YOU WANT TO MAKE AN APP, NOW WHAT?

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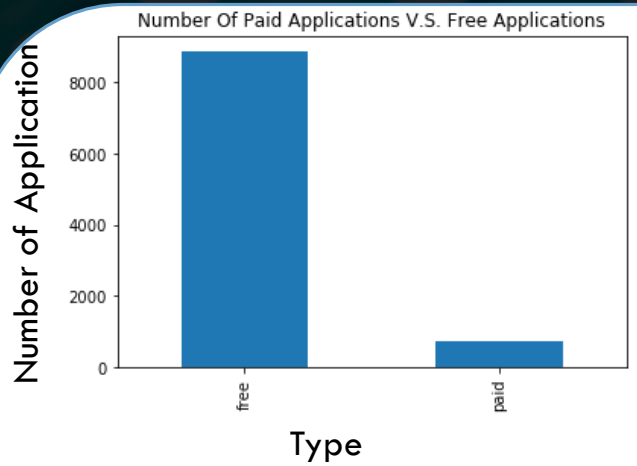
QUESTIONS THAT WE WILL TRY TO ANSWER

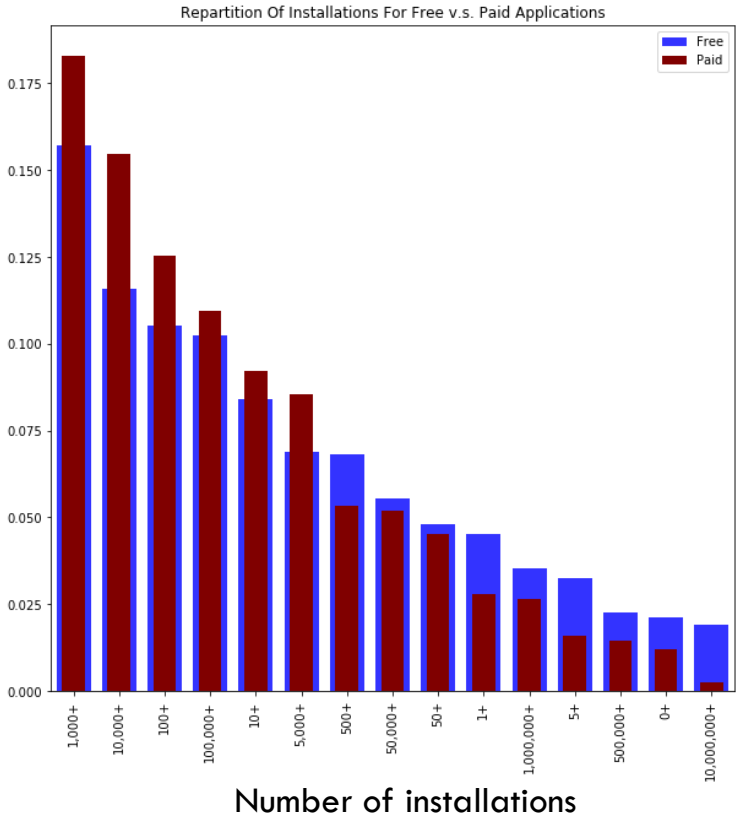
- What makes an application successful at the moment?
  - Paid v.s. Free Applications
  - Category of Application (family, game, business, etc.)
  - Ratings and comments of the most successful applications

Measure of success: number of installations!

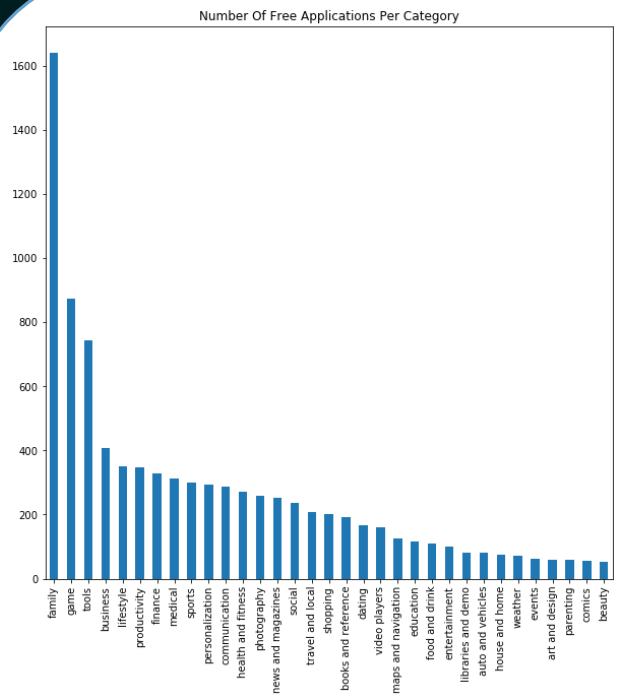
PAID V.S. FREE

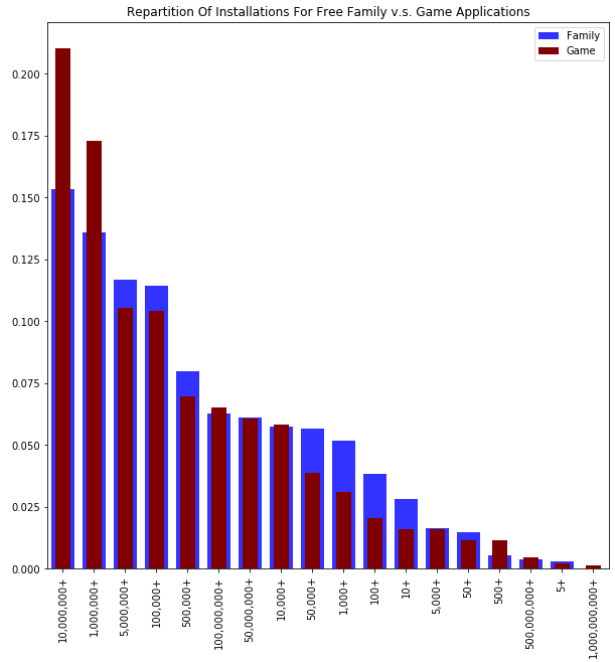


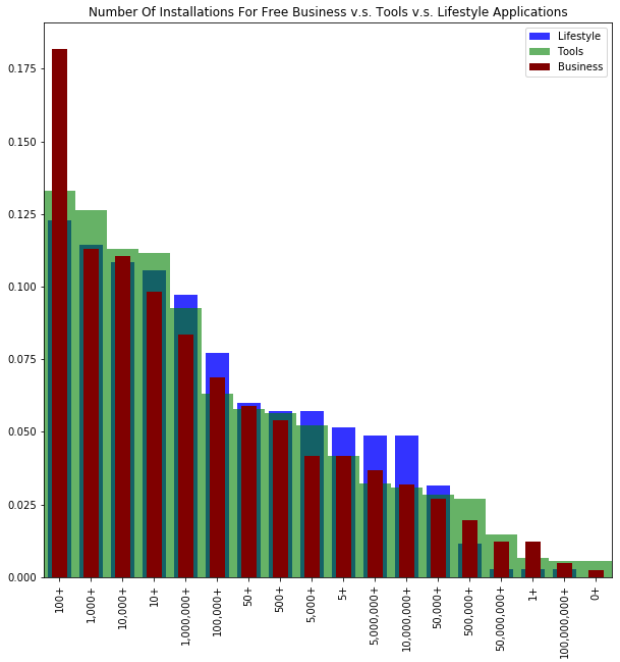
- More free applications than paid application
- Paid applications are more concentrated on lower installation rates
- Free applications are more present in the 'big' installation rates (1 million +)



CATEGORIES - FREE



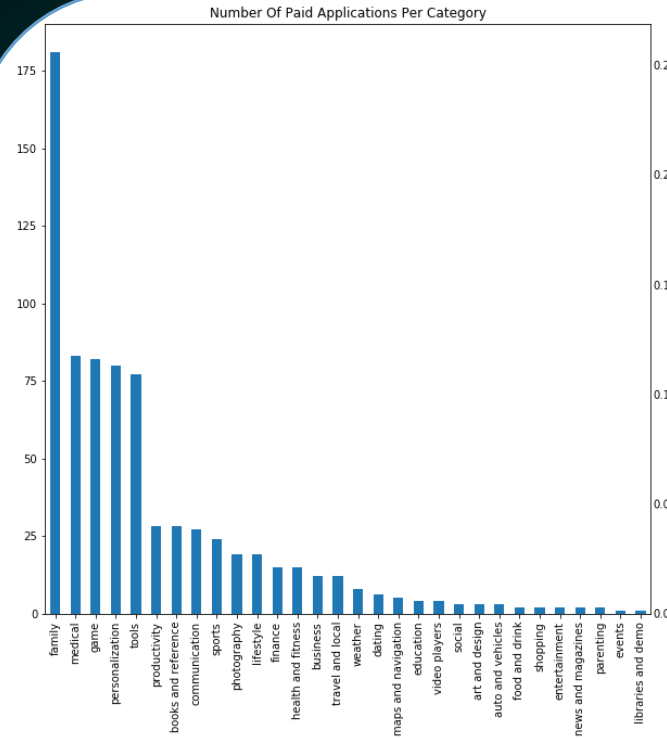


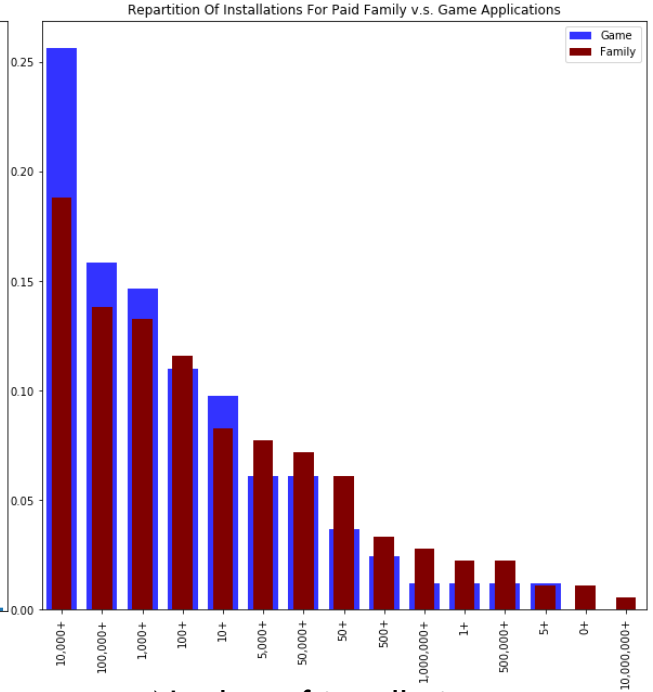


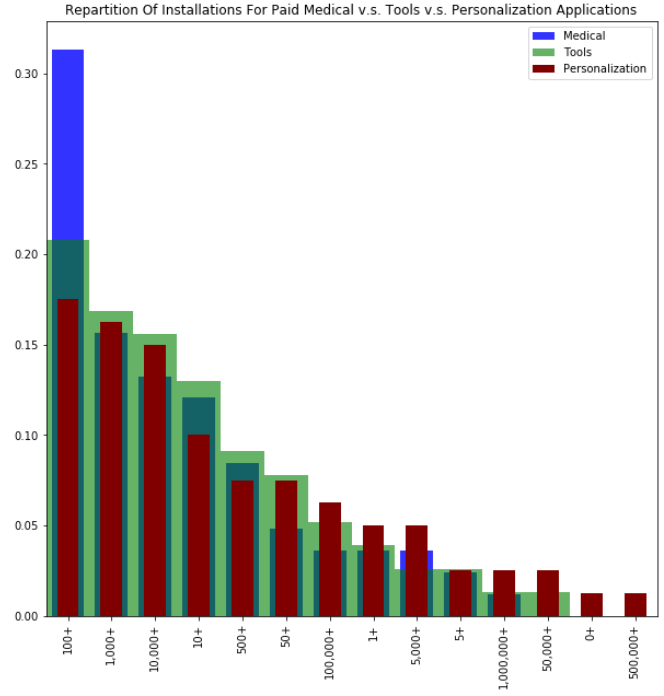
Top Categories :

1-Games
2- Family
3- Tools
4- Lifestyle
5-Business

CATEGORIES -PAID



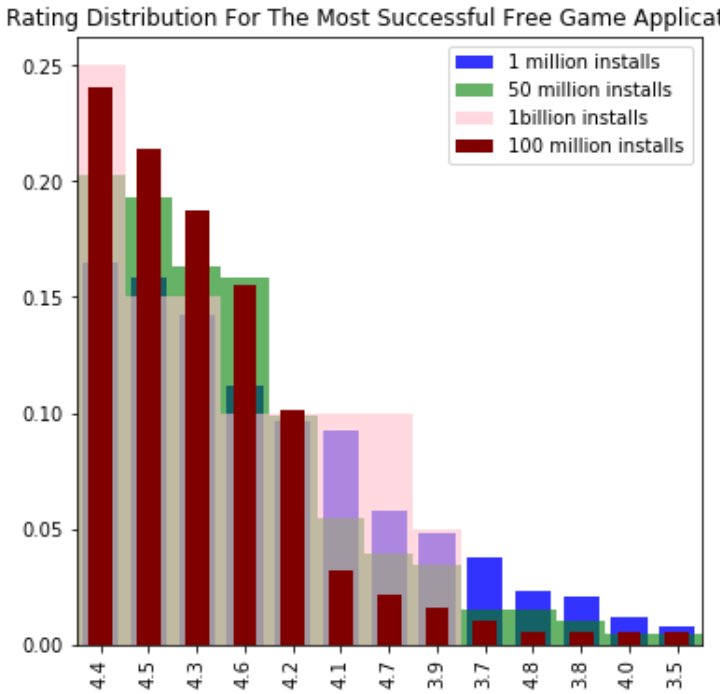


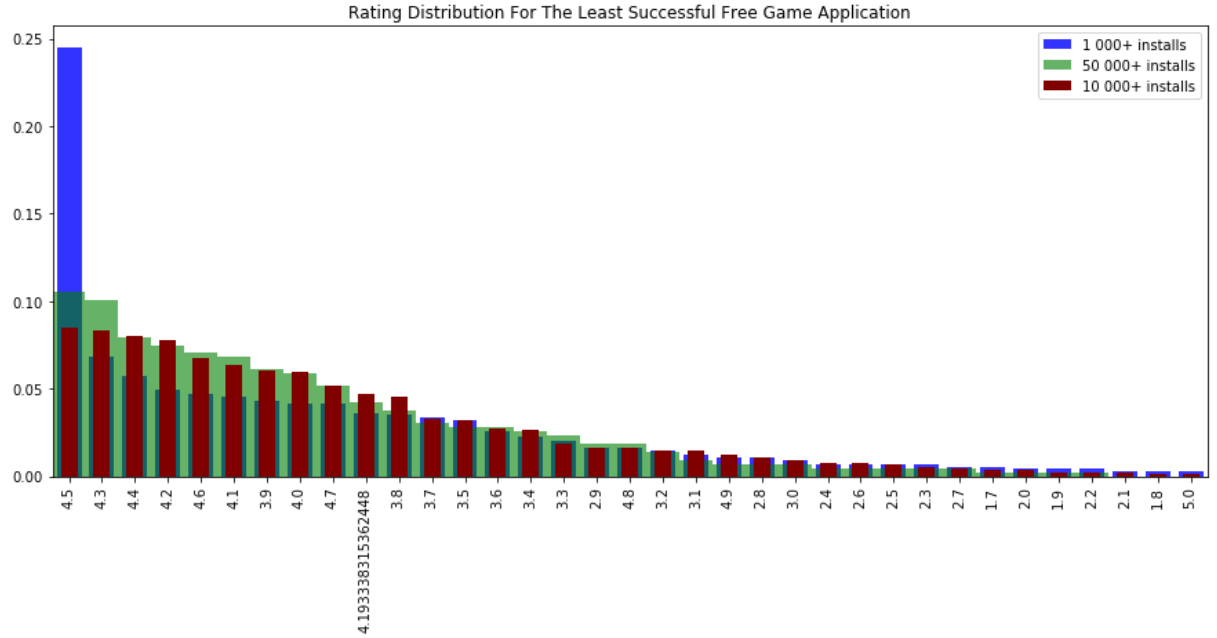


Top Categories :

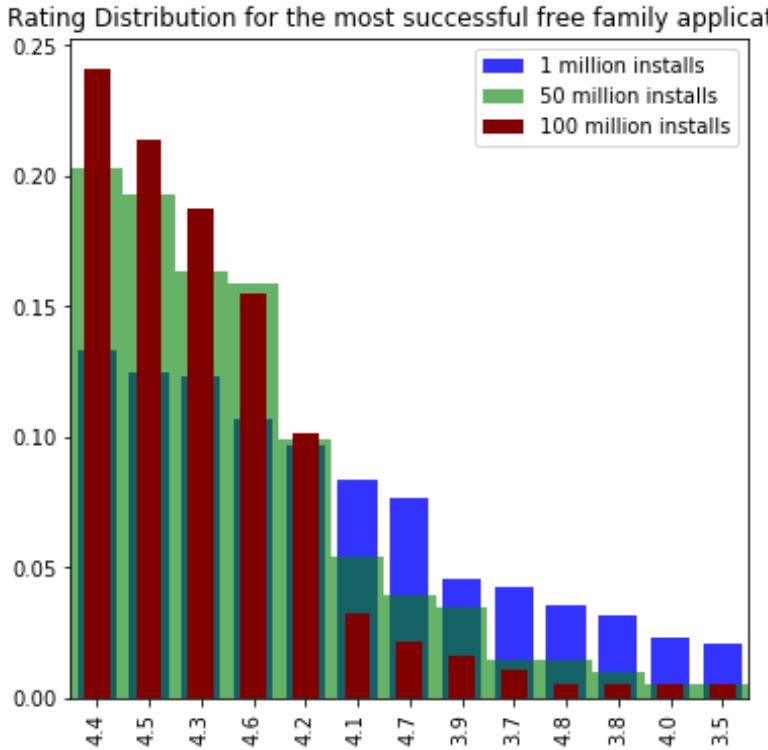
1-Games
2- Family
3- Medical
4- Tools
5-Personalization

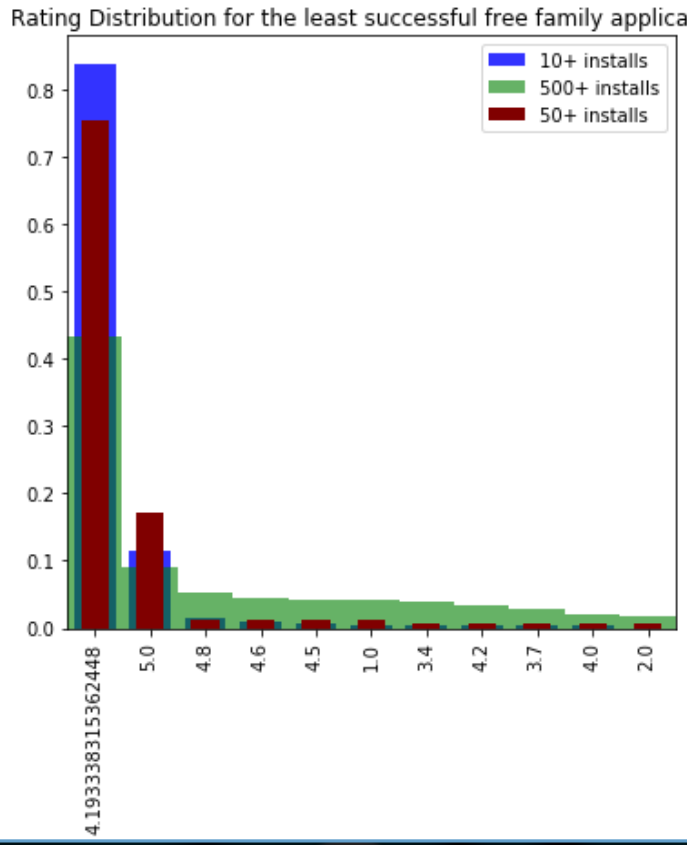
RATINGS – FREE GAMES : SUCCESS V.S. FAILURE



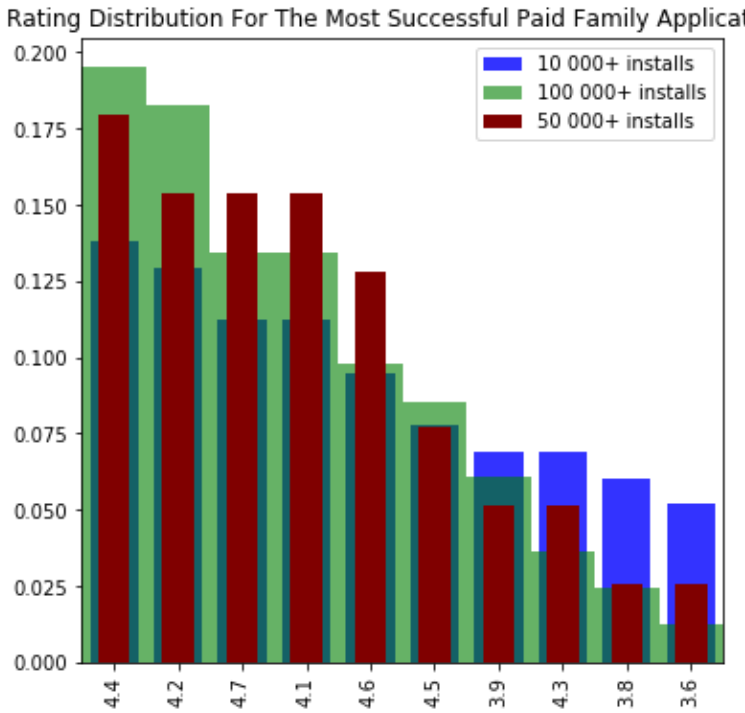


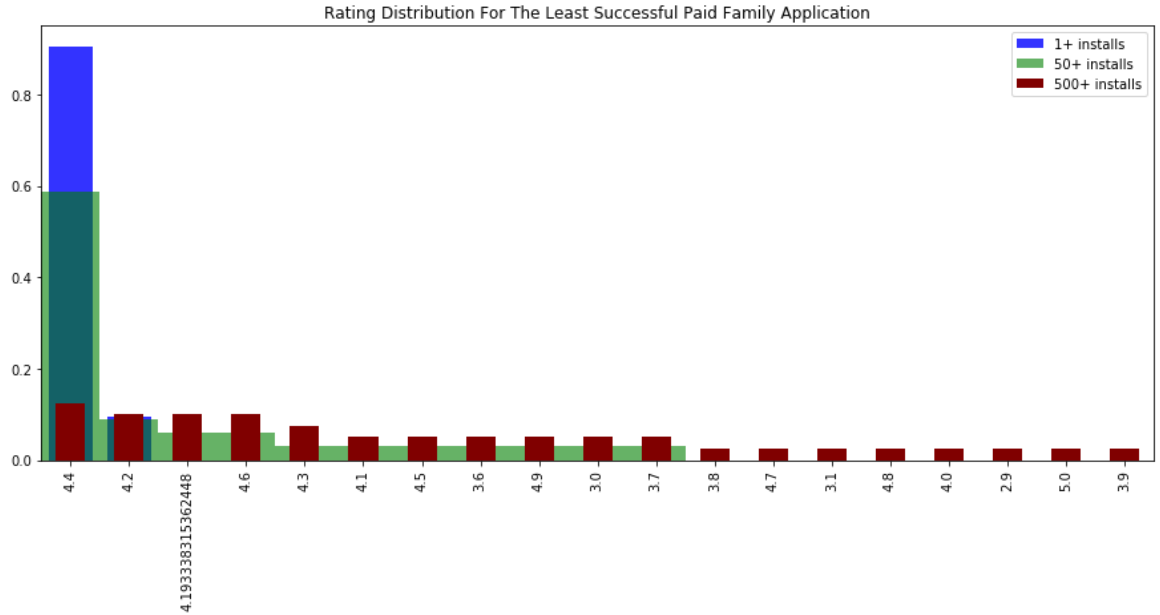
RATINGS-FREE FAMILY : SUCCESS V.S. FAILURE





RATINGS-PAID FAMILY : SUCCESS V.S. FAILURE





CONCLUSION

- Paid v.s. Free? Make it a free application!
- Which category of application should you make? Either Family friendly or as a game!
- Do your ratings matter once you have your application? Yes!

THANK YOU FOR YOUR ATTENTION!

QUESTION SESSION