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

|  |  |  |  |
| --- | --- | --- | --- |
| name | rounded\_rating | avg\_review\_count | price |
| PewDiePie's Tuber Simulator | 5 | 1590317 | $0.00 |
| Geometry Dash Lite | 4.75 | 6552010 | $0.00 |
| Zombie Catchers | 4.75 | 5959222 | $0.00 |
| Toy Blast | 4.75 | 3854654 | $0.00 |
| Domino's Pizza USA | 4.75 | 1291559 | $0.00 |
| Egg, Inc. | 4.75 | 659234 | $0.00 |
| Cytus | 4.75 | 549657 | $1.00 |
| Fernanfloo | 4.75 | 529481 | $0.00 |
| ASOS | 4.75 | 373346 | $0.00 |
| The Guardian | 4.75 | 256168 | $0.00 |

profitability / return on investment

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| name | rounded\_rating | avg\_review\_count | Gross Income | Marketing Cost | Total Profit |
| PewDiePie's Tuber Simulator | 5 | 1590317 | $660,000.00 | $132,000.00 | $528,000.00 |
| Geometry Dash Lite | 4.75 | 6552010 | $630,000.00 | $126,000.00 | $504,000.00 |
| Zombie Catchers | 4.75 | 5959222 | $630,000.00 | $126,000.00 | $504,000.00 |
| Toy Blast | 4.75 | 3854654 | $630,000.00 | $126,000.00 | $504,000.00 |
| Domino's Pizza USA | 4.75 | 1291559 | $630,000.00 | $126,000.00 | $504,000.00 |
| Egg, Inc. | 4.75 | 659234 | $630,000.00 | $126,000.00 | $504,000.00 |
| Cytus | 4.75 | 549657 | $630,000.00 | $126,000.00 | $504,000.00 |
| Fernanfloo | 4.75 | 529481 | $630,000.00 | $126,000.00 | $504,000.00 |
| ASOS | 4.75 | 373346 | $630,000.00 | $126,000.00 | $504,000.00 |
| The Guardian | 4.75 | 256168 | $630,000.00 | $126,000.00 | $504,000.00 |
|  |  |  |  |  |  |
|  |  |  |  |  | Grand Total Profit |
|  |  |  |  |  | $5,064,000.00 |

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 Halloween themed campaign.

|  |  |
| --- | --- |
| name |  |
| Halloween Makeover: Spa, Makeup & Dressup Salon |  |
| Connect'Em Halloween |  |
| Haunted Halloween Escape |  |
| Halloween Sandbox Number Coloring- Color By Number |  |
| Zemoji Zombie Emoji - Halloween iMessage Stickers |  |