a) Low to no cost apps, specifically in the Games genre for all ages do well.

b) Our Top 10 is based on the apps that are most often rated at a higher rating and a lower initial buy price.

1. PewDiePie's Tuber Simulator
2. Geometry Dash Lite
3. Zombie Catchers
4. Toy Blast
5. Domino’s Pizza USA
6. Egg, Inc
7. Cytus
8. Fernanfloo
9. ASOS
10. The Guardian

c) We expanded beyond the Top 10 and selected: Zombie Catchers, Zombie Tsunami, Plants vs Zombies, Swamp Attack, for the Halloween Promo. These games, while perhaps not specifically FOR Halloween, are, based on our expanded profitability measures from question B, the most likely to do EXTRA well during this time of year.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **App Name** | **Rounded Rating** | **Average Review Count** | **Price** | **App Lifespan (Years)** | **Gross Income** | **Marketing Cost** | **Total Profit** |
| 1. PewDiePie's Tuber Simulator | 5.00 | 1590317 | $0.00 | 11.0 | $660,000.00 | $132,000.00 | $528,000.00 |
| 1. Geometry Dash Lite | 4.75 | 6552010 | $0.00 | 10.5 | $630,000.00 | $126,000.00 | $504,000.00 |
| 1. Zombie Catchers | 4.75 | 5959222 | $0.00 | 10.5 | $630,000.00 | $126,000.00 | $504,000.00 |
| 1. Toy Blast | 4.75 | 3854654 | $0.00 | 10.5 | $630,000.00 | $126,000.00 | $504,000.00 |
| 1. Domino's Pizza USA | 4.75 | 1291559 | $0.00 | 10.5 | $630,000.00 | $126,000.00 | $504,000.00 |
| 1. Egg, Inc. | 4.75 | 659234 | $0.00 | 10.5 | $630,000.00 | $126,000.00 | $504,000.00 |
| 1. Cytus | 4.75 | 549657 | $1.00 | 10.5 | $630,000.00 | $126,000.00 | $504,000.00 |
| 1. Fernanfloo | 4.75 | 529481 | $0.00 | 10.5 | $630,000.00 | $126,000.00 | $504,000.00 |
| 1. ASOS | 4.75 | 373346 | $0.00 | 10.5 | $630,000.00 | $126,000.00 | $504,000.00 |
| 1. The Guardian | 4.75 | 256168 | $0.00 | 10.5 | $630,000.00 | $126,000.00 | $504,000.00 |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  | Grand Total Profit |
|  |  |  |  |  |  |  | $5,064,000.00 |

|  |  |  |  |
| --- | --- | --- | --- |
| name | avg\_rating | avg\_reviews | Profit |
| Plants vs. Zombies | 5 | 426463 | $528,000.00 |
| Zombie Catchers | 4.67 | 851317 | $496,320.00 |
| Swamp Attack | 4.43 | 1418474 | $473,280.00 |
| Zombie Tsunami | 4.42 | 4105814 | $472,320.00 |

A graph of a bar graph

Description automatically generated with medium confidence