**App Trader Purchase Recommendations**

**Objective:** Identify 10 apps to purchase to maximize profit generated from the apps.

When observing data from the Apple App Store and the Google Play Store, we searched for the apps that would generate the highest revenue with the lowest total expense. To find this, we narrowed down the results based on projected lifespan of the app, if the app appeared in both app stores, the overall average app reviews, average app rating, and the purchase price of the app.

We searched for apps that only appeared in both app stores, that had an average rating of 4.5 or higher, with a substantial review count, which suggests the highest expected app lifespan of 10+ years. We did this so we could generate $10,000 per month in revenue compared to $5,000 per month. We also wanted apps that are available in both the App Store and the Play Store since both can be marketed for the same $1,000 per month. We also factored in minimizing purchase price by only looking for apps that had an app store price of $1.00 or less. Our results were not based on particular genre or content rating, in order to find the top apps that would maximize our return on investment.

Below you can see our recommendations on apps to purchase that would maximize profit, while also taking into consideration total review count.

|  |  |  |  |
| --- | --- | --- | --- |
| App Name | Avg App Rating | Avg Review Count | Price of App |
| Geometry Dash Lite | 5 | 3276005 | $0.00 |
| PewDiePie's Tuber Simulator | 5 | 795158.5 | $0.00 |
| Domino's Pizza USA | 5 | 645779.5 | $0.00 |
| Egg, Inc. | 5 | 329617 | $0.00 |
| The Guardian | 5 | 128084 | $0.00 |
| ASOS | 5 | 95767.75 | $0.00 |
| WhatsApp Messenger | 4.5 | 34701845.17 | $0.00 |
| Instagram | 4.5 | 34361027.63 | $0.00 |
| Clash of Clans | 4.5 | 23510250.13 | $0.00 |
| Subway Surfers | 4.5 | 14214051.5 | $0.00 |

Below is a breakdown of the expected profits of each app. The apps rated as a 5 are expected to have a lifespan of 11 years and generate $1,320,000.00 in revenue with a total expense of $132,000.00. The apps rated at 4.5 are expected to have a lifespan of 10 years, and generate $1,200,000.00 in revenue with a total expense of $120,000.00.

|  |  |  |  |
| --- | --- | --- | --- |
| **Row Labels** | **Sum of Revenue** | **Sum of Expense** | **Sum of Profit** |
| ASOS | $1,320,000.00 | $132,000.00 | $1,178,000.00 |
| Clash of Clans | $1,200,000.00 | $120,000.00 | $1,070,000.00 |
| Domino's Pizza USA | $1,320,000.00 | $132,000.00 | $1,178,000.00 |
| Egg, Inc. | $1,320,000.00 | $132,000.00 | $1,178,000.00 |
| Geometry Dash Lite | $1,320,000.00 | $132,000.00 | $1,178,000.00 |
| Instagram | $1,200,000.00 | $120,000.00 | $1,070,000.00 |
| PewDiePie's Tuber Simulator | $1,320,000.00 | $132,000.00 | $1,178,000.00 |
| Subway Surfers | $1,200,000.00 | $120,000.00 | $1,070,000.00 |
| The Guardian | $1,320,000.00 | $132,000.00 | $1,178,000.00 |
| WhatsApp Messenger | $1,200,000.00 | $120,000.00 | $1,070,000.00 |
| **Grand Total** | **$12,720,000.00** | **$1,272,000.00** | **$11,348,000.00** |

Below you can see minimized purchase price, compared to maximized revenue, which generates the highest expected profit.

In conclusion, the above-mentioned apps should be the top targeted apps by App Trader in order to maximize profit.

Report By:

John Michael Capps, Berat Rexhepi, Dalton Harper, Jordan Taylor, and Jonathan McNutt