

App Trader

You thought this was the beginning, but
no! It is the SQL!

App recommendations for the Pi Day Launch

Team Super Sums



Katie Garrett



Abigail Asper



Rudy Moya



Patrick Cunningham



Nathan Martin

Goal

Identify 10 apps for App Trader to purchase ahead of its Pi Day launch.

1

1.

Available in both App Store and Play Store to save on marketing costs.

2

2.

Install count and longevity (based on average star rating) are high.

3

3.

Net lifetime revenue (based on longevity and purchase cost) is high.

4

Bonus

Possible to market around Pi Day.

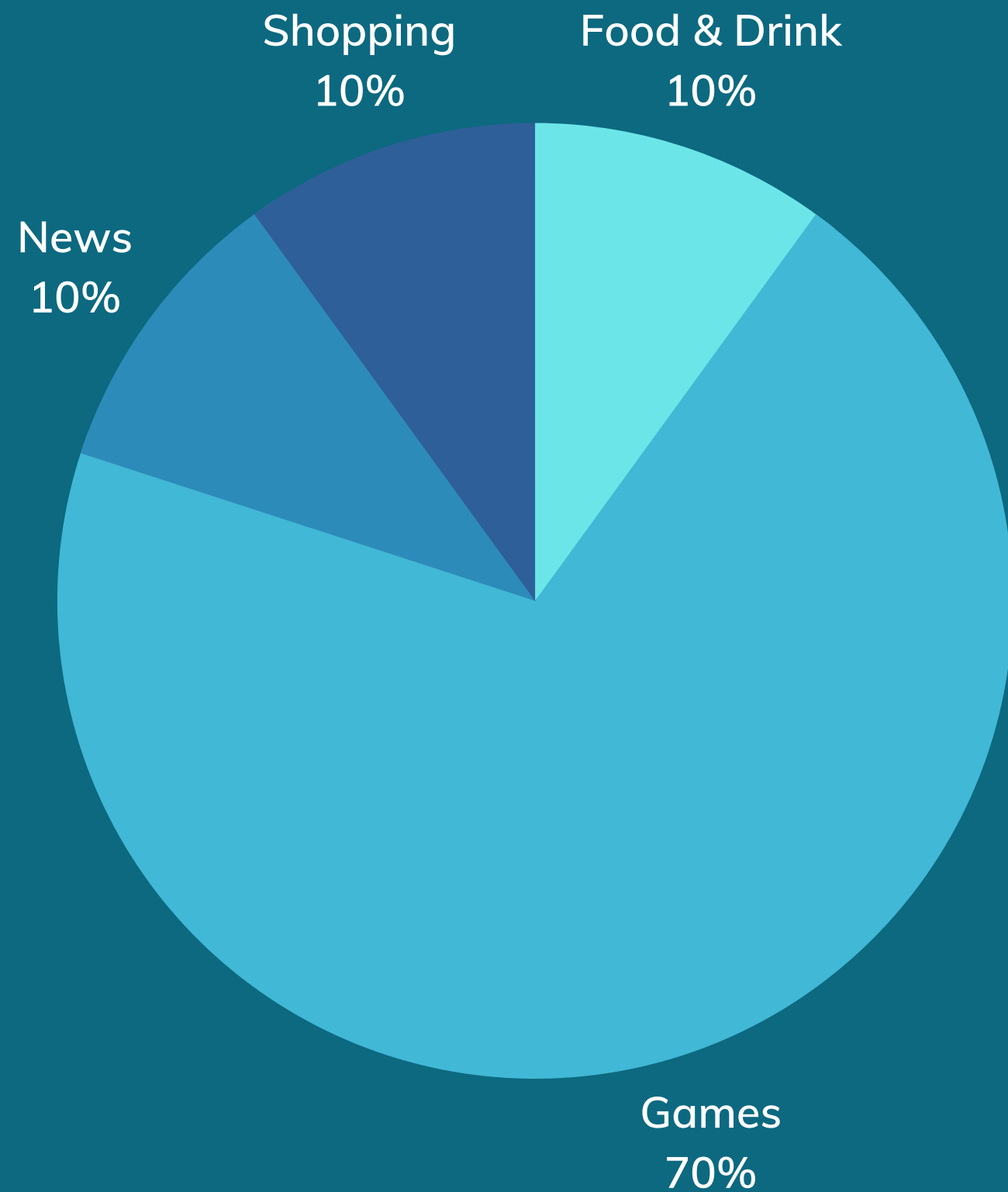
Purchase Criteria

App Recommendations

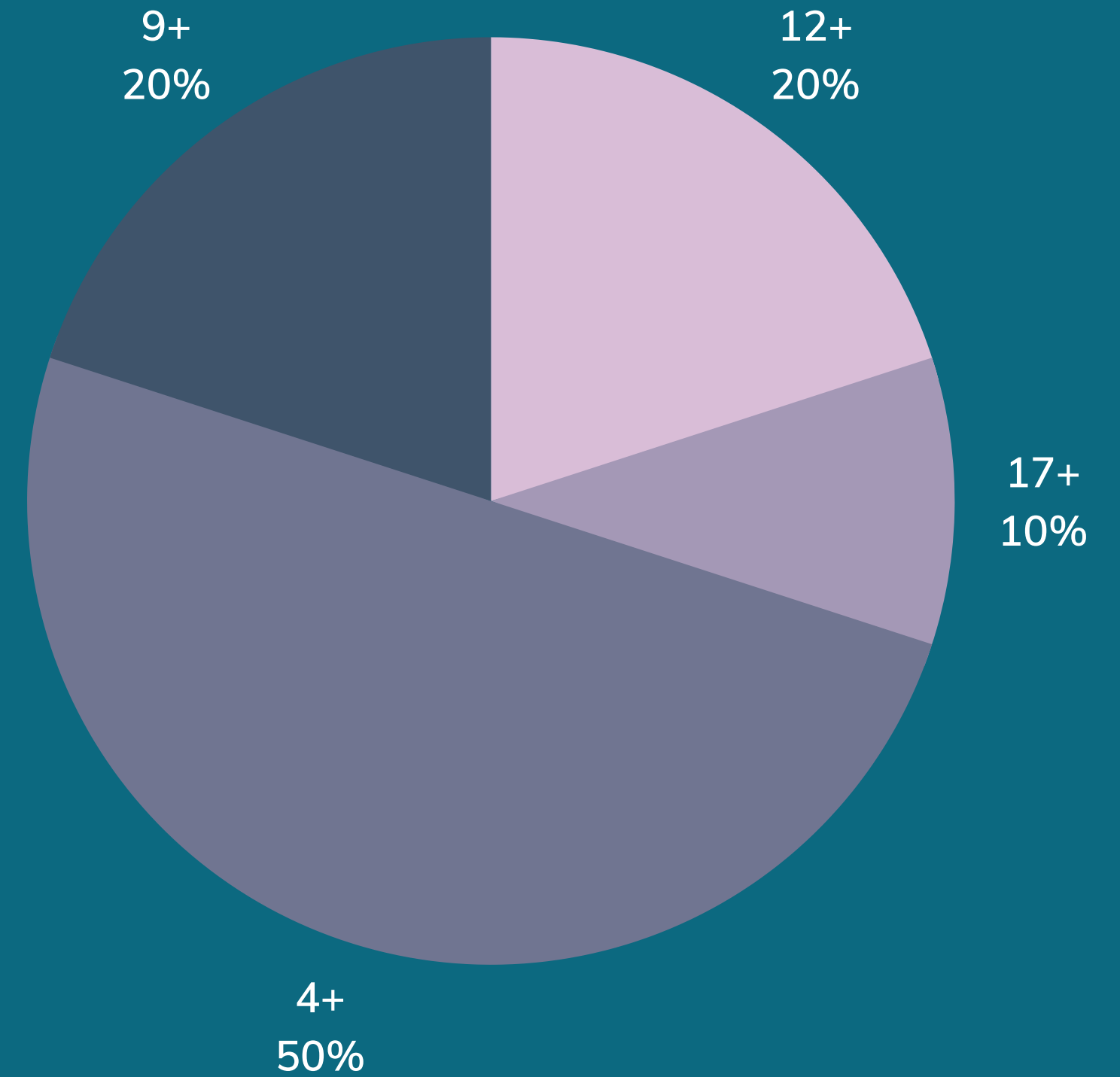
- PewDiePie's Tuber Simulator
- Fernanfloo
- Domino's Pizza USA
- Egg, Inc.
- ASOS
- The Guardian
- Deck Heroes: Legacy
- Zombie Catchers
- Toy Blast
- Geometry Dash World

Diversified Selections: App Store Genre & Age Rating

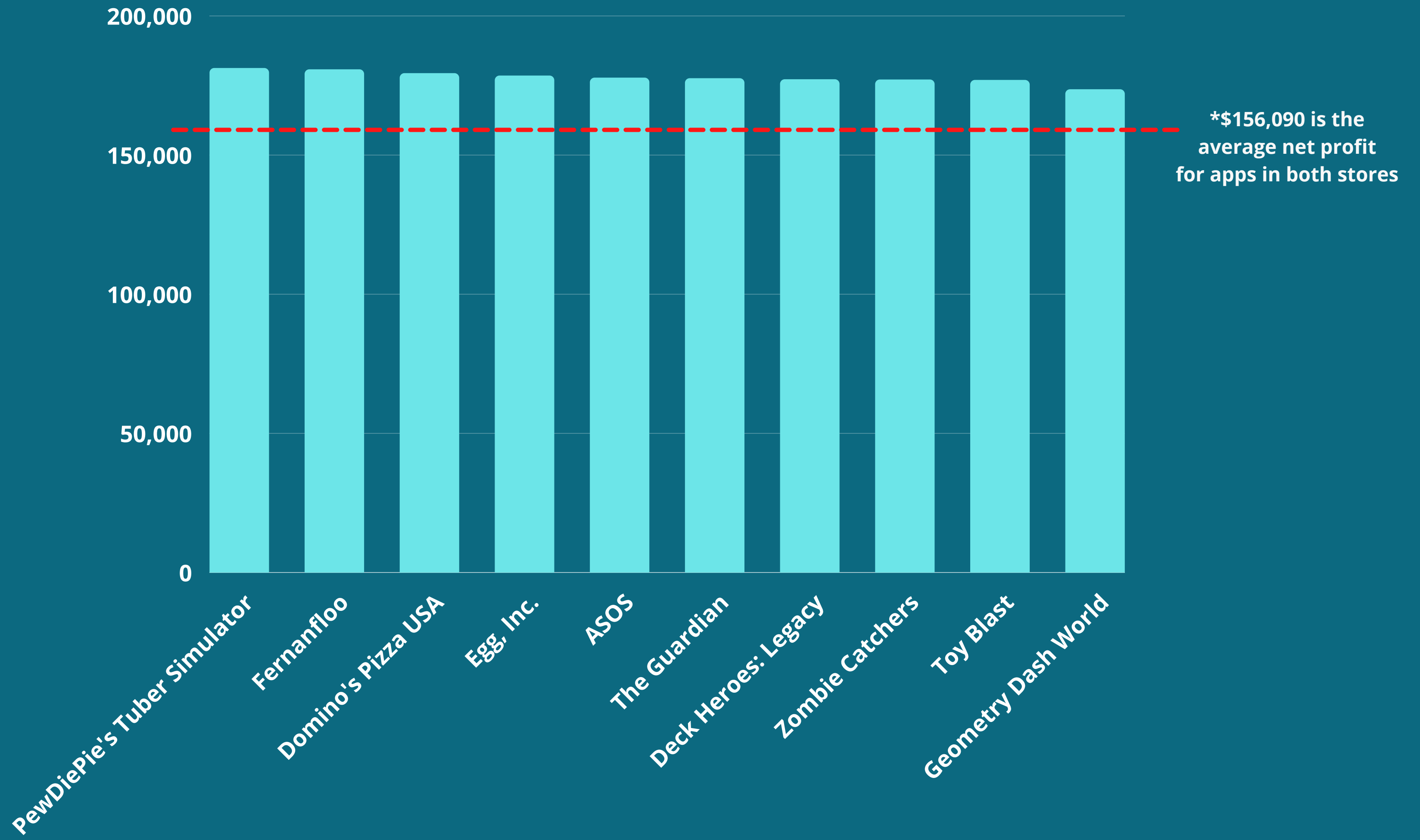
Genre



Age Rating



Net Profit



- • **Egg, Inc.**
- • **Zombie Catchers**
- • **Toy Blast**
- • **Geometry Dash World**
- • **Fernanfloo**

Top 5 apps to reach a larger audience

Free

\$0 fee makes these apps more
Affordable

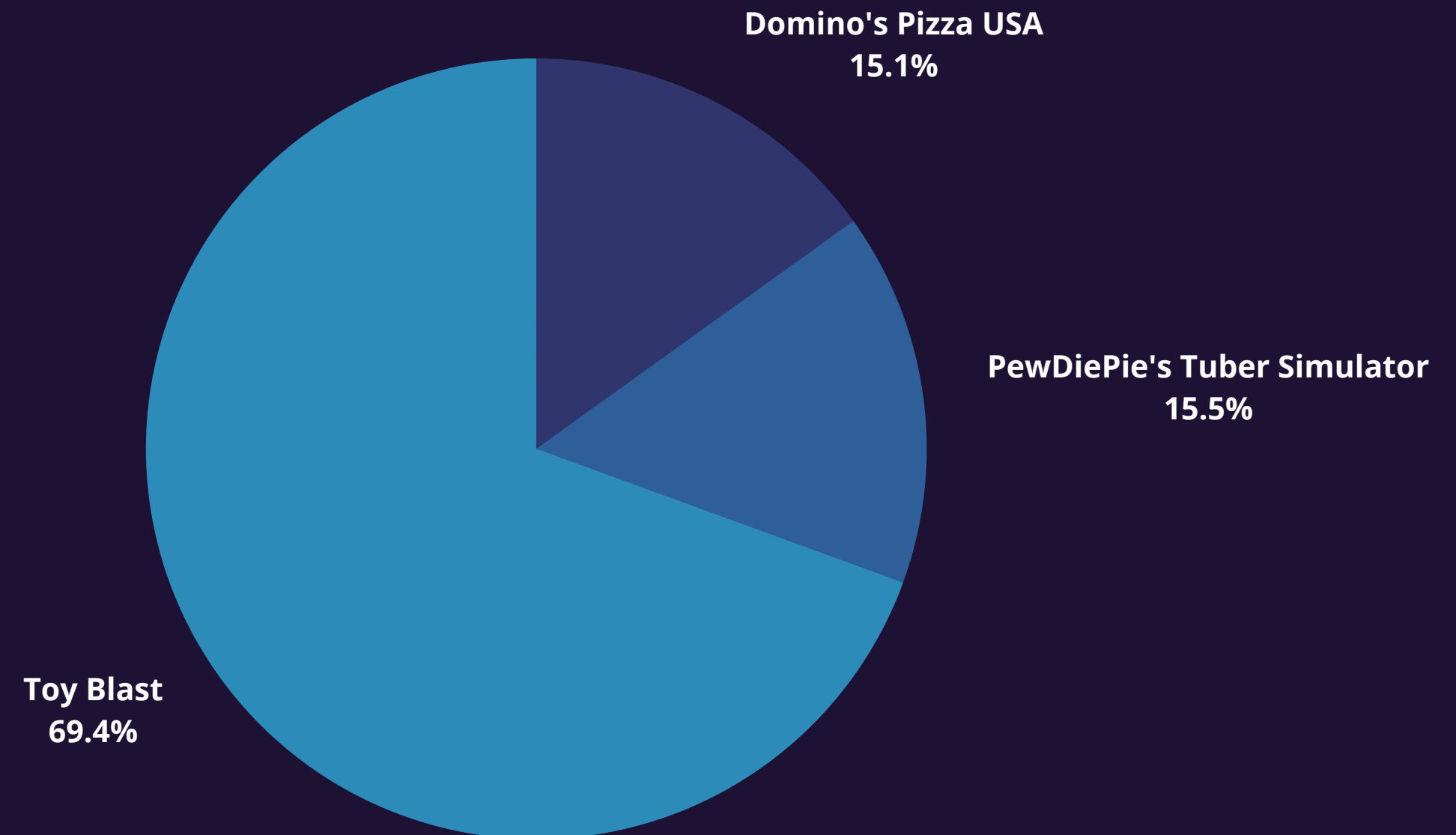
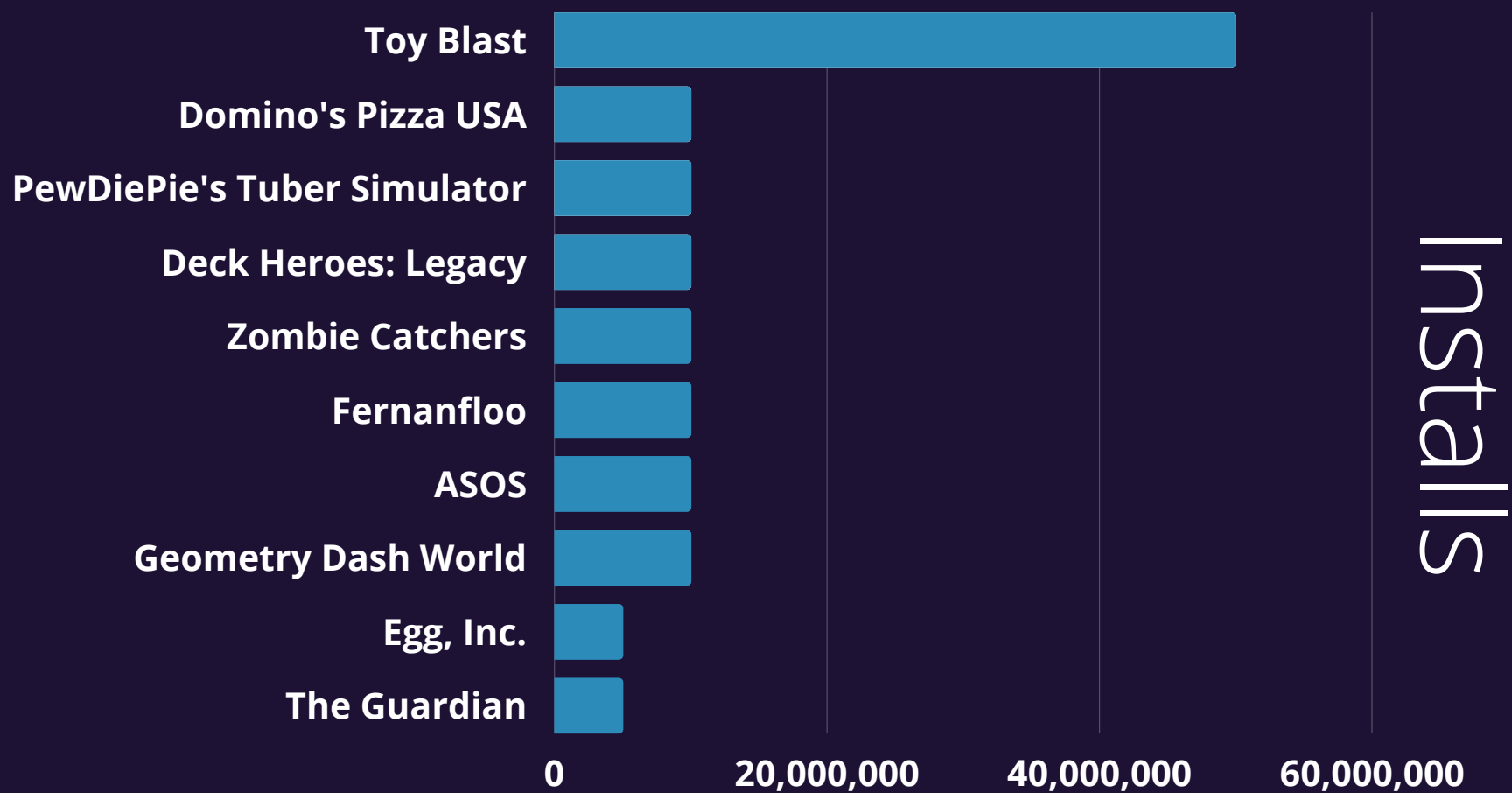
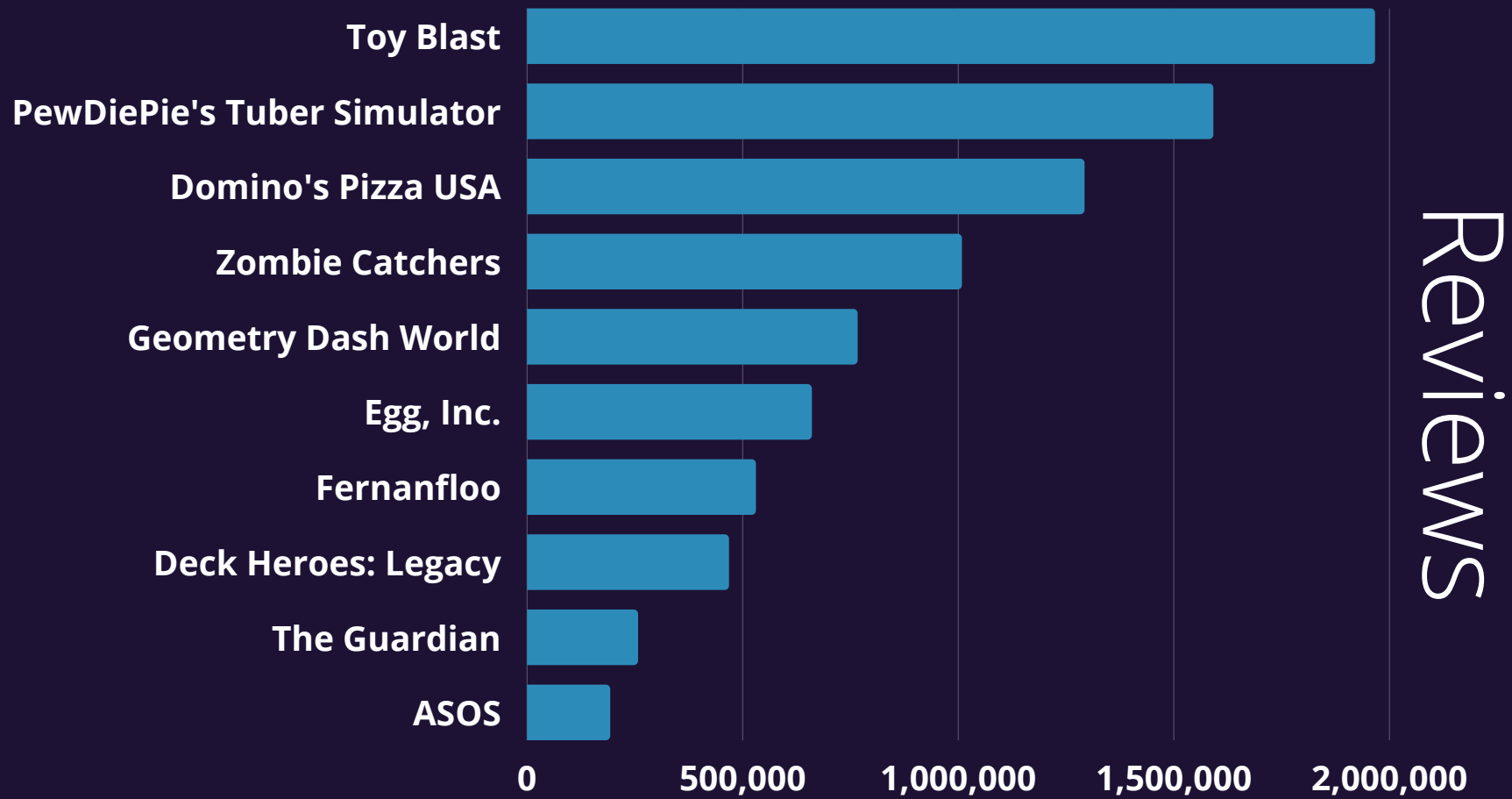
Rated E

A rating that fits the age range
for most of our customers

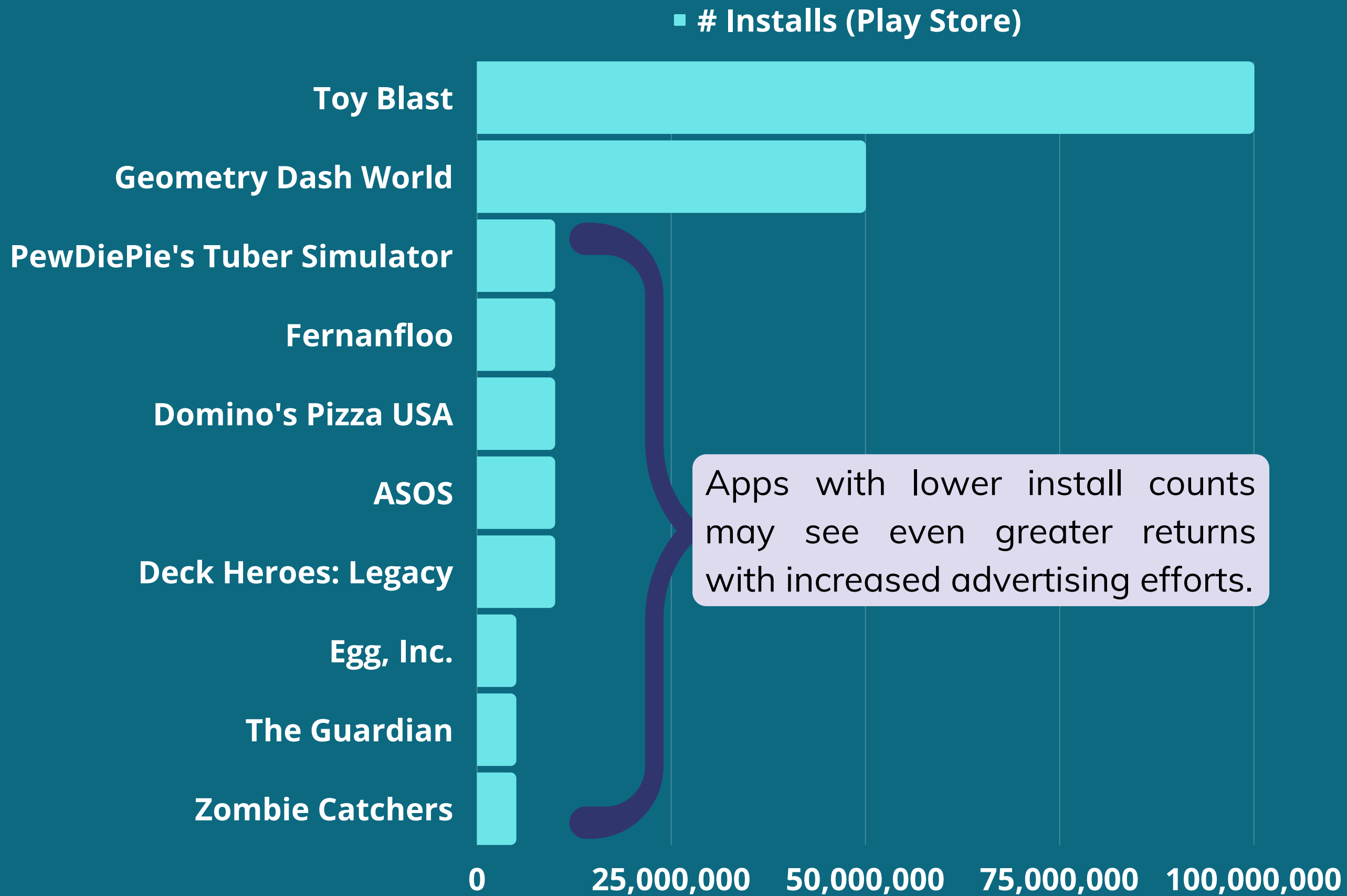
Games

Games are the most popular
type of app on the market

Top 3 apps Overall Best Traffic



Where to Focus Advertising Efforts



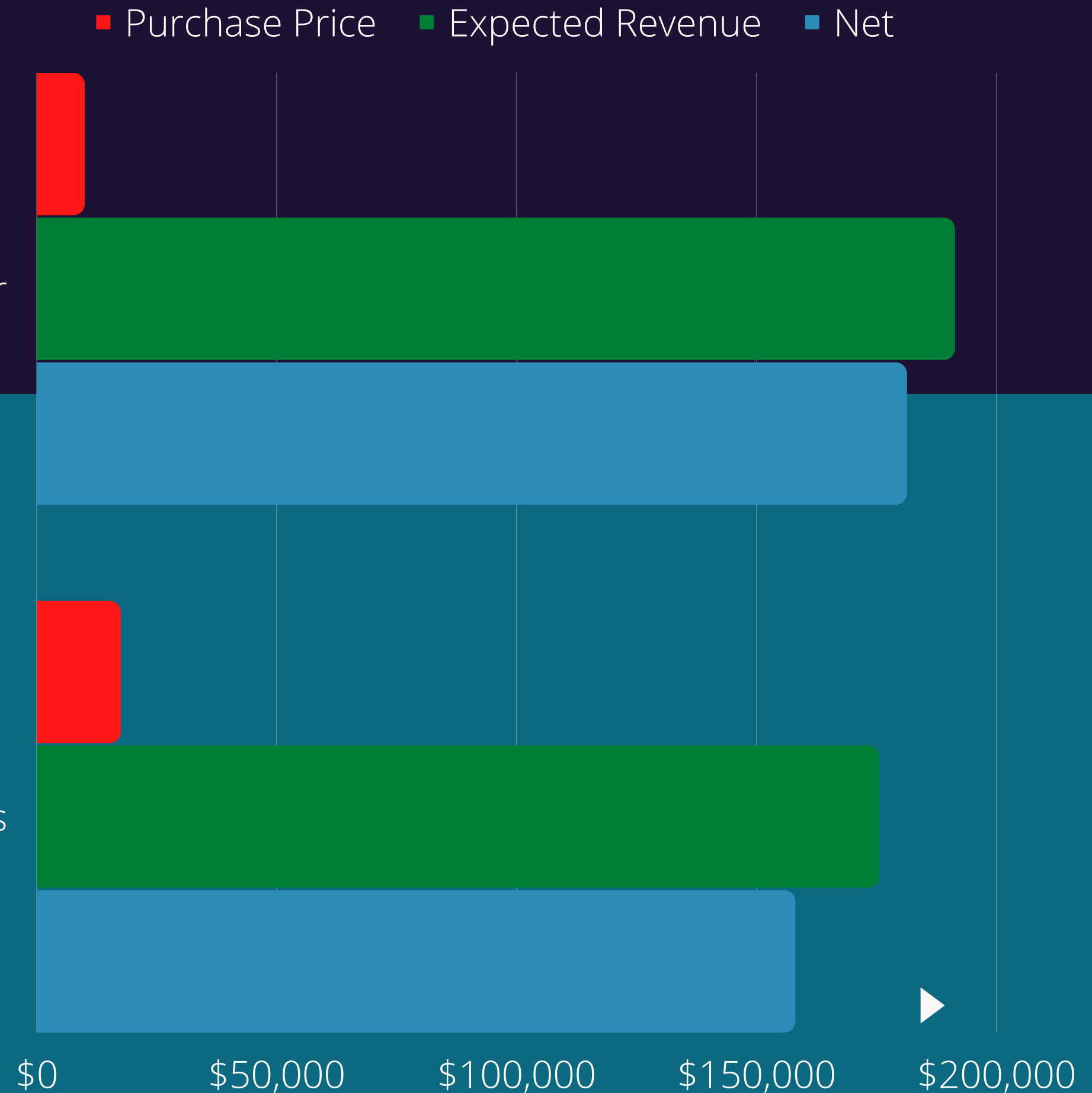


PewDiePie Vs. The World

PewDiePie's Tuber Simulator

- **Avg Purchase Price per Game app \$17k vs PDP \$10k**

- **Expected Net \$181k PDP vs \$158k Avg app**

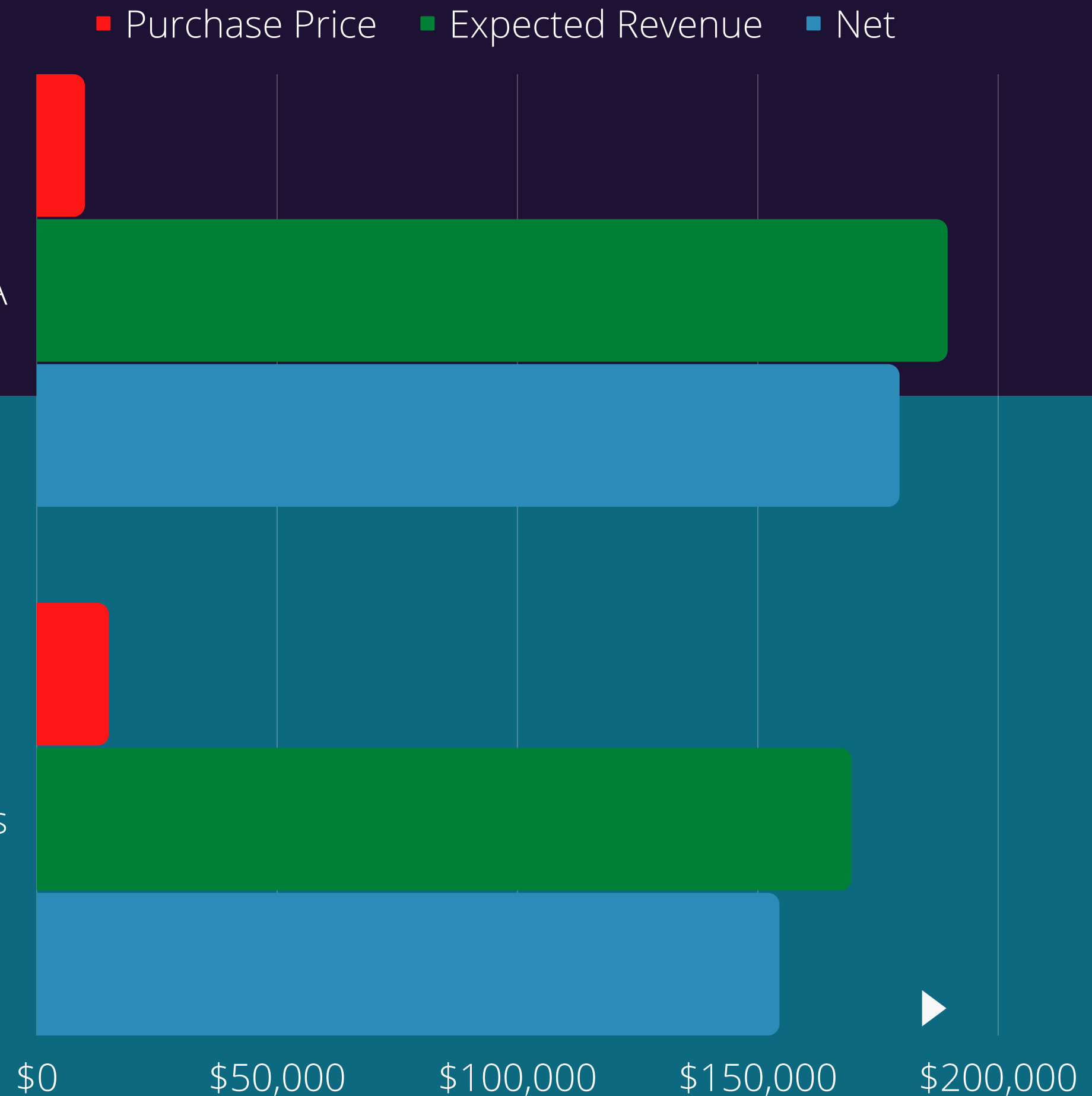




One pizza to rule them all!

Domino's Pizza USA

- **Avg Purchase Price for Food apps \$15k vs Domino's \$10k**
- **Expected Net \$179k Domino's vs \$154k Food apps**





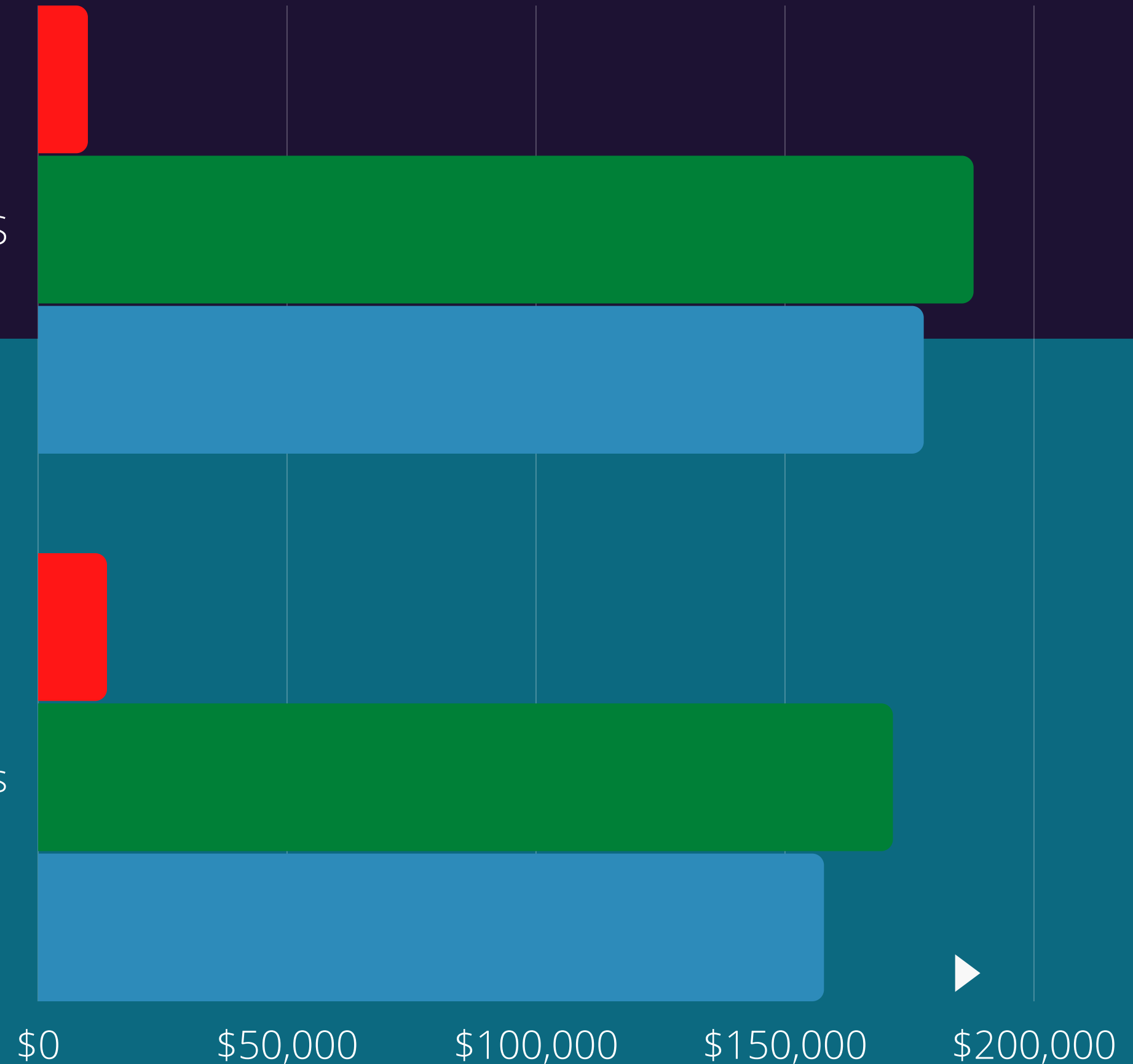
Asos vs. Top Shop apps

- All Shopping apps were free.
- ASOS netted \$20k more than the Shop app avg over the course of it's lifespan!

Other Shopping Apps

ASOS

■ Purchase Price ■ Expected Revenue ■ Net





Guardian vs top media giants

The Guardian

- **Avg Purchase Price for News apps \$11k vs Guardian \$10k.**

- **Expected net for The Guardian \$177k over Avg News app \$160k**

Other News Apps

