SQL Apple Store Applications Data Analysis Business Insight Report:

- The Games genre has 3862 recorded applications whereas the second largest genre, Entertainment has only 535
  - The games genre appears to be saturated making it a challenge to enter this space due to high competition. It may also suggest a high user demand in this area.
- Paid applications on average have a higher user rating
  - This can be due to a few different factors, one of which may be that users who pay for an application are often times engaging with that application frequently leading to an increase in perceived value
    - i. If the application developed is of quality the developer shouldn't shy away from implementing a pay wall.
- Language Support
  - Applications with a moderate (between 10-30) amount of of offered languages on average had higher user ratings as opposed to those with low (<10) and high (>30) amounts of offered languages.
- The genres with potential for market penetration
  - The bottom three genres for user ratings:
    - i. Catalogs
    - ii. Finance
    - iii. Books
  - These are the genres with the least satisfied user bases meaning there is a market of opportunity. If a developer created an application to better serve these user bases there is a good chance that it'll be well received.
- Application description length
  - The application description length has a positive correlation with user rating, application users tend to prefer a detailed description of what the application will provided.