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

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| Games |
| Health & Fitness |
| Business |
| Reference |
| Weather |
| Productivity |
| Education |
| Food & Drink |
| Utilities |
| Photo & Video |
| Shopping |
| Finance |
| Social Networking |
| Book |
| Lifestyle |
| Entertainment |
| Catalogs |
| Music |
| Navigation |
| Sports |
| Travel |
| News |

This data is based on avg rating, price range, review count and Genre