

- These top ten apps are solely selected based on the research and criteria we were given to guide our reporting.
- The rest of the data exploration is intended to point out interesting elements that may be outside of those guidelines.
- The Profitability Based On Content Ratings was higher for both app stores where the ratings were for Everyone 10+ and 9+. The lowest profitability did fall into the Mature 17+ category which we feel likely has a smaller audience of active users.
- In the Top Ten Genres For Profitability, we found it interesting that none of our Top 10 Apps Recommendations fell into those categories.
- This suggests that the apps are unique in their ability to rise above the rest, regardless of genre trends.
- Now when talking about the Average Profit Per App Price, the element that jumped out to us the most, was how tight knit app prices were at the \$0.99, and \$1.20 prices.
- Following those prices, we see a stark decline in profit per app within each price range. Our suggestion would be to invest in apps that range from \$0.00 (free) - \$1.99