

Week 5 Tuesday – Taibah Valley – Task 10 – Insights Based on the Extracted information in task 9

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1 – Insight about Popularity

I believe there is a high chance that a good quality application will be downloaded more than 1 Million time, If I am right, I will improve my skills in app development because developing a good quality application will help in reaching millions of users and reaching millions of users comes with great advantages.

Downloads	Units Number of apps
more than 1 Million	4,409
between 100K and 1 Million	2,155
100K or below	3,269

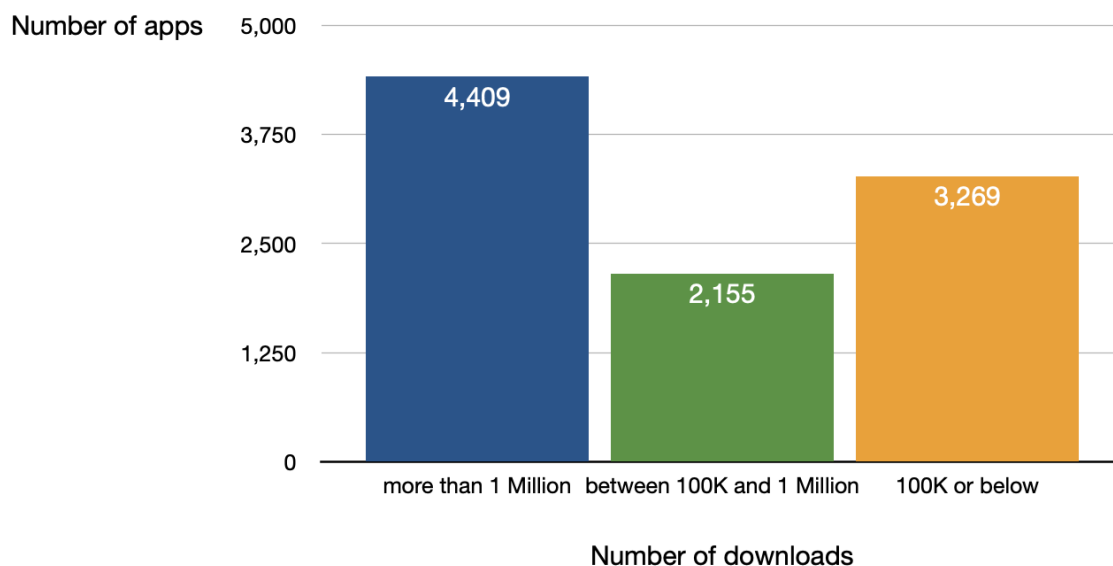


Fig.1 Visualization for popularity data.

According to the extracted information, **44.8%** of the listed apps are downloaded more than 1 Million time, thus, reaching millions of users though mobile applications is a valid approach.

2 – Insight about pricing

I believe most apps developer/users prefer ad-based services instead if payed-based service, If I am right, I will improve my skills in advertisement because advertisement is tremendously profitable in mobile applications fields especially when most apps prefer using adds.

Cost	Number of apps
Free	8,719
Paid	647

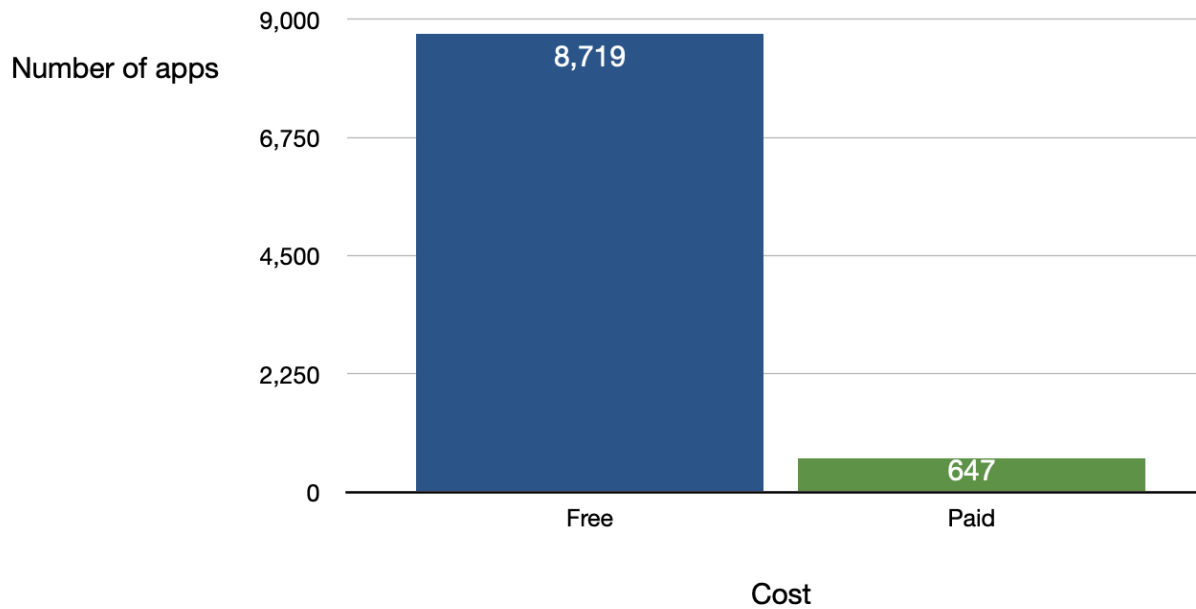


Fig.2 Visualization for cost data.

According to the extracted information, **93%** of the listed apps are free, and most of the 93% apps are ad-based. Thus, the insight is correct.