

# App Trader

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# Context



We have been asked to provide an analysis of where an app marketing company, App Trader, should invest. App Trader's business preferences are to:

- Focus on apps available in both the App Store and the Play Store
- Spend prudently on the rights to market, which is tied to the store's price of the app
- Focus on apps with an anticipated long life



# Methodology

As analysts, determine the factors which would make an app a good candidate for AppTrader to buy the marketing rights to.

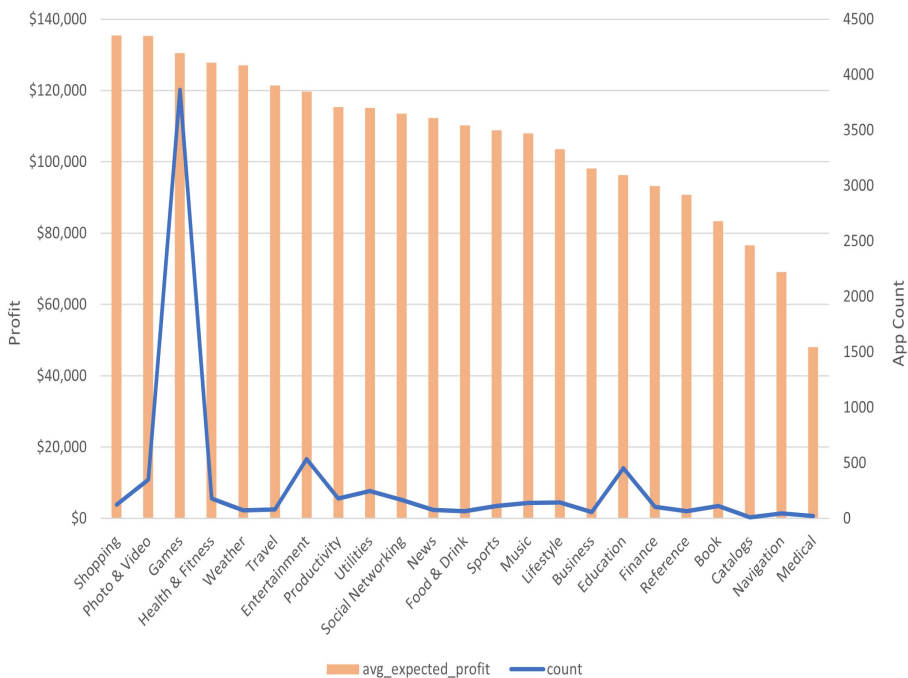
- Lucrative genre/category
- Wide potential audience, based on content rating
- Available in both app stores for similar price
- Long expected lifespan, based on reviews
- Low price to buy marketing rights, based on app's in-store price



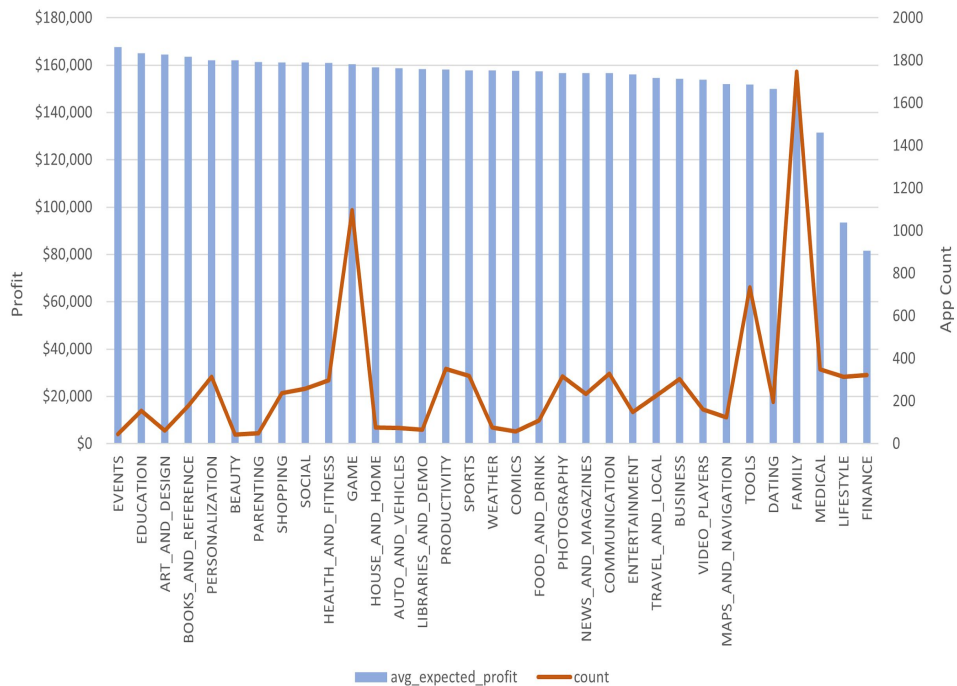


# Average Profit by Genre

## Avg. Expected Profit by Genre - App Store



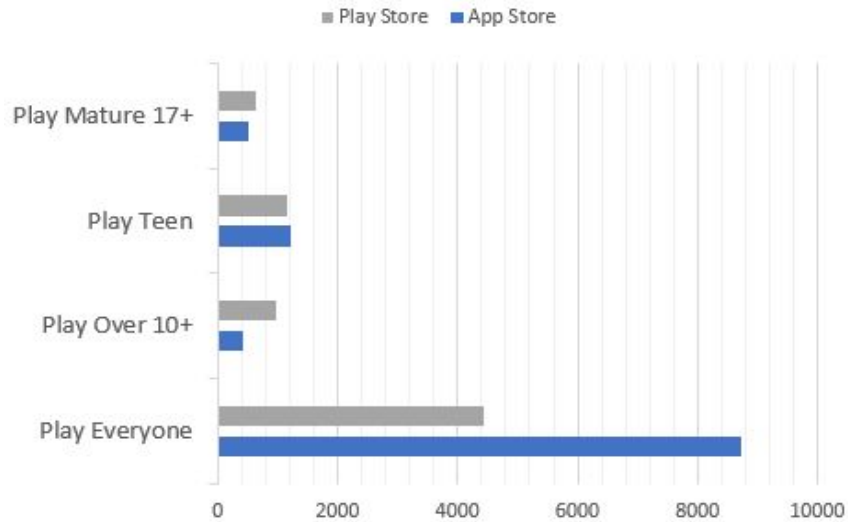
## Avg. Expected Profit by Genre - Play Store



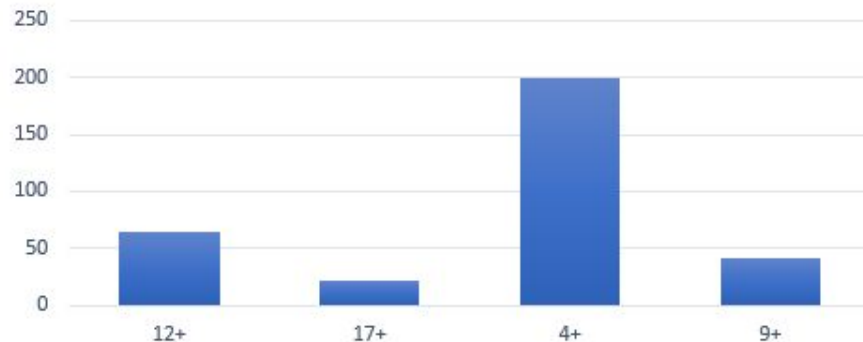


# Content Rating

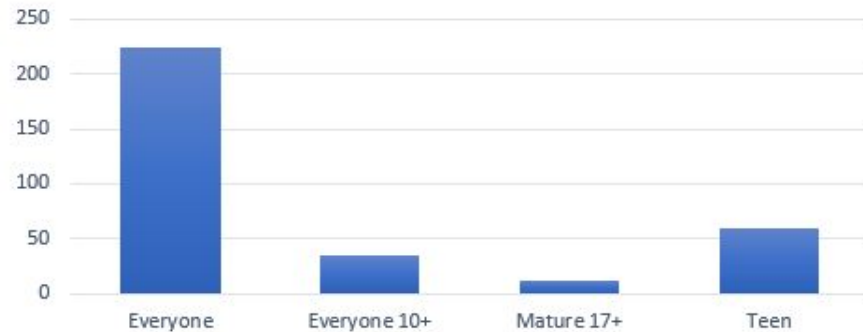
## Content Rating For Both Stores



## App Store Content Rating



## Play Store Content Rating





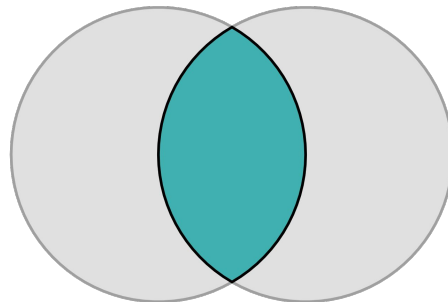
# Similar ratings across stores

We assume that apps with a high rating in both stores will ensure its longevity and therefore extend its potential for earning money.

Example apps with rating parity in both stores:

Wish - Shopping Made Fun  
My Talking Tom  
Trello  
Hay Day  
(Pewdiepie's Tuber Simulator)

Toca Kitchen 2  
Washington Post Classic  
Cooking Fever  
Smash Hit  
Angry Birds Epic RPG





# Top 10 App Considerations



- Wu-Tang Flan did a SQL query using GROUP BY:
  - avg\_rating for both tables
  - all\_total\_reviews for both tables
  - Year\_longevity
    - How long the app is predicted to survive
  - End\_of\_longevity\_profit
    - Profit at the end of the predicted app time
- Eliminated
  - Domino's Pizza due to app only in use while ordering
  - Cytus -Has a charge which reduces profit
  - The EO Bar - has low total reviews and high price (\$6.99)
- Added
  - Clash of Clans
  - Subway Surfers
  - Candy Crush Saga

# Top Ten Apps



1. Geometry Dash Lite
2. PewDiePie's Tuber Simulator
3. Egg, Inc.
4. ASOS
5. Instagram

6. WhatsApp Messenger
7. Clash of Clans
8. Subway Surfers
9. Candy Crush Saga
10. Clash Royale

