

### General Recommendations:

## **Genre** – Education, Entertainment, and Games

With a focus on games due to audience engagement

**Content Rating** – We looked at the lowest possible rating due maximum accessibility for our audience

**Price Range** - We found that \$0-\$0.99 had the highest total profit margin

**Genre Selection Justification:**


Apple store:

Row Labels	Count of name	Average of rating	Average of price	Average of profit
Games	3862	3.685007768	1.432923356	393576.13
Entertainment	535	3.246728972	0.889700935	356534.21
Education	453	3.376379691	4.028233996	340930.24
Photo & Video	349	3.800859599	1.473295129	405350.72
Utilities	248	3.278225806	1.647620968	353824.19

Play Store:

Row Labels	Count of name	Average of rating	Average of Profit
EDUCATION	156	4.36	467751.28
ART_AND_DESIGN	65	4.16	448607.69
ENTERTAINMENT	148	4.13	445660.81
GAME	1144	4.11	442793.79
COMICS	60	4.02	435600.00

### Price Range Justification:

Price range 						
	0		0.99		1.99	
Category 	Count of price	Average of Profit	Count of price	Average of Profit	Count of price	Average of Profit
ART_AND_DESIGN	62	446387.1			3	494500.0
COMICS	60	435600.0				
EDUCATION	152	467663.2				
ENTERTAINMENT	146	445441.1				
GAME	1061	444984.4	25	382544.0	13	420407.7
Grand Total	1481	447035.5	25	382544.0	16	434300.0

## 10 Recommendations for Independence Day:

### Apple Store:

name	size_bytes	initial_cu	price	review_count	rating	income	mkt_cost	profit
Flight Pilot Simulator 3D: Flying Game For Free	142512128	10000	0	60360	5	660000	132000	518000
Flying Car Driving Simulator Free: Extreme Muscle	69772288	10000	0	1882	4.5	600000	120000	470000
CoPilot GPS – Car Navigation & Offline Maps	82534400	10000	0	3582	4	540000	108000	422000
Jet Plane Fighter Pilot Flying Simulator Real War C	158535680	10000	0	127	4	540000	108000	422000
Piloteer	276369408	29900	2.99	1059	3.5	480000	96000	354100

### Play Store:

name	category	rating	income_life	mkg_cost	Profit
Pacific Navy Fighter C.E. (AS)	GAME	4.3	576000	115200	450800
Navy Gunner Shoot War 3D	GAME	4	540000	108000	422000

Learn languages, grammar & vocabulary with Memrise	EDUCATION	4.7	489200	10,000,000+	0.00	Everyone	Education
Toy Blast	GAME	4.7	489200	50,000,000+	0.00	Everyone	Puzzle
Castle Clash: Heroes of the Empire US	GAME	4.6	479600	50,000,000+	0.00	Everyone	:Strategy