**Presentation Outline**

* Title Slide: We Are Strawberries; We Are Proud **(Joshua)**
* The Breakdown: Presentation Structure
* Content Rating **(Ryan)**
  + Content Rating groups ordered by average expected profit
    - Apple
    - Play
    - Conclusion
  + 3 Most profitable apps within each content rating
    - Apple
    - Play
    - Comparison
* Genre **(Teng)**
  + Genres ordered by average expected profit
    - Apple
    - Play
    - Together
  + 3 Most profitable apps within each genre
    - Apple
    - Play
* Price Ranges **(Engida)**
  + Price Ranges ordered by average expected profit
    - Less expensive apps tend to be most profitable
    - (Note: This is not necessarily the case when considering apps the are not in both stores)
  + 3 Most profitable apps within each price range
    - Cytus is the only app that falls outside the “Free to $1.00” range that is also among the top 10 most profitable apps.
* The Bottom Line: Top 10 Recommendations by Max Exp Profit with Apps Common to Both Stores **(Fanta)**