

Application

How can we make and promote an app successfully ?

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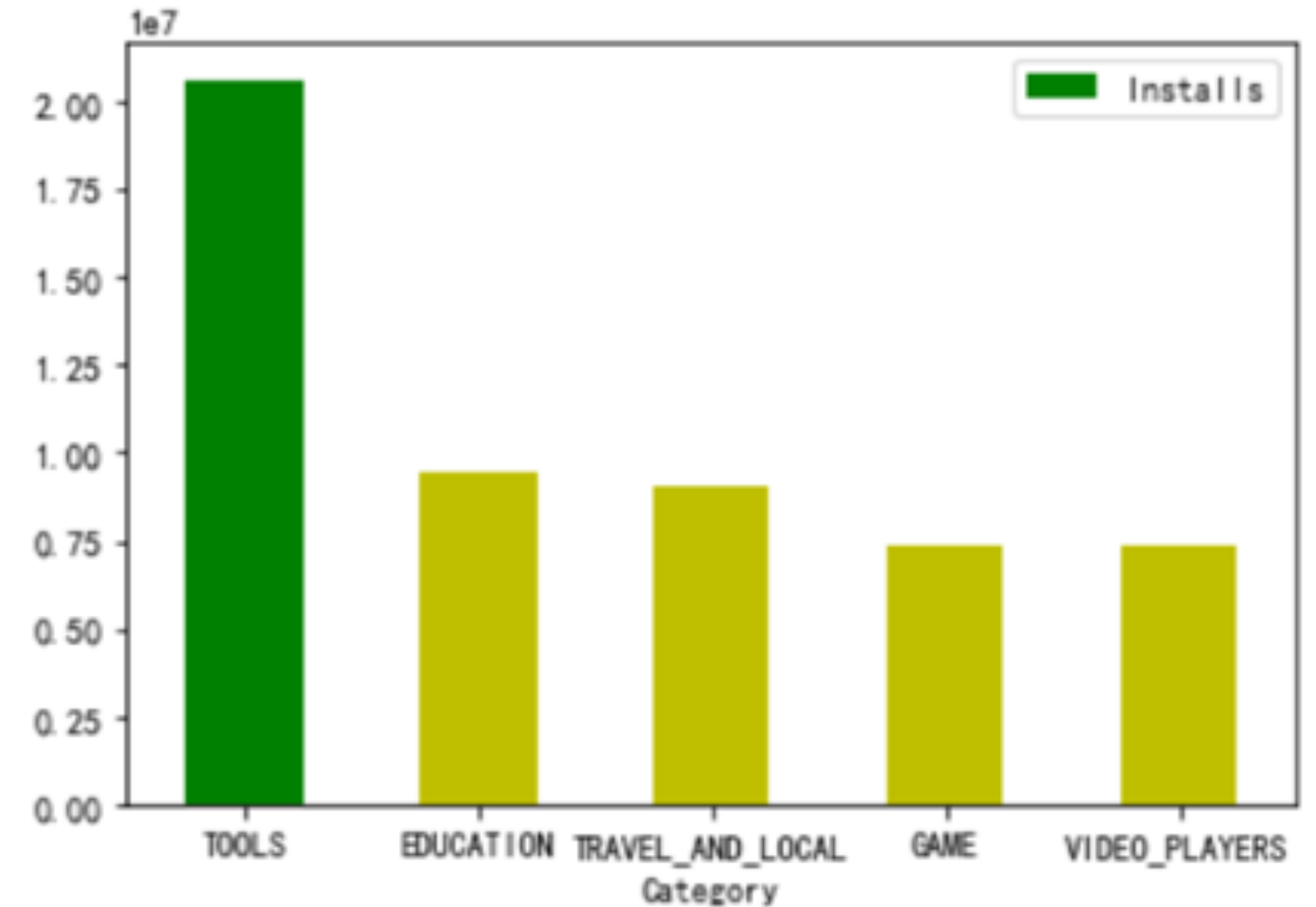
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Introduction

- Global mobile internet penetration has exceeded half the world's population.
- The average daily time spent accessing online content from a mobile device has reached 185 minutes daily among Millennials.
- The two largest global platforms : Apple's App Store and Google Play.
- As of March 2018, there were some 3.6 million apps in Google Play alone.

Category

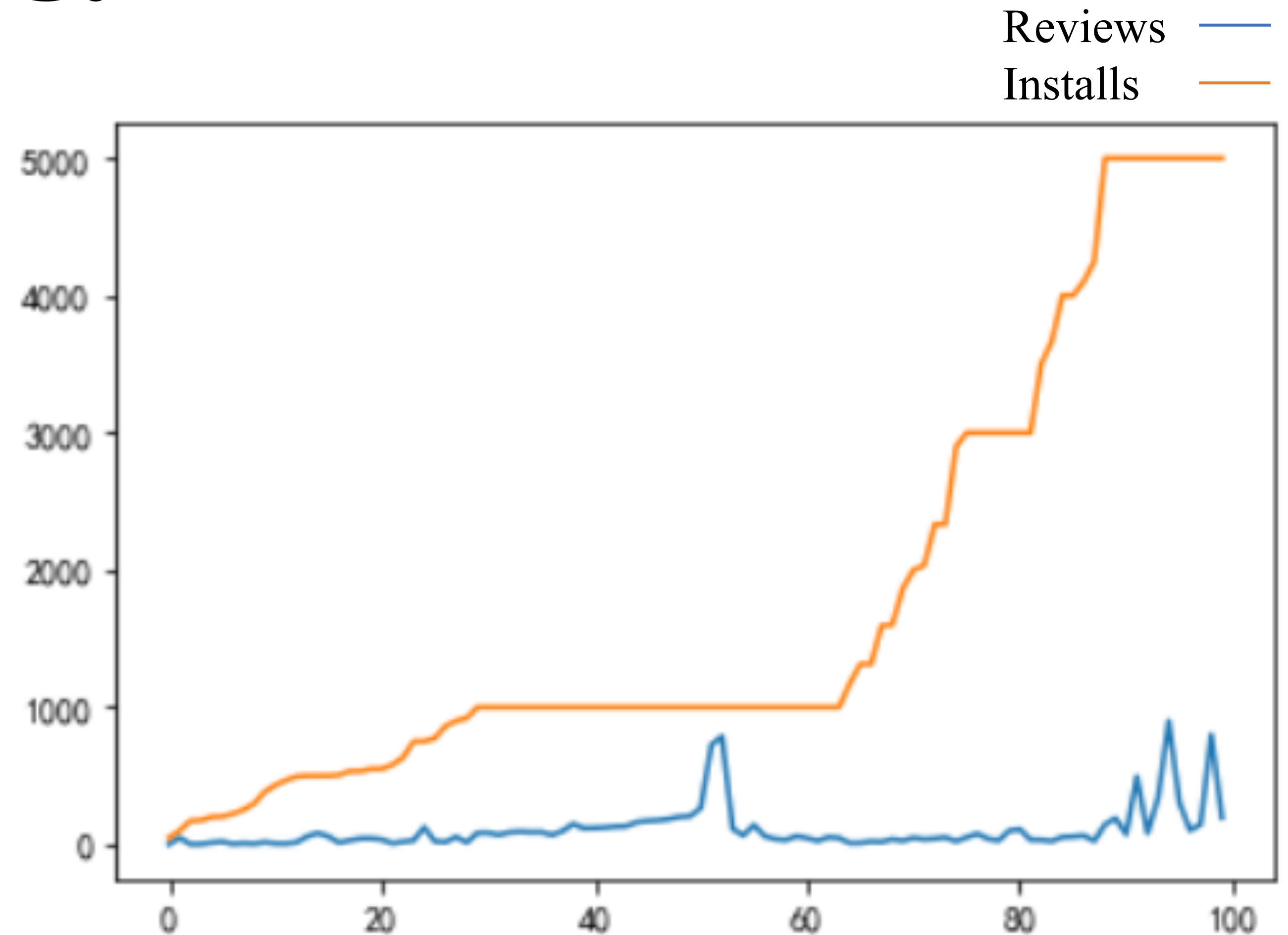


- What the quantities are most is the apps related to *Family*, *Game*, *Medical*, *Tools* and *Lifestyle*.
- *Tools*, *Education*, *Travel*, *Game* and *Video Players* are the five kinds of applications downloaded most.

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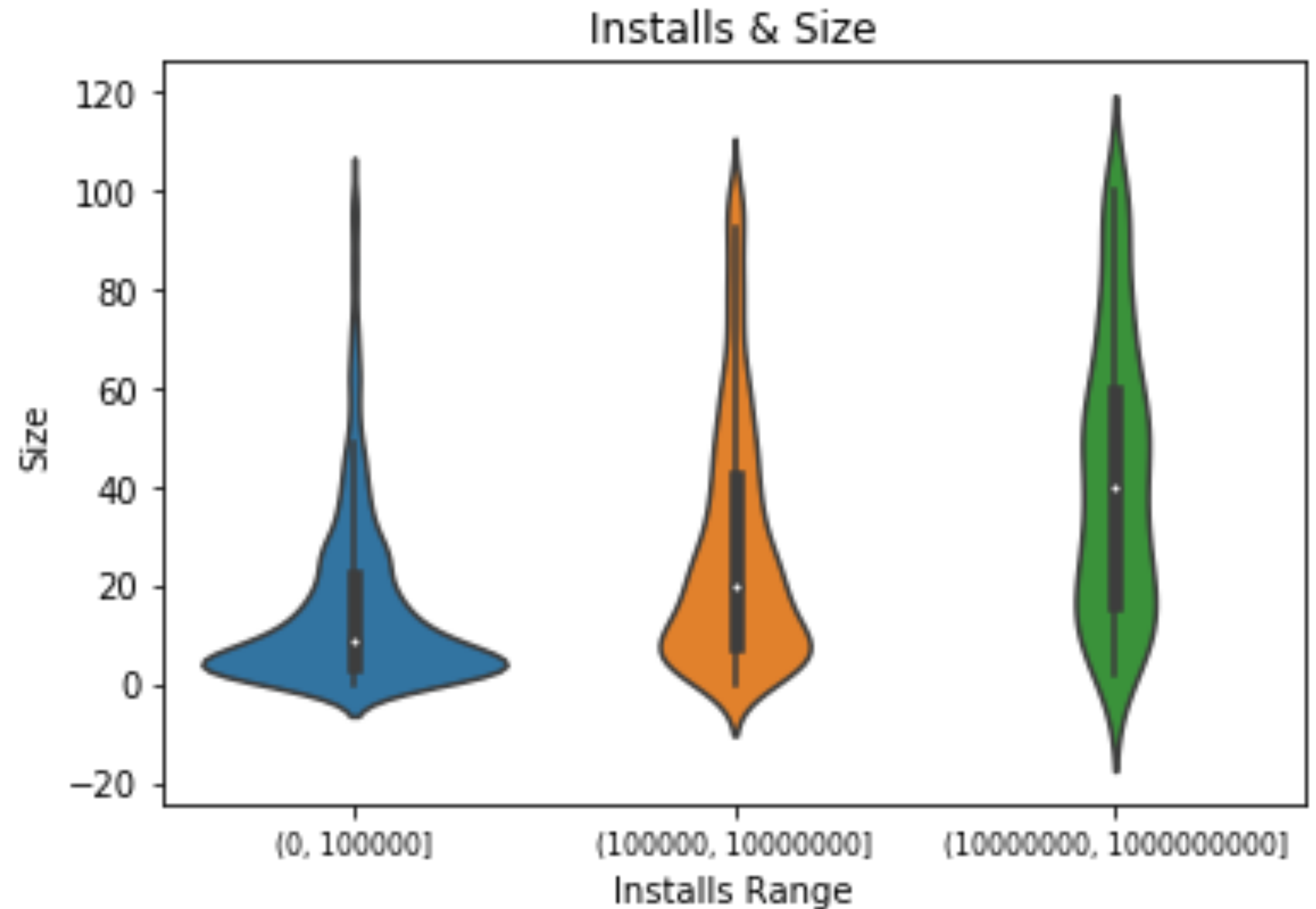
Promotion Strategy

- No matter how much the installs increase, the reviews keep relatively stable with no more than 1k users willing to review.
- Users' willingness to comment needs to be stimulated by something.



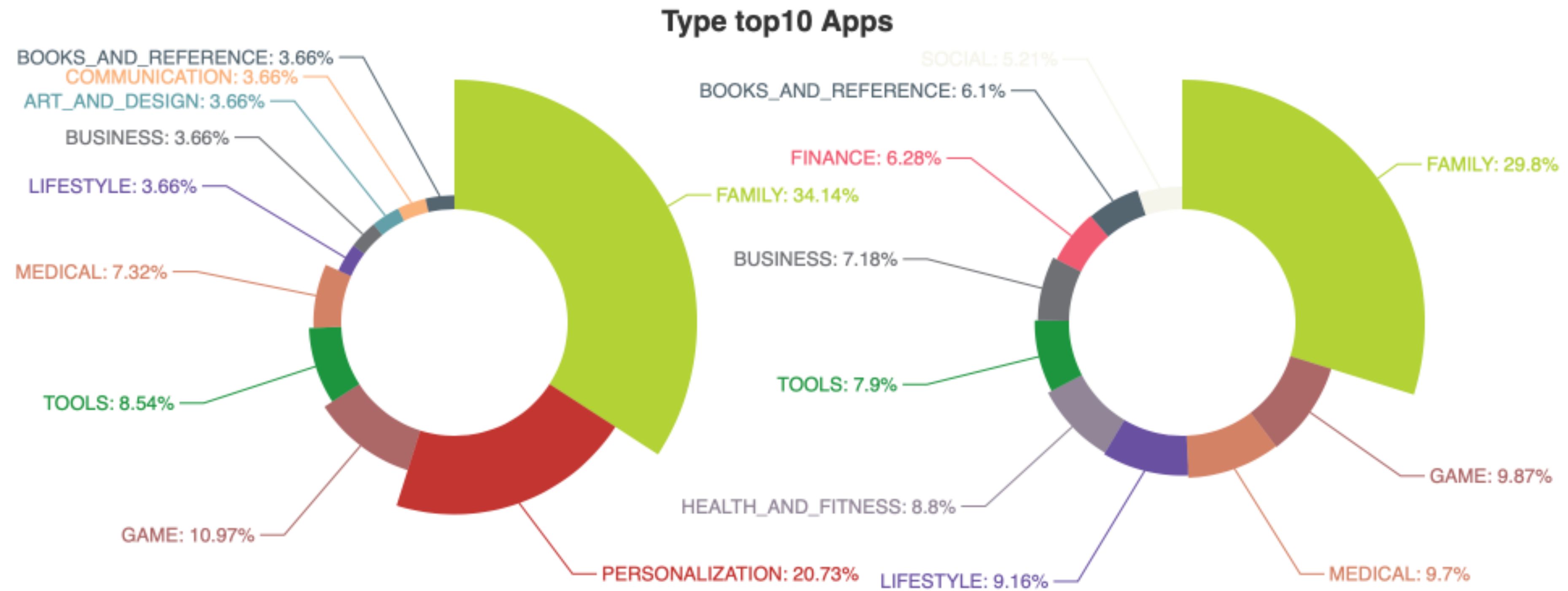
Apps' Sizes

- When the sizes are in the range of 15~60 M, users are more likely to install the apps.
- Solution for apps with big size: dividing the process of download by many times or updating them step by step .



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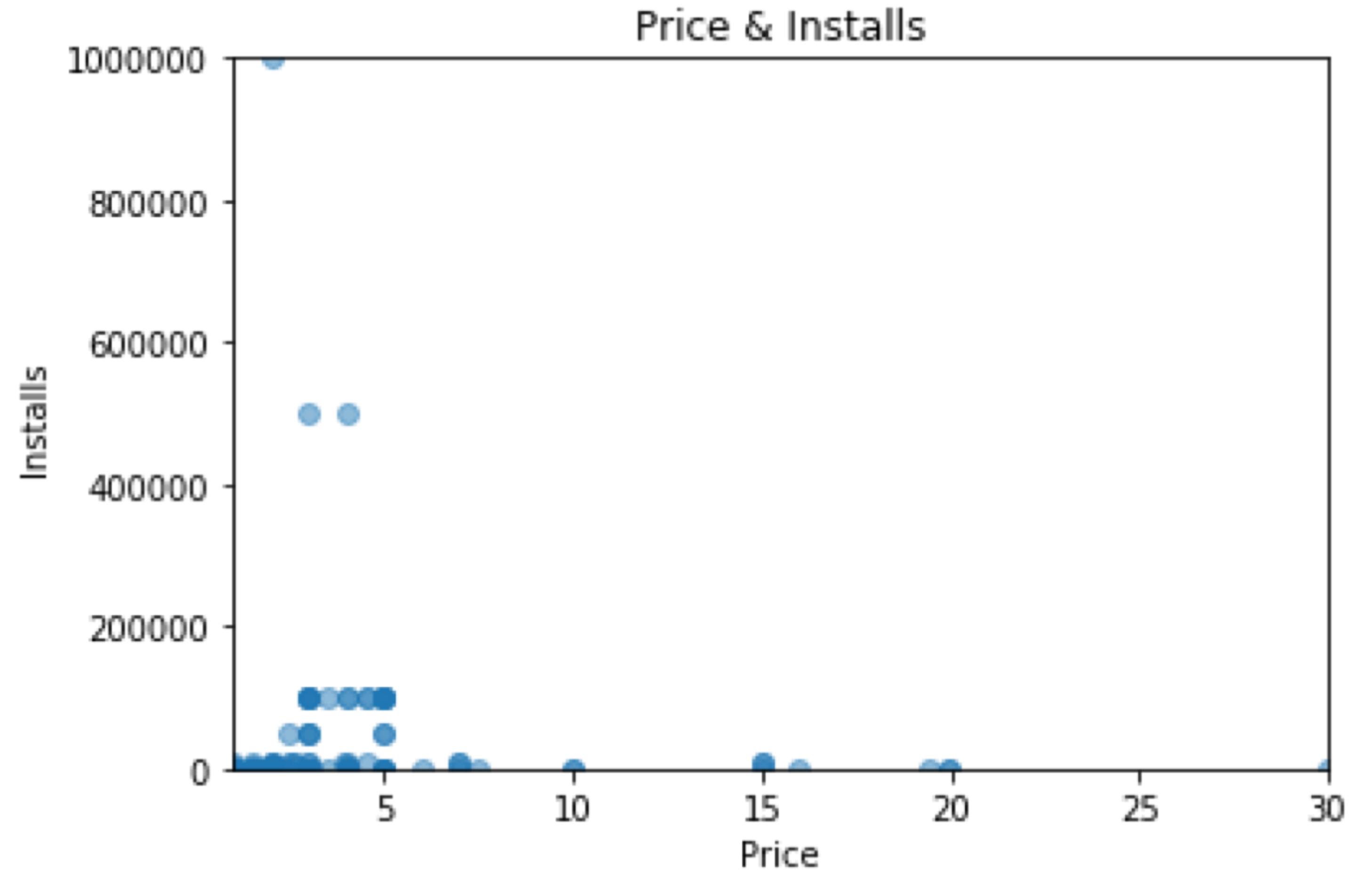
Pricing Strategy



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Pricing Strategy

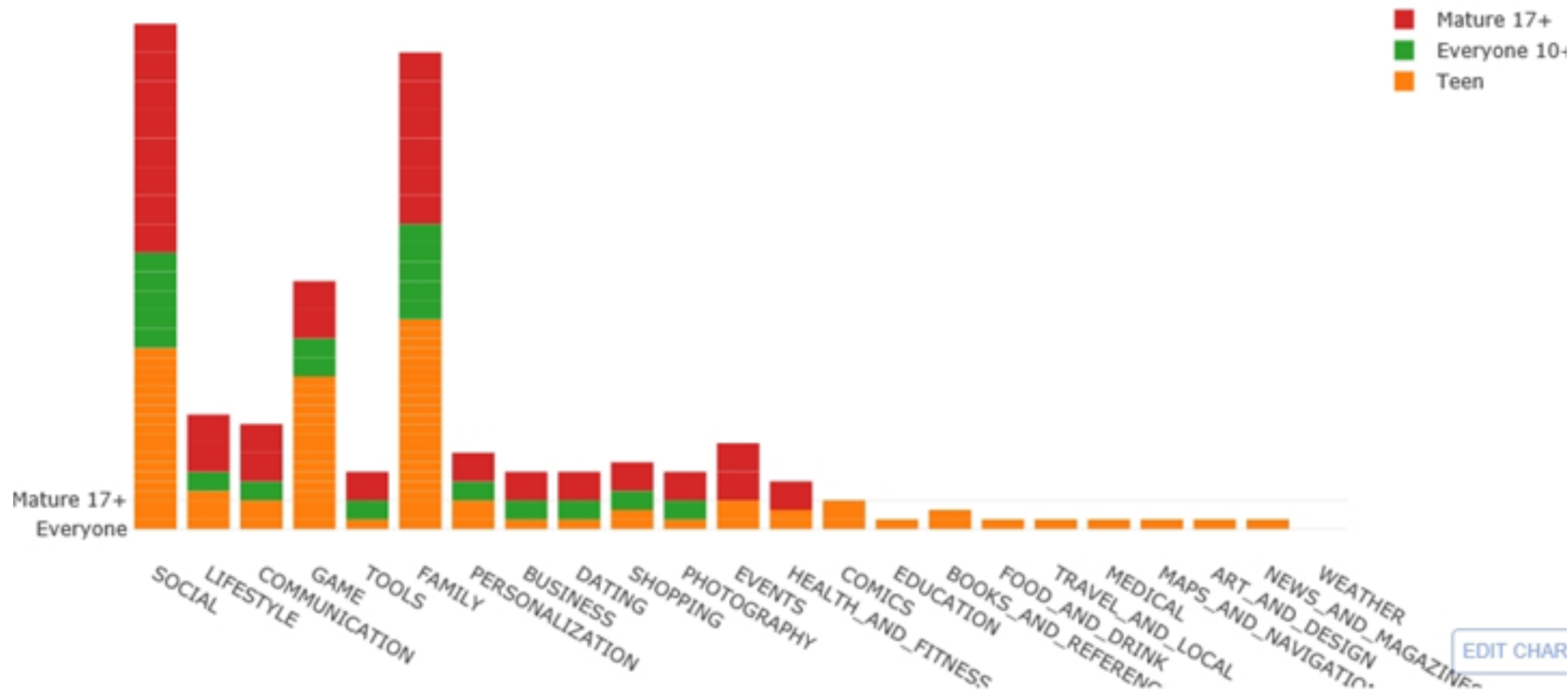
- The apps costing less than \$5 are more popular.
- Apps which cost more may need to provide a free trial to increase consuming willingness or offer purchasing options within the app.



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Content Rating and Potential Market

Content Rating& Category



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Content Rating and Potential Market

6418	▶	あなカレ【BL】無料ゲーム	FAMILY	4.7	6073	8.5	100000	Free	0.00	Mature 17+	Simulation
7461		Louis CK	FAMILY	4.7	244	25	10000	Free	0.00	Mature 17+	Entertainment
7491		Fu*** Weather (Funny Weather)	WEATHER	4.7	20001	Varies with device	1000000	Free	0.00	Mature 17+	Weather
686		Girls Online Talk - Free Text and Video Chat	DATING	4.7	791	3.7	10000	Free	0.00	Mature 17+	Dating
689		LIVE VIDEO TALK	DATING	4.7	478	4.5	10000	Free	0.00	Mature 17+	Dating
692		Free Live Talk-Video Call	DATING	4.7	158	4.5	10000	Free	0.00	Mature 17+	Dating
672	▶	Chat Kids - Chat Room For Kids	DATING	4.7	6	4.9	100	Free	0.00	Mature 17+	Dating

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Future Work

- Scraping original data
- Comparing the data scraping from Apple's app store
- Analyzing more category and content rating mistakes to find whether it is a strategy
- Do the content analysis of reviews

Conclusion

- Category: focus on the categories with less competitors like *Education*, *Travel* and *Video Players*.
- Pricing Strategy: adjust pricing so as to offer attractive products at a bearable margin, and it is better to provide a free trail or insider access for purchasing value-added services.
- Sizes: control the sizes of apps under 50 M, otherwise divide the process of download by times or updating them step by step.
- Promotion Strategy: inspire users to make reviews, especially positive reviews.
- Content Rating and Potential Market: there is a choice for apps' operators that take advantage of content rating for advertising. What's more, there are still gaps in the market for teen and adults.

Thank You

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