Keep Doing

* Continue collaboration(screen-sharing)
* Working independently first, then coming together as a group
* No distractions
* Keep on task

Start Doing

* Delegation of tasks
* assessing individual skillsets
* Further explaining methodology
* Cleaning up code, finalizing
* Trial and error with code

Stop Doing

* Using the phrase word vomit

Deliverables

a. Develop some general recommendations about the price range, genre, content rating, or any other app characteristics that the company should target.

Price range 0 - $2.50

Genre - Games

Content rating - Everyone, 4+

Rating - 4.25 or higher

Reviews - high number of reviews

b. Develop a Top 10 List of the apps that App Trader should buy based on profitability/return on investment as the sole priority.

1. Geometry Dash Lite
2. Solitaire
3. Fruit Ninja Classic
4. Fruit Ninja®
5. Angry Birds Rio
6. Flow Free
7. Traffic Racer
8. Candy Crush Saga
9. Angry Birds Star Wars
10. Sonic Dash

--Filtered games available on both the app store and the play store due to the increased opportunity in marketing, advertisements, and/or microtransactions.

--Filtered price between $0 and $2.50 as the purchase price will be cheapest at $25,000

--Filtered content rating to Everyone and 4+ to have the largest possible consumer base

--Filtered rating to >4.25 to maximize profitability (BASED ON 2.C ASSUMPTION)

--Filtered review count to >8000 to exclude outlier reviews that can significantly affect rating. More reviews signifies more reliable ratings due to increased sample size.

- The games returned will be sound purchases as the data tells us they will return maximum profit based on our given assumptions.

Games will be most marketable

c. Develop a Top 4 list of the apps that App Trader should buy that are profitable but that also are thematically appropriate for the upcoming Fourth of July themed campaign.

1. "Athletics 2: Summer Sports - Free"
2. "Ketchapp Summer Sports"
3. “Roadside America”
4. “Boom Beach”

c. Submit a report based on your findings. The report should include both of your lists of apps along with your analysis of their cost and potential profits. All analysis work must be done using PostgreSQL, however you may export query results to create charts in Excel for your report.