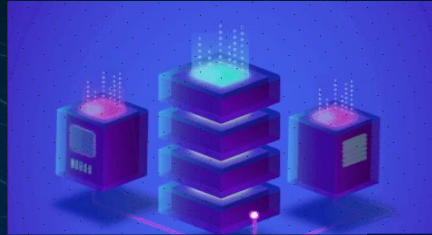# Helsinki Productions

Google Play Store Apps

Rui Parreira
Hoai Thuong
Isailton Soares
Carlos Vera

Helsinki Productions is a <mark>new small startup</mark> created by former Ironhack students, with the **objective** of <mark>creating games</mark> for **Android** mobile devices.
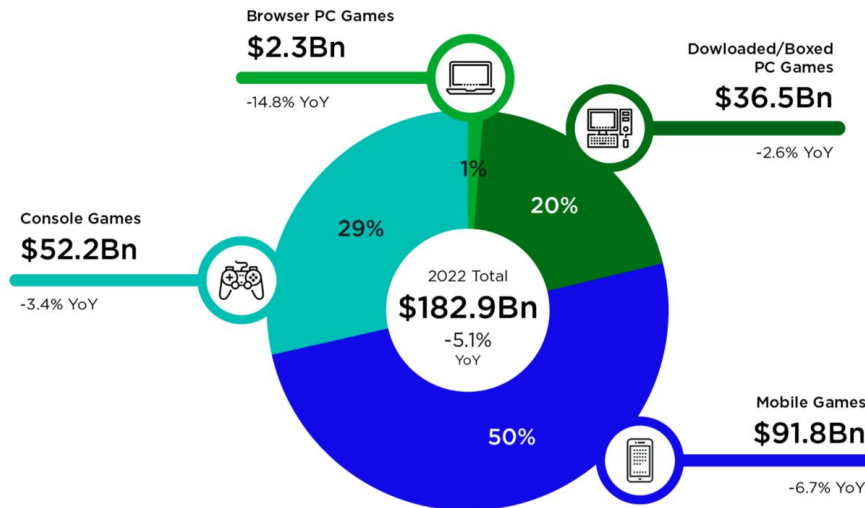

Google Play Store Apps - dataset

The global games market in 2022
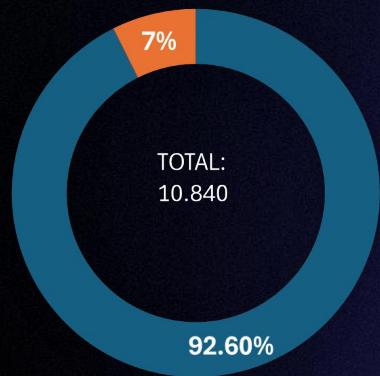Per segment with year-on-year growth rates

Browser PC Games
$2.3Bn
-14.8% YoY

Dowloaded/Boxed PC Games
$36.5Bn
-2.6% YoY

Console Games
$52.2Bn
-3.4% YoY

2022 Total
$182.9Bn
-5.1% YoY

1%
20%
29%
50%

Mobile Games
$91.8Bn
-6.7% YoY

Source: ©Newzoo | Global Games Market Report | May 2023
newzoo.com/globalgamesreport

Business Framing

Go for **FREE**

App Distribuition: Free vs. Paid

7%

TOTAL: 10.840

92.60%

Game GENRE

Educational Entertainment Tool

Tools	842	7,8%
Entertainment	623	5,7%
Education	549	5,1%
Medical	463	4,3%
Business	460	4,2%

2014 **18,6%**

Business Framing

TOP 10 Installs by
CATEGORIES

Game	**31,5 B**	**24%**	
Communication	24,1 B	19%	**53%**
Social	12,5 B	10%	
Productivity	12,4 B	10%	
Tools	11,4 B	9%	
Family	10,0 B	8%	
Photography	9,7 B	7%	
Travel & Local	6,4 B	5%	
Video Players	6,2 B	5%	
News & Magazines	5,4 B	4%	
TOP 10	**129,6 B**		

TOP 10 Installs by
GENRES

Communication	**24,1 B**	**22%**	
Social	12,5 B	11%	**45%**
Productivity	12,4 B	11%	
Tools	11,4 B	10%	
Photography	9,7 B	9%	
Arcade	9,7 B	9%	
Casual	8,7 B	8%	
Action	8,3 B	8%	
Travel & Local	6,4 B	6%	
Video Players & Editors	6,2 B	6%	
TOP 10	**109,4 B**		

Top 5 - Most installed categories are:

362

161

187

550

146

- GAME
- COMMUNICATION
- PHOTOGRAPHY
- FAMILY
- TOOLS

39%

Market potential growth in the area of **games**.

26%

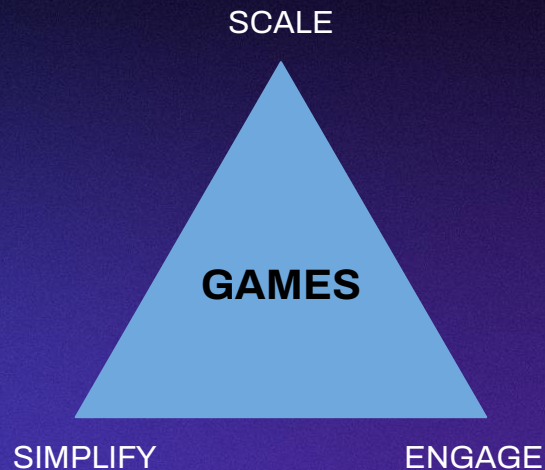**Family** as secondary area of opportunities.

65%

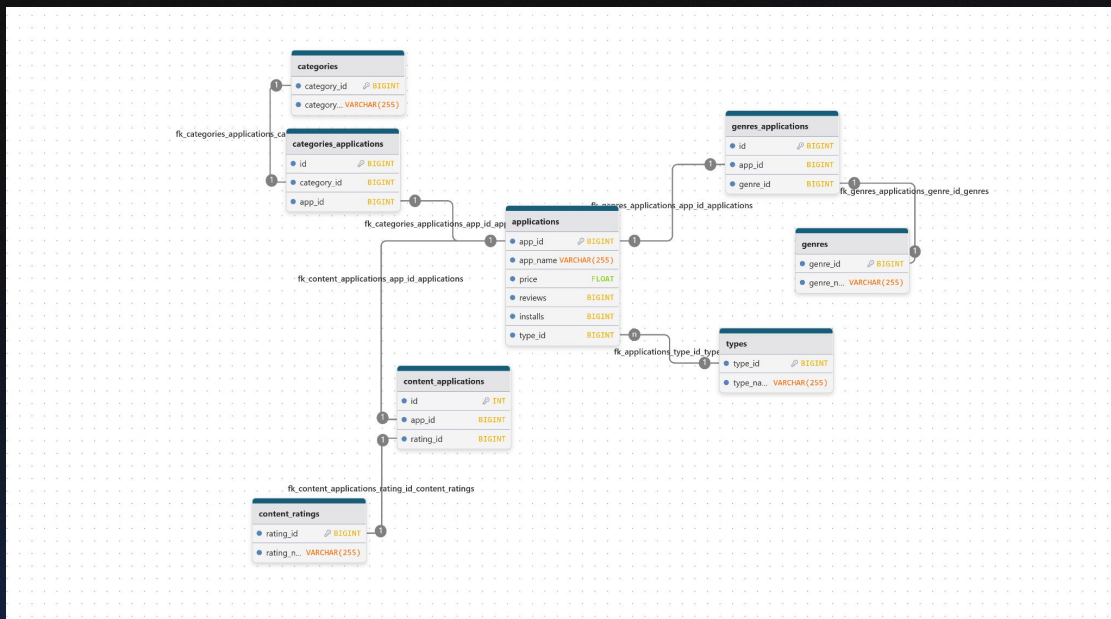Combined **Games & Family** represents a great opportunity for **family entertainment business.**
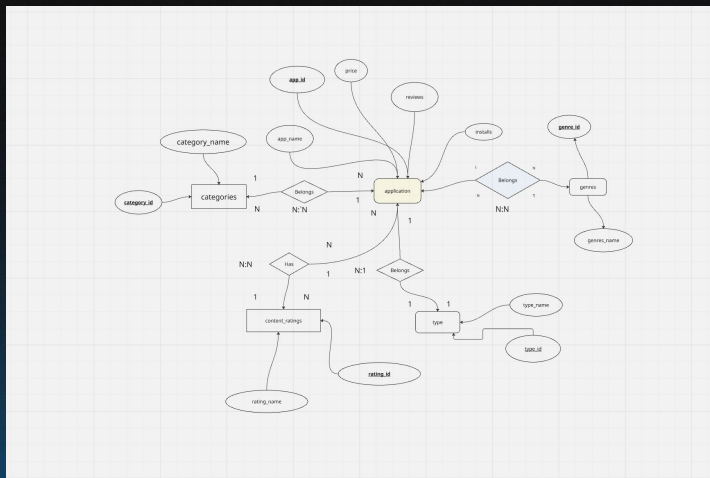
Conclusion

Strategic Direction for Our Startup

SCALE

- Focus on developing **Android games** - strongest demand.
- **Free-to-play** model with in-app purchases - strong revenue potential.
- Target broad audiences - **everyone 10+ and teen**.
- Making a **education game** with tools for **learning**.
- Priority: **user acquisition**, **retention**, and **engagement**.
- Strategy: build **simple**, **engaging**, and **scalable games**.

GAMES

SIMPLIFY   ENGAGE

Managing Data

What we want to know:

The goal is to evaluate the structure, of the mobile app ecosystem to inform strategic decision-making.

ERD

What is working well?

- **Teamwork & Learnings**
- **DrawDB: ERD schema from diagram**
- **GitHub repository**
- **Data cleaning to generate *.csv files**
- **Contingency with Jupyter Lab**

What needs to be improved?

- **Miro: Concept definition @ 1st time**
- **SQL queries preparation**
- **Data broken: SQL *.csv import**
- **Not delivered 100% based on MySQL**
- **Conflict: delivery project vs learnings**

Thank you

Rui Parreira
Hoai Thuong
Isailton Soares
Carlos Vera