App Trader Analysis

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- **55% of the total estimated profit is from the games category**

- **82% of games have a content rating of Everyone**

Category of Apps

Total Estimated Profit by Category
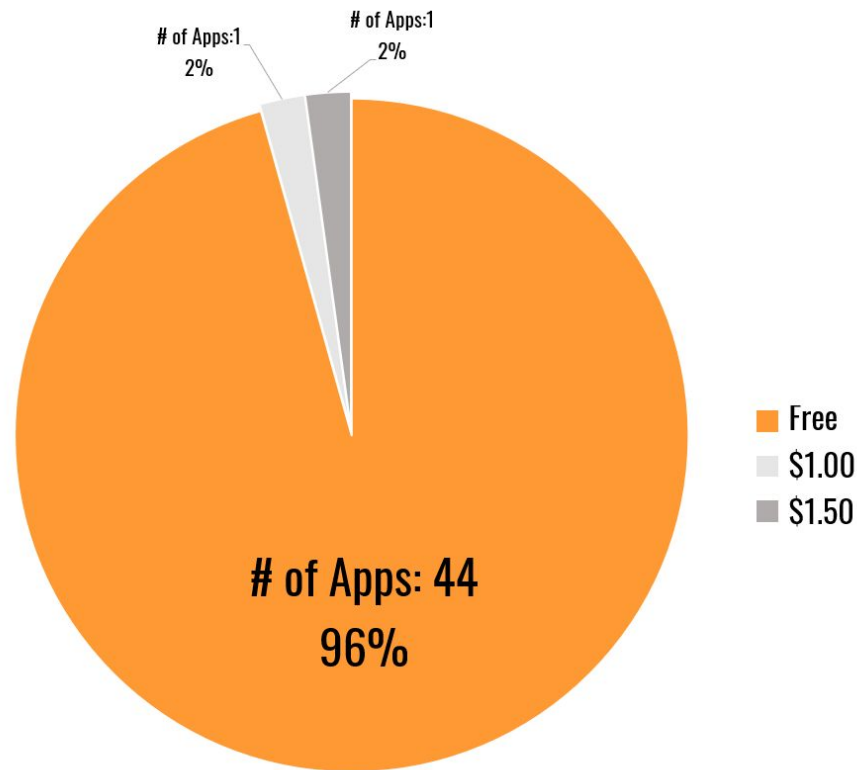

55%

- Games
- Entertainment
- Social Networking
- Productivity
- Education
- Photo & Video
- Food & Drink
- Sports
- Travel
- Shopping
- News
- Finance
- Utilities
- Health & Fitness
- Business
- Lifestyle
- Reference
- Weather
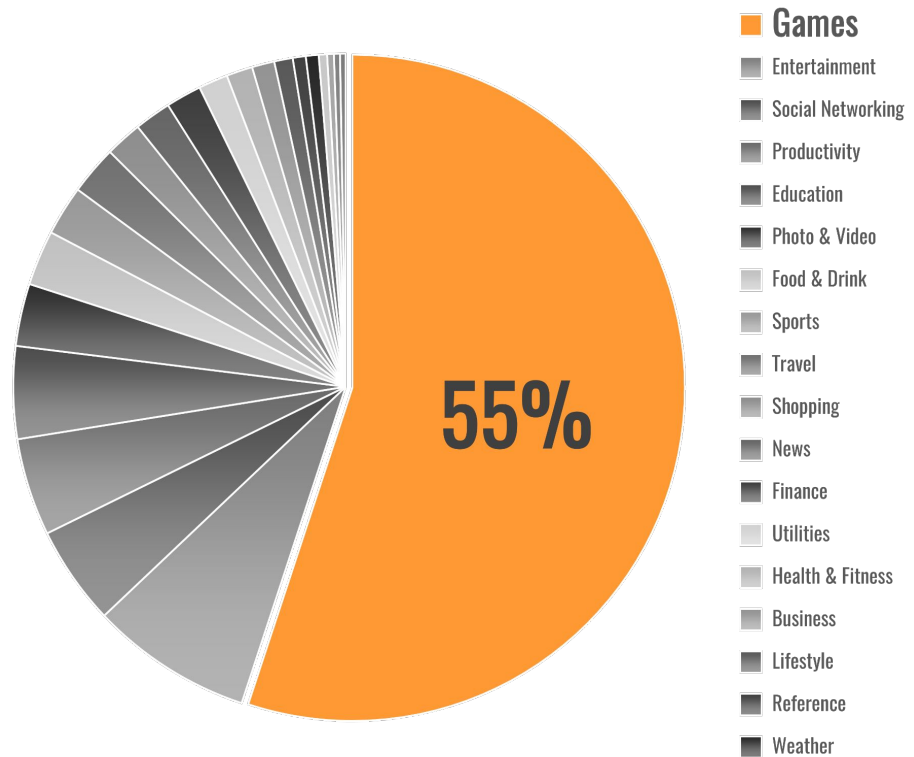
- **Defining "Highest":**
  - **Expected Profit > $1 million**
  - **Rating at least 4.5 stars**
  - **Reviews > 1,000,000**

- **96% of apps are Free**

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Price of Apps
(Highest Profit, Highest Rating, Highest Reviews)

# of Apps:1
2%

# of Apps:1
2%

# of Apps: 44
96%

Free
$1.00
$1.50

Top 10 Apps Based on Estimated Profitability/Return on Investment

- **9 of the top 10 apps are <u>FREE</u>**

- **60% of top 10 apps fall into the Games genre**

- **4.78 average rating per app**

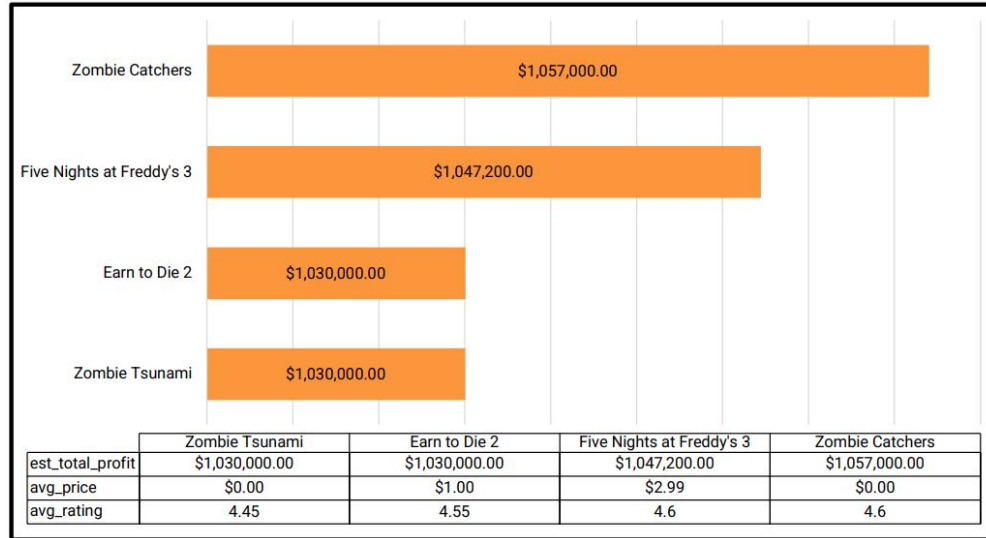- **$1,092,100 average estimated profit per app**

Rank*	App Name	Estimated Total Profit	Average Rating From 0 - 5	Total # Of Reviews
1	PewDiePie's Tuber Simulator	$1,111,000.00	4.90	1,590,317
2	Domino's Pizza USA	$1,111,000.00	4.85	1,291,559
3	Egg, Inc.	$1,111,000.00	4.85	659,234
4	Cytus	$1,111,000.00	4.85	549,657
5	The Guardian	$1,111,000.00	4.85	256,168
6	ASOS	$1,111,000.00	4.85	191,536
7	Geometry Dash Lite	$1,084,000.00	4.75	6,552,010
8	Fernanfloo	$1,057,000.00	4.65	529,481
9	Bible	$1,057,000.00	4.60	3,426,615
10	Toy Blast	$1,057,000.00	4.60	1,965,238

*Apps ranked in order of estimated profitability, rating and review count

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Top 4 Halloween Themed Apps Based on Estimated Profitability

- **3 out of the top 4 games feature Zombies**

- **All 4 games are included in the Top 100 Profitable Apps**

- **4.55 average rating per app**

- **$1,041,050 average estimated profit per app**

	Zombie Tsunami	Earn to Die 2	Five Nights at Freddy's 3	Zombie Catchers
est_total_profit	$1,030,000.00	$1,030,000.00	$1,047,200.00	$1,057,000.00
avg_price	$0.00	$1.00	$2.99	$0.00
avg_rating	4.45	4.55	4.6	4.6

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- **Considering the expected profitability, ratings, and category, App Trader should purchase apps that meet the following criteria:**
  - **App found in both stores (Apple and Google)**
  - **Price of App: Free**
  - **Rating: Everyone**
  - **Category: Game**

Conclusions