ❖ Customers are categorized into three clusters based on the consideration on a mixture of their transaction behavior and budgets.
- ❖ Bronze subscribers are the ones only interested in free items, while gold subscribers are the ones with high spend on transactions. Silver subscribers have relatively small number of transactions and spendings.



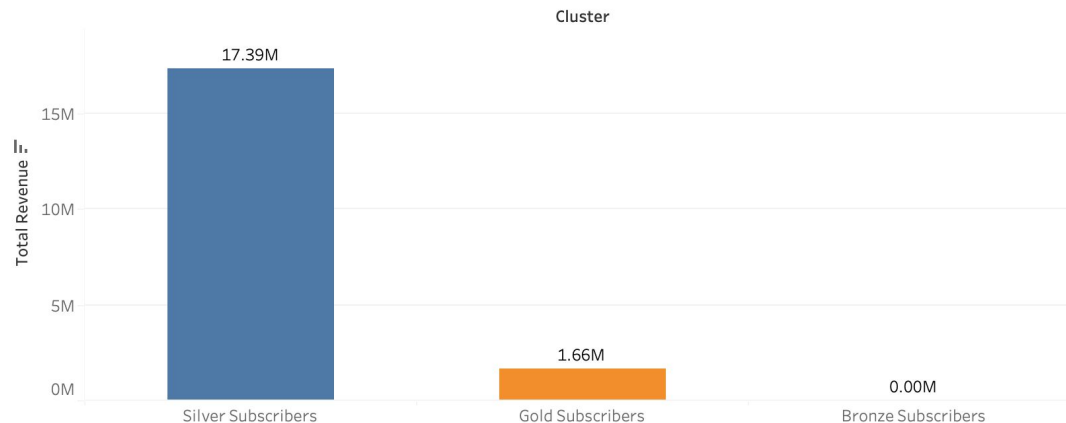
Cluster Review

- ❖ Only few customers are high spenders, and the rest are relatively low or no spenders.
- ❖ Individual spending is the highest for gold subscribers among the three clusters, but silver subscribers is the group that gains the majority of the revenues.

Number of Customers by Cluster



Total Revenue by Cluster



Cluster Percentage Review

	Gold Subscribers	Silver Subscribers	Bronze Subscribers
Percentage of customers	0.50%	49.48%	50.02%
Percentage of spending	8.69%	91.31%	0%

- ❖ Gold Subscribers seem to be institutions like schools or companies who rely heavily on the most advanced technologies. Certain consultants should be dispatched to negotiate with them.
- ❖ Silver Subscribers are individuals that are flexible in spending. Marketing strategies about updates purchasing choices should be applied to them with the aim of getting more profits from them.
- ❖ Bronze Subscribers are less likely to take a step from no spend to some spend.

APP Review

❖ The chart on the right shows total revenue generate per APP. It shows the 33 APPs that gained the most profits among the 1000 APPs in total, together with the percentage of their revenue generated.

❖ The games “aright Davy” and “unwritten hungry” earn a prominent amount of revenue among all.

