App Trader Proposal

Sprite team
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Overview

- **General recommendations for Price**
- **General recommendations for Genre**
- **General recommendations for Content Rating**
- **Top 10 list of apps to purchase for Black Friday**

Recommendation for Target Price Range:

Free - $0.99

Because marketing costs and earnings do not vary based
on the price of the app, the initial cost to purchase should
be as low as possible.

Target Price Range Information

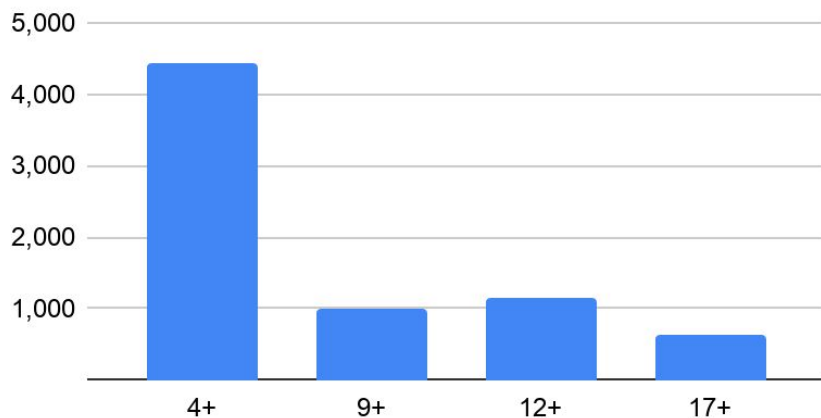# Recommendation for Content Rating:

Everyone/4+

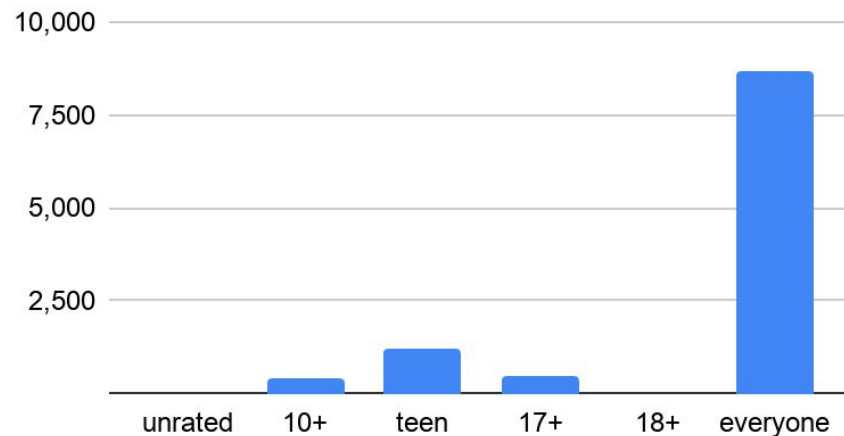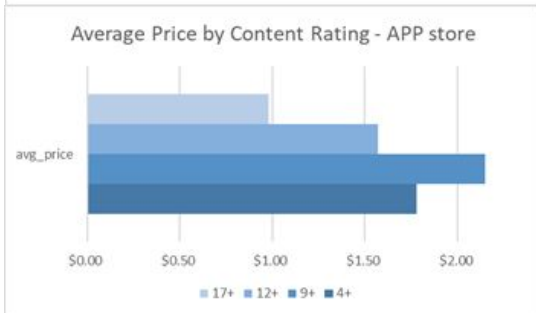These apps are the most common and diverse amongst genres and will also appeal to all users
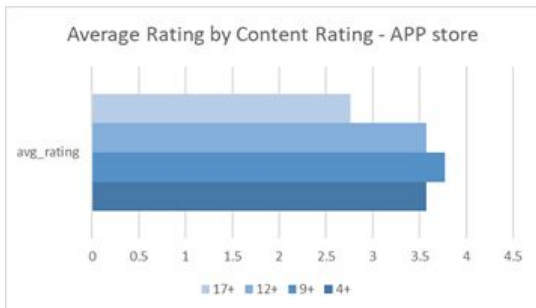
Content Rating Trends

Content Rating of App Store Apps

5,000	
4,000	
3,000	
2,000	
1,000	

4+   9+   12+   17+

Content Rating of Play Store Apps

10,000	
7,500	
5,000	
2,500	

unrated   10+   teen   17+   18+   everyone

Content Rating Trends

Average Rating by Content Rating - APP store

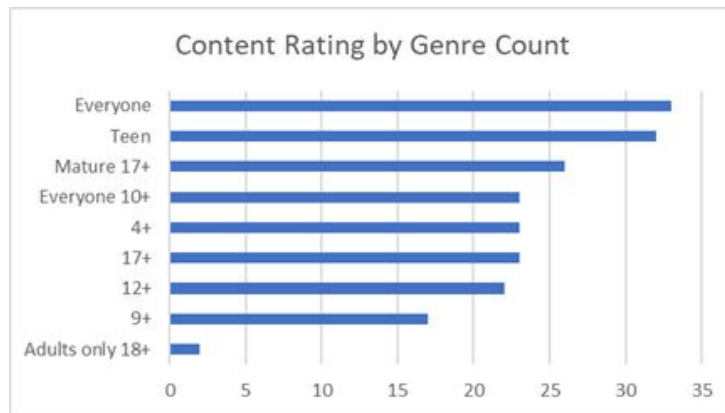Average Price by Content Rating - APP store

There is much variation between ratings and prices in the APP store vs. the Play store based on content ratings.
Everyone and 4+ span the most genres in each store showing they are most diverse.

Content Rating by Genre Count

Average Rating by Content Rating - PLAY store

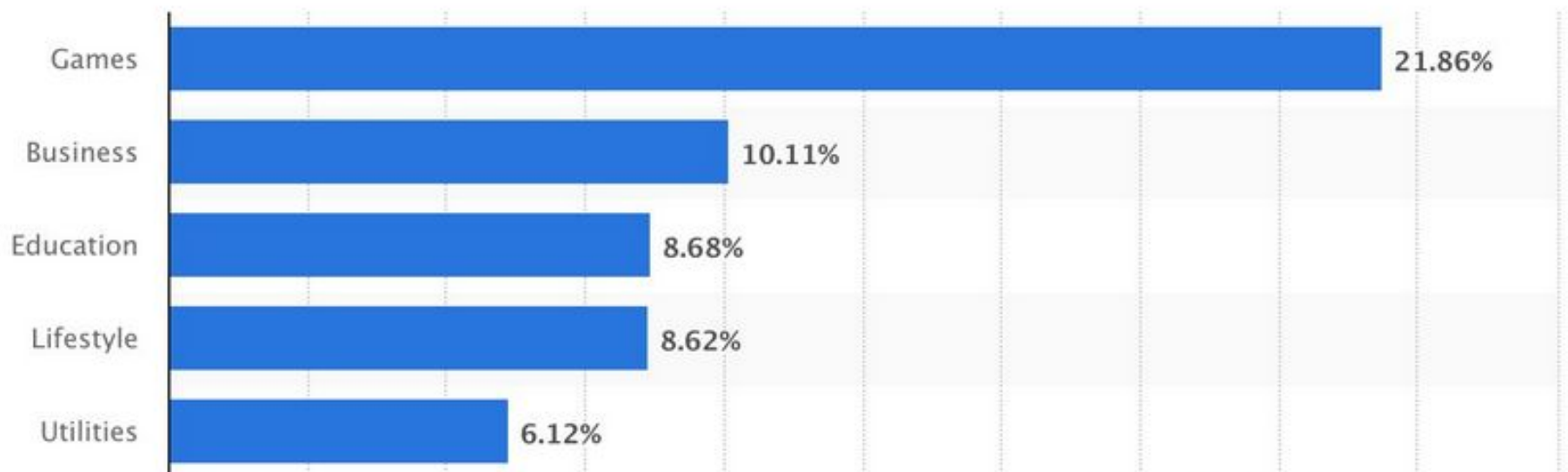Average Price by Content Rating - PLAY store
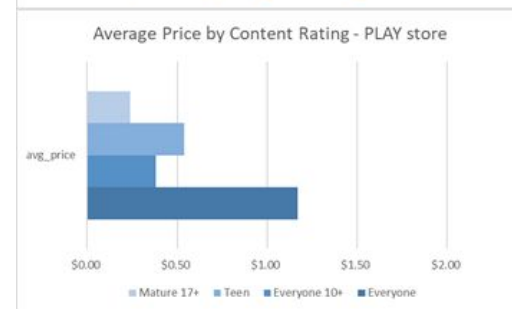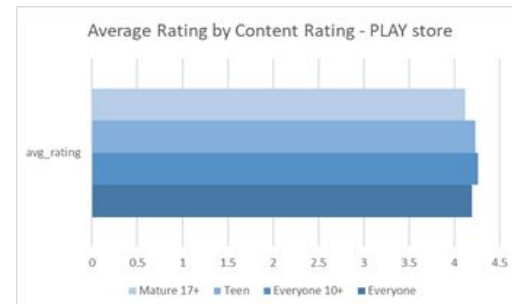
Recommendation for Genre:

Games

Games are the most common app category available and have the most ratings showing a high number of downloads

Why Game Apps?

|	
Games	21.86%
Business	10.11%
Education	8.68%
Lifestyle	8.62%
Utilities	6.12%

The top 5 most popular Apple App Store categories. Source: Statista, 2020

Why Game Apps?

App Reviews By Category

Why Game Apps?

➢ Mobile games are big business. According to [Newzoo](), in 2020, mobile gaming will be worth $77.2 billion, generating almost half of global gaming revenues ($159.3 billion).

➢ Mobile is the fastest-growing games segment (+13.3% YoY). Smartphones became the leading gaming platform, and the mobile gaming market has never been healthier.

➢ Games have always been the most popular category in the Apple and Google app stores. Whatever way you care to slice it – number of active apps, number of downloads, time spent, revenue generated.

➢ Games represent 10% of the users time spent on apps. On average, there are 8 games installed per mobile device in the US. Globally, the smartphone users play an average of 2 to 5 games per month.

➢ Statista data reveals that games make up nearly $\frac{1}{4}$ of all the active apps in the iOS App Store.
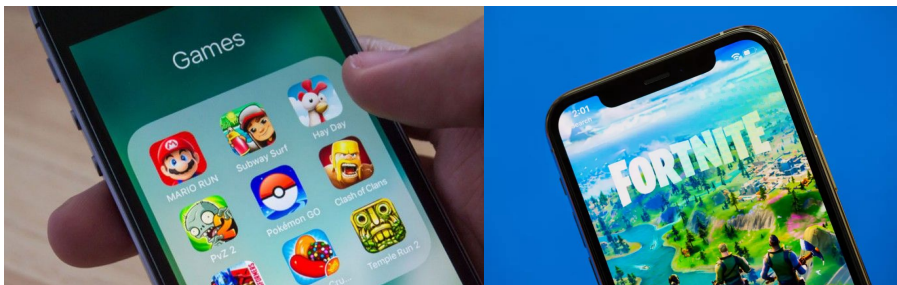
# Recommendation for **10 apps to purchase** :

List of Apps Chosen

- **Dominos Pizza USA**---------------5 Stars - Free
- **ASOS**----------------------------------5 Stars - Free
- **The Guardian** --------------------- 5 Stars - Free
- **PewDiePie's Tuber Simulation**--5 Stars - Free
- **Egg Inc.** -----------------------------5 Stars - Free
- **Geometry Dash Lite** -------------5 Stars - Free
- **Cytus** ---------------------------------5 Stars - $1.99
- **Clash of Clans** ------------------- 4.5 Stars - Free
- **Clash Royale** -----------------------4.5 Stars - Free
- **Bible** ----------------------------------4.5 Stars - Free

Key Points

- Free apps have the lowest start-up cost
- 5-Star apps have the longest lifespan
- Apps on both platforms decrease marketing cost
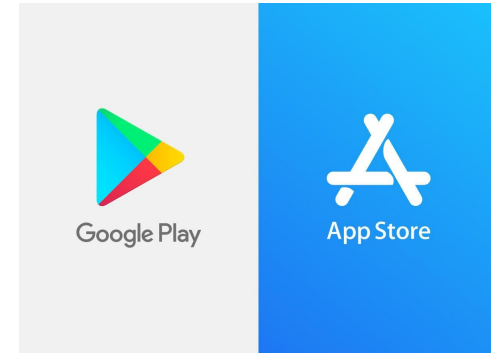
Yearly/Lifespan Profit Margin (Per App)
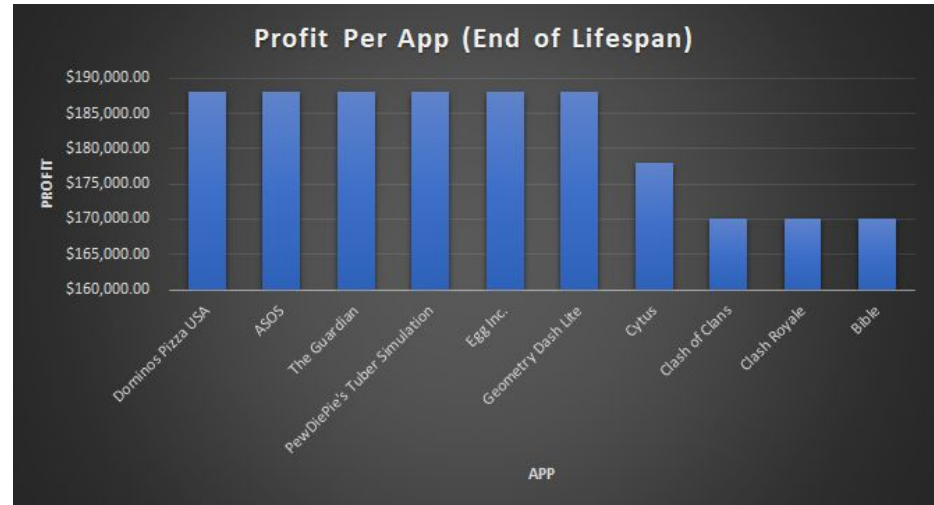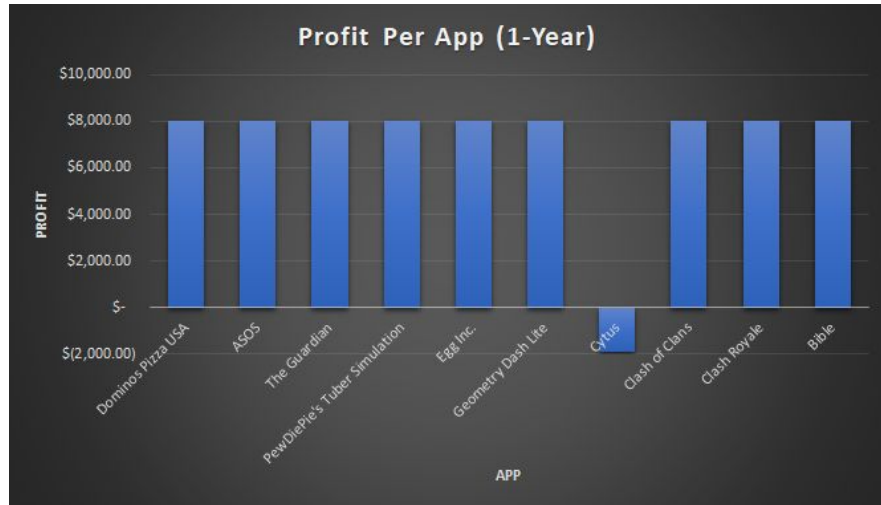
Total Profit Margin Over Time

Profit Over Time

Overview of Total Start-up Costs/Profit

Start-up cost: **$109,900.00**

1-Year Profit: **$70,100.00**

End of Lifespan Profit: **$1,816,000.00**