**Our approach to developing a Top 10 List of the apps that App Trader   
should buy based on profitability/return on investment as the sole priority:  
Which apps are most profitable?** 1. Because the monthly revenue of an app is fixed ($5,000/month), there are   
two variables to consider when determining the potential profitability an app:  
 a. Purchase price  
 b. Longevity of the app  
2. The longevity of an app increases as the rating of the app increases highest rating is 5.0)  
3. Therefore, the most profitable apps will be the ones with the minimum purchase price ($25,000), and the maximum rating (5.0)  
**Create a CTE with the most profitable apps:** 1. We filter both tables for apps where purchase price is $25,000 and rating is 5.0 and store this in a CTE.  
**Of the most profitable apps, which apps are hosted in both stores?** 1. We filter the table of most profitable apps for apps that are hosted in both stores.  
 2. This returns 8 apps.  
**Add two more apps to the list.** 1. We filter the table of most profitable apps for apps that are not hosted in both stores.  
 2. We then chose the two apps with the highest review count.

**List of ten apps**  
 1. We combined the list of 8 apps to the list of 2 apps for a final list of the top 10 apps that we recommend app trader should buy.  
 a. All 10 apps yield the same profit, 8 of the apps are hosted in both stored, 2 of the apps are only listed in one store but have a high review count.

**Create CTE and use wild cards**

1. We filter top 4 Halloween themed campaign that the App Trader should buy that are profitabile**.**