**Overview**

This is the recommendation provided by TempleRun team to app trader suggesting 10 apps to purchase.

**Introduction**

App Trader is seeking to purchase apps from developers for marketing purposes. Based on the available data, we recommended the top 10 apps to the App Trader considering budget, revenue, life-span and availability of the apps on both platforms.

**Below are the assumptions we have taken during our analysis:**

**Budget**

App price was calculated by 10,000 times of the original price for the range from $0 to $1 and so on. Our research confirmed that the apps which were available on both platforms we selected the one with the highest app price when calculating app price.

**Revenue**

Ensured each app was available on both platforms to maximize profit for the app trader.

**Life Span**

Life span is calculated based on rating value to see historical data to find the top 10 best apps with the longest time frame to increase profit.

**Apps availability on both platforms**

App availability on both apps helps app Trader to decrease budget and increase profit based on business logics.

**Top 10 List of Recommended apps**





